

Jaebeom Suh

Office

Kansas State University
College of Business Administration
Department of Marketing
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Home

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Personal Data

US Citizen

EDUCATION

Ph.D.	University of Alabama, Tuscaloosa, AL (Major in Marketing)	2001
MS	University of Wisconsin-Madison, WI (Major in Marketing)	1994
MBA	Yonsei University, Seoul, Korea (Concentration: Marketing)	1989
BA	Yonsei University, Seoul, Korea (Major in Business Administration)	1987

ACADEMIC APPOINTMENT

Professor of Marketing at Kansas State University	08/2023 - present
Associate professor of Marketing at Kansas State University	08/2008 – 06/2023
Adjunct Professor at School of Global Cooperation, Hallym Univ., Korea	11/2015 – present
Visiting Associate Professor of Marketing at Ajou University, Korea	03/2006 – 06/2007
Assistant professor of Marketing at Kansas State University	08/2001 – 07/2008

Sabbatical Leave

Visiting Professor at School of Global Cooperation, Hallym Univ., Korea	04/2022 – 07/2022
Adjunct Professor of Marketing, University of Iowa (CIMBA Italy)	01/2022 – 04/2022
Visiting Professor at Sogang University, Korea	03/2013 – 07/2013

PROFESSIONAL APPOINTMENT

Member of Consortium for Global Sustainability	07/2021 – present
Member of Board of Director, Korean Association of Fair Economy	01/2015 – present
Member of Board of Director, Korean Marketing Association	01/2013 – 12/2014
Member of Board of Director, Korean Academic Society of Business Admin.	01/2013 – 12/2014

AWARDS

Best Paper Awards

- Best Paper Award at International Conference on Business and Economics (ICBE2017) and 13th KODISA (Korea Distribution Science Association) International Conference, Incheon, Korea, 2017
- Best paper award at Advertising and Brand Track at the American Marketing Association (AMA) conference, Chicago, IL, 2005
- The Best Paper Award in the 2001 Volume of *International Journal of Service Industry Management* by Literati Club, Award for Excellence 2002

RECOGNITION (MEDIA COVERAGE)

- One of my conference papers was publicized at **Washington Post Newspaper**, explaining “over-spending consumption behavior”, and received a significant media attention on August 27, 2007.

GRANTS

Course Development Grants received

- Developed and offered a course (MKTG 498), focusing on Asia community and global competitive advantages, **Eurasia Foundation (from Asia)** Grant (\$30,000), Fall 2022
 - 14 guest speakers invited for lectures (4 on-campus and 10 online)
 - Scholarship (total \$1200) will be offered to 6 students
- Developed and offered a course (MKTG 498 and GENBA 898), focusing on Asia community and global competitive advantages, **Eurasia Foundation (from Asia)** Grant (\$40,000), Spring 2021
 - 13 guest speakers (all online) invited for lectures
 - Scholarship (total \$1,800) offered to 6 students
- Developing an online course (MKTG 580 ZA: Marketing Analytics Fundamental), Global Campus Grant, 2018 (\$10,000), Kansas State University
- Developing an online course (MKTG 880 ZA: Applied Marketing Analytics), Global Campus Grant, 2014 (\$10,000), Kansas State University

Research Grants received

- College of Business Administration Research Grant (\$5,000), Summer 2015, Kansas State University
- College of Business Administration Research Grant (\$5,000), Summer 2012, Kansas State University
- College of Business Administration Research Grant (\$7,500), Summer 2011, Kansas State University
- President’s University Research Grant, Ajou University, Korea (\$10,000), 2006
- College of Business Administration Research Grant (\$5,000), Summer 2005, Kansas State University
- College of Business Administration Research Grant (\$5,000), Summer 2004, Kansas State University
- College of Business Administration Research Grant (\$7,000), Summer 2002, Kansas State University

Other Grants received

- Target Campus Case Competition Grant (\$2,500, Target Company), Fall 2010
- President’s Faculty Development Awards (\$1,000), Fall 2002, Kansas State University

Project-related Grants received

- Global City Cooperation Research Center at the Graduate School of Global Cooperation, Hallym University, Korea, received a research grant of 50,000,000 KW (about US\$ 41.677) from City of Chuncheon, Gangwon Province, Korea, 04/2022 to 11/2022
- I have been participating in this project as a member of research team, from April, 2022 to August 2022
- My main responsibility is to estimate relational population growth and develop city marketing strategies

ACADEMIC RESEARCH

Refereed Journals

Jin, Hyun Sueng, Gayle Kerr, Jaebeom Suh, Hoyje Jay Kim, and Ben Sheehan (2022), "The power of creative advertising: creative ads impair recall and attitudes toward other ads," *International Journal of Advertising*, (March), 1-20.

Song, Reo, Sungha Jang, Yingdi Wang, Dominique Hanssens, and Jaebeom Suh (2021), "Reinforcement Learning and Risk Preference in Equity Linked Notes Market," *Journal of Empirical Finance*, 64, 224-246.

Jin, Hyun Sueng, Hoyje Jay Kim, Jaebeom Suh, Benjamin Sheehan, and Robert Meeds (2021), "Ego Depletion and Charitable Support: The Moderating Role of Self-Benefit and Other-Benefit Charitable Appeals," *Journal of Advertising*, 50(4), 479-493

Jin, Hyun Sueng, Gayle Kerr, and Jaebeom Suh (2019), "Impairment Effects of Creative Ads on Brand Recall for Other Ads," *European Journal of Marketing*, 53 (7), 1466-1483.

Kim, Jiyoung, Russell Lacey, Hae-Ryong Kim, and Jaebeom Suh (2019), "How CSR serves as a preventive mechanism for coping with dysfunctional customer behavior," *Service Business*, 13 (4), 671-694.

Kim, Jiyoung, Hae-Ryong Kim, Russell Lacey, and Jaebeom Suh (2018), "How CSR impact meaning of work and dysfunctional customer behavior," *Journal of Service Theory and Practice*, 28 (4), 507-523.

Suh, Jaebeom, Dawn Deeter-Schmelz, Taehyun Suh, and Hyun Seung Jin (2018), "Product Classifications Revisited with Transparency Effect: A Forgotten Link between Consumer Research and Marketing Strategy," *Asia Marketing Journal*, 20 (1), 49-68.

Jang, Jichul, Jaebeom Suh, Hyejin Kwon (2017), "A Multi-level Approach of Organizational Citizenship Behaviors in the Hotel Industry," *Journal of Tourism and Industry Research*, 37 (4), 5-12.

Yoon, Ju-Hee, Yong-Cheol Hwang, Jaebeom Suh, and Jae-Gyun Kim (2017), "Chinese Tourist Shopping Satisfaction and Brand Attitude to Korean Cosmetics: A Disconfirmation Approach," *Journal of Distribution Science*, 15(10), 51-63.

- Cho, Yeonjin, Kyungdo Park, Jaebeom Suh, and Ho-Taek Yi (2017), "Factors Influencing Consumer Decision Making from Retail Assortment," *Korean Management Consulting Review*, 17(1), 161-169.
- Ahn, Junsang, Jaebeom Suh, and Hyun-Seo Yi (2014), "Sponsoring Parent Company's Image, Product, and Behavioral Outcomes," *Korean Journal of Sport Science*, 25 (1), 120-130.
- Park, Jun-Cheul and Jaebeom Suh (2013), "An Extended View of Information System Employees Exchange Relationships (LMX, TMX) and Its Effects on Trust in Supervisor, Coworker Trust, Job Satisfaction, and Job Performance," *Journal of Internet and e-Commerce Study*, 13 (4), 45-60.
- Park, Jun-Cheul and Jaebeom Suh (2013), "Reinventing the Wheel: A Successful Strategy of Japan Fujifilm Inc.," *Japanese Modern Studies*, Vol. 40, 331-347.
- Park, Joo-Yung, John E. Grable, and Jaebeom Suh (2010), "The Role of Locus of Control in Shaping Financial Behavior: A Comparison of Models for Koreans and Americans," *Journal of Consumer Studies*, 21 (3), 263-288.
- Donavan, D. Todd, Jaebeom Suh, Hyung-Seung Jin, and Mary Ann Hocutt, (2008) "Exploring the Relationship between the Service Worker's Organizational Citizenship Behaviors and Customer Orientation: The Impact of Perceived Justice," *Service Marketing Journal*, 1 (1), 43-66.
- Jin, Hyun Seoung, Jaebeom Suh, and D. Todd Donovan (2008), "Inhibitive Effects of Publicity in Advertised Brand Recall and Recognition," *Journal of Advertising*, 37 (1), 45-57.
- Lee, Dong-Jin, Moonkyu Lee, and Jaebeom Suh (2007) "Benevolence in the Importer-Exporter Relationship: Moderating Role of Value Similarity and Cultural Familiarity," *International Marketing Review*, 24 (6), 657-677.
- Kang, Yong-Soon, Sangkil Moon, and Jaebeom Suh (2007), "Influencing factors in High vs. Low Share Brand Choice," *International Journal of Management Science*, 13 (1), 73-91.
- Lacey, Russell, Jaebeom Suh, and Robert M. Morgan (2007), "Differential Effects of Preferential Treatment Levels on Relational Outcomes," *Journal of Service Research*, 9 (3), 241-256.
- Suh, Jaebeom (2006), "Effect of Relationship Marketing on New Product Adoption," *Daehan Journal of Business*, 19(3), 1161-1196.
- Suh, Jaebeom, Swinder Janda, and Sunhee Seo (2006), "Exploring the Role of Culture in Trust Development with Service Providers," *Journal of Services Marketing*, 20 (4), 265-273.
- Donavan, D. Todd, Swinder Janda, and Jaebeom Suh (2006), "Environmental Influences in Cooperate Brand Identification and Outcomes," *Journal of Brand Management*, 14 (1/2), 125-136.
- Suh, Jaebeom and Richard McFarland (2005), "The Moderating Effect of Culture on Consumer Attributions," *Asian Journal of Marketing*, 11 (1), 5-13.
- Yoon, Mahn Hee and Jaebeom Suh (2003), "Organizational Citizenship Behaviors and Service Quality as External Effectiveness of Contact Employees," *Journal of Business Research*, 56, 597-611.

Yoon, Mahn Hee, Sharon E. Beatty, and Jaebeom Suh (2001), "The Effect of Work Climate on Critical Employee and Customer Outcomes: An Employee-Level Analysis," *International Journal of Service Industry Management*, 12 (5), 500-521.

* The above paper has won '**The Most Outstanding Paper**' Award in the 2001 volume of *International Journal of Service Industry Management*.

Jones, A. Michael and Jaebeom Suh (2000), "Transaction-Specific Satisfaction versus Overall Satisfaction in the Service Industry," *Journal of Services Marketing*, 14 (2), 147-159.

Working Paper Series by SSRN (Social Science Research Network)

Hyun, Yong Jin., Jaebeom Suh, Gyu-Heon David Hyun, and Sungjun Park (2015), "A Psychological Approach to Define Trust in Exchange Relationships - Trust Characterized by Cognitive, Affective, and Conative Dimensions," Social Science Research Network (SSRN, KAIST College of Business), Working Series No. 2015-016.

Book Chapters

Suh, Jaebeom (2020), "A Hybrid Model of Bridging Nation Branding and Country Image: A Case of the Korean Wave," in *The Korean Wave from a Private Commodity to a Public Good*, Yeonhee Yoon and Kiwoong Yang, eds., Korea University Press, 89-105.

Suh, Jaebeom (2015), "Implications of Corporate Social Responsibility on Business Strategy Development," *Corporate Social Responsibilities, Government, Public Policy in Korea*, Kiwoong Yang, eds., Hallym University Press, Korea, 23-40. (written in Korean).

Hernandez, Monica D., Michael S. Minor, Jaebeom Suh, Sindy Chapa, and Jose A. Salas (2004), "Brand Recall in the Advergaming Environment: A Cross-Country Comparison," in *Advertising, Promotion, and New Media*, Marla R. Stafford and Ronald J. Faber, eds., M.E. Sharpe., 298-319.

Book Translations

I translated Chapter 7 (persuading consumers), Chapter 8 (Print and Broadcasting Advertising to Social and Mobile Media), and Chapter 9 (Reference Group and Word-of-Mouth) of a textbook (Consume Behavior by Schiffman and Wisenblit (11th edition), Pearson) into Korean language, which has been published as a Korean textbook in 2016. The editor of this translated textbook is Dr. Yong-Chul Hwang, at Jeju National University, Korea.

Conference Proceedings and Presentations (* Presenter)

Suh, Jaebeom* and Doug Walker (2022), "Identifying a Predictive Model of Consumer's Complaint for Financial Firm's Service Using Consumer Complaint Database," Joint Conference by Korean

Institute of Industrial Engineering and the Korean Operation Research and Management Science Society, Jeju, Korea, on June 1-4, 2022.

Suh, Jaebeom*, Jiyun Yang, and Doyle Ervin (2021), "Predicting Covid-19 Infections using BASS Model: A Comparison of China and the US cases," Joint Conference by Korean Institute of Industrial Engineering and the Korean Operation Research and Management Science Society, Jeju, Korea, June 2-5, 2021.

Ervin, Doyle and Jaebeom Suh* (2020), "Application of Bass New Product Diffusion Model to Predict Covid-19 Infections," Society for Marketing Advances, Fort Worth/Dallas, TX (virtual online).

Suh, Jaebeom*, Swinder Janda, and Jiho Yoon (2019), "Effect of Multiple Relationship Quality on New Product Adoption," 2019 AMS World Marketing Congress, Edinburgh, Scotland, July 9-12, 2019

Suh, Jaebeom* and Yeonhee Yoon (2019), "Bridging Nation Branding and Country Image Using Brand Association Approach," 2019 EAIS (East Asian Association of International Studies) & Hallym GSGC Global Conference, Chuncheon, Korea, June 20, 2019

Suh, Jaebeom*, Jiyun Yang, and Taehyun Suh (2019), "How to Select the Type of Aid for Trade: Conjoint Choice Approach," 2019 EAIS (East Asian Association of International Studies) & Hallym GSGC Global Conference, Chuncheon, Korea, June 20, 2019

Kim, Yong-Tae, Jiyun Yang, Jaebeom Suh*, and Sung-Il Kim (2018), "A Study of Goal-Based Investing for Defined Contribution Pension Schemes: A Consumer Decision Perspective," Society for Marketing Advances, West Palm Beach, FL.

Jang, Ji-Chul, Jaebeom Suh, Hye-Jin Kwon, and Yong-Cheol Hwang* (2017), "A Conceptual Comparison of Organizational Citizenship Behaviors in the Hotel Industry: Single-level vs. Multi-level Approach," International Conference on Business and Economics (ICBE2017) and 13th KODISA International Conference, Incheon, Korea.

** Won the **Best Paper Award**

Suh, Jaebeom* and Taehyun Suh* (2017), "Digital Marketing in Fashion Industry: Transition from McDonaldization and Netflixization to Stitchfixization," 2017 Global Fashion Management Conference at Vienna, Austria.

Suh, Jaebeom* (2016), "Korean Wave and National Branding," 2016 Notre Dame Koreans Studies Conference: Identity, Interest, and Power in East Asia Popular Culture, Notre Dame, IN.

Park, Kyungdo, Jaebeom Suh, Hotaek Yi*, Yeonjin Cho (2016), "Factors Influencing Consumer Decision Making from Retail Assortments," The Korean Society of Management Consulting, Pusan, Korea

Walker, Doug* and Jaebeom Suh (2016), "A Predictive Model of Third-Party Complaints to the Consumer Financial Protection Bureau," 2016 Summer AMA, Atlanta, GA

Jin, Hyun Seung*, Gayle Kerr, Jaebeom Suh, Ian Lings (2016), "Facilitation and Impairment Effects of Creative Advertising in Memory," American Academy of Advertising, 2016 Annual Conference, Seattle, WA.

- Suh, Jaebeom* and Yong J. Hyun (2015), "Effects of Consumer Protection Policy on Firm's Competition: A Facilitator or An Inhibitor?" Inaugural Conference of 2015 Korean Association of Fair Economy, Ewha Women's University, Seoul, Korea, November 6, 2015.
- Suh, Jaebeom*, Ji-Hye Kang, Swinder Janda, and Junsang Ahn (2014), "When Do Measured Attitudes Reflect Past Behavior?" Academy of Marketing Science, 17th World Marketing Congress, Lima, Peru.
- Suh, Jaebeom*, Sungha Jang, and Reo Song (2014), "Effect of Reversed-coded items on the Scale Unidimensionality," International Conference of Asia Marketing Association, Sogang University, Seoul, Korea
- Baik, Sunmi*, Jungok Jeon, Jaebeom Suh, and Jaikwan Park (2013), "Effect of Brand Crisis on Consumer Response: Role of Brand Association and Brand-Customer Relationship Strength," 2013 Fall Korean Marketing Association and Doctoral Consortium, Gwangju, Korea
- Suh, Jaebeom* and Robert M. Morgan (2013), "Store and Brand Relationships: The Role of Multiple Constituencies in Retailing," Korean Marketing Management Association, Pusan, Korea.
- Song, Reo*, Sungha Jang, Dominique Hanssen, and Jaebeom Suh (2013), "Reinforcement Learning and Overconfidence: Evidence from Equity-Linked Notes Market," 2013 Spring, Korean Marketing Association, Seoul, Korea.
- Lee, Yongjin* and Jaebeom Suh (2013), "A Study of the Measurement of Perceived Distances among Programming Languages," Korea Society of IT Service Conference, Seoul, Korea.
- Suh, Jaebeom* and Junchul Park (2012), "Effect of Smartphone Features on Customer Behavioral Consequences," at Joint Conference by Korean Institute of Industrial Engineering and The Korean Operations Research and Management Science Society, Gyeongju, Korea
- Suh, Jaebeom* (2007), "Satisfaction Guaranteed: Positive Biases in Customer Satisfaction Measure" at Service Marketing Association, Seoul, Korea
- Jin, Hyun Seoung*, Jaebeom Suh, D. Todd Donovan, and Soontae An (2005), "Salience Effects of Publicity on Advertised Brand Recall and Recognition," 2005 AMA, Chicago, IL: American Marketing Association.
 ** Won the **Best Paper Award** (Advertising and brand track)
- Hernandez, Monica D.*, Jaebeom Suh, and Michael S. Minor (2005), "Brand Memory in the Advertising Context: A Cross-Script Comparison of Bilingual Consumers," American Academy of Advertising, Houston, Texas, 129-130.
- Hernandez, Monica D., Jaebeom Suh*, and Michael S. Minor (2004), "Effects of Global Brand Familiarity on Consumer Memory in Online Context: An Asian-American Comparison," Association for Global Business, Cancun, Mexico.
- Suh, Jaebeom*, Janet Turner Parish, and Russell Lacey (2003), "Relationship Quality and New Product Adoption: A Conceptual Framework," Society of Marketing Advances, New Orleans.

Kang, Yong-Soon, Jaebeom Suh*, and Moonkyu Lee (2003), "Country Image: Effects of Advertising Exposure and Other Experiences," Society for Consumer Psychology, eds., Lynn R. Kahle and Chung-Hyun Kim: Seoul, Korea.

Suh, Jaebeom* and Mahn Hee Yoon (1999), "How Do People From Different Cultures Develop Trust with Service Providers?" in *1999 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 10, eds., Steven P. Brown and D. Sudharshan, Chicago, IL: American Marketing Association, 18.

Jeon, Jung-Ok and Jaebeom Suh* (1999), "An Examination of the Differential Effects of Direct Comparative, Indirect Comparative, and Noncomparative Advertising," in *1999 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 10, eds., Steven P. Brown and D. Sudharshan, Chicago, IL: American Marketing Association, 42-43.

Suh, Jaebeom*, Yong-Soon Kang, and Moonkyu Lee (1998), "Why Do Some People Spend Money on the Product Features That They May Never Use?" in *Advances in Consumer Research*, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 538-543.

* Presented at the 1997 ACR conference at Denver

Suh, Jaebeom* and Jeffrey S. Hess (1996), "Individualism Versus Collectivism: Cultural Moderation of Consumer Attribution," in *1996 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 7, eds. Cornelia Droge and Roger Calantone, Chicago, IL: American Marketing Association, 188-194.

* presented at the 1996 AMA Summer Educators' Conference at San Diego

CBA Research Presentation, Kansas State University

Suh, Jaebeom, "Eight Theories of Satisfaction: An Empirical Evidence," October 12, 2022

Invited Research Presentations/Lectures

"Market Segmentation and Positioning Cases and Practices using Principal Component Analysis," Graduate School of Global Cooperation, Hallym University, Korea, July 19, 2022.

"New Technological Innovation and its Impact on Hospitality Industry," Global Hospitality Leadership Class, College of Hotel and Restaurant Management, University of Houston, Houston, TX, March 04, 2021.

"Consumer Decision Making and Decision Traps," Global Hospitality Leadership Class, College of Hotel and Restaurant Management, University of Houston, Houston, TX, February 13, 2020.

"Big Data and Predictive Analytics: New Applications," Global Hospitality Leadership Class, College of Hotel and Restaurant Management, University of Houston, Houston, TX, September 20, 2018.

"Emerging Trends of Big Data and Predictive Analytics," Sangnam Research Institute, Yonsei University, Seoul, Korea, 2015

“New Innovations and New Business Trends in the US and Korea,” Chunil, Inc., CEO Global Leadership Program, Pusan, Korea, 2013

“Consumer Choice and Decision Biases: A Behavioral Economics Perspective,” College of Business Administration, Ajou University, Suwon, Korea, 2013

“Salience Effects of Publicity on Advertised Brand Recall and Recognition,” College of Business Administration, Korea University, 2006

“Differential Effects of Preferential Treatment Levels on Relational Outcomes,” College of Business Administration, Ajou University, Suwon, Korea, 2006

“Effect of Relationship Quality on the Likelihood of New Product Adoption and Existing Product Retention,” College of Business Administration, Yonsei University, Seoul, Korea, 2002

WORK IN PROGRESS

Under Review (Journal)

Suh, Jaebeom, Taehyun Suh, Jiyun Yang, and Keumah Jung, “Eight Theories of Satisfaction: An Empirical Evidence,” under the first-round review at Journal of Business Research

Under Review (Conference)

Suh, Jaebeom, Hyun Seung Jin, Swinder Janda, and Reo Song “Effect of Reversed Items on Measurement Reliability: How Many Reversed Items Are Acceptable?” under review at World Marketing Congress Conference by AMS (Academy of Marketing Science), for presentation

Manuscript Preparation

Lacy, Russell, Angeline Close Scheinbaum, Jaebeom Suh, and Kevin Gwinner, “Effect of CSR on Gratitude, Sincerity, and Sponsor Effectiveness,” Study 1 and 2 finished, and preparing a manuscript.

Suh, Jaebeom, Hyun Seung Jin, Swinder Janda, and Reo Song, “Effect of Reversed Items on Measurement Reliability: How Many Reversed Items and How Many Changes Are Acceptable?” finished draft manuscript and revising it now.

Suh, Jaebeom and Jiho Yoon, “Effects of Consumer Protection Policy on Firm’s Competition: A Facilitator or An Inhibitor?” working on manuscript draft.

Suh, Jaebeom, Robert M. Morgan, Janet Parish, “Store and Brand Relationships: The Role of Multiple Constituencies in Retailing,” working on additional data collection based on experiments and preparing for the final draft.

Suh, Jaebeom and Hyun Seung Jin, “Reasoned Attitude: When Does Behavior Predict Attitude?” finished a draft, targeting *Journal of Consumer Psychology*

TEACHING EXPERIENCES

Kansas State University

Courses Taught for Undergraduate students: Marketing Analytics Fundamentals, International Marketing, Marketing Management, Marketing Research, and Integrated Marketing Communication, Principle of Marketing

Courses Taught for Graduate students: Applied Marketing Analytics, Advanced Marketing Analytics, Advanced International Marketing, and Marketing Concepts and Research

Kansas State University, Italy Program at Orvieto, Italy

Courses Taught for Undergraduate students: Principle of Marketing (Summer 2018)

University of Iowa, CIMBA at Italy (Sabbatical Leave)

Courses Taught for Undergraduate students: Principle of Marketing, Consumer Behavior (Spring 2022)

Graduate School of Global Cooperation, Hallym University, Chuncheon, Korea

Courses Taught for government officials: Sustainable City Marketing and Branding Strategy (Summer 2022)

Jungang University, Seoul, Korea

Courses Taught for Undergraduate students: Consumer Psychology (Summer 2014)

Sogang University, Seoul, Korea (Sabbatical Leave 2013)

Courses Taught for Graduate students: Relationship Marketing, Consumer Behavior (Spring 2013)

Courses Taught for Undergraduate students: Principle of Marketing (Spring 2013)

Ajou University, Suwon, Korea

Courses Taught for Undergraduate students: Advertising and Consumer Behavior

Courses Taught for Graduate students (online MBA): Consumer Behavior, Advertising, Brand Management, and Marketing Research

INTERNAL SERVICE ACTIVITY

Doctoral Dissertation Committee Member

- Danielle Hyekyung Park, College of Hotel and Restaurant Management, University of Houston (since 2020 as an external outside member)
- Huaiyu Zhang, Department of Statistics, College of Art and Science, Kansas State University, (defended in November 2019)
- David Allen Ammerman, Personal Financial Planning Program, College of Human Ecology, Kansas State University (defended in February, 2017)
- Junsang Ahn, Department of Physical Education, Seoul National University, Korea, 2015 (as an external outside member) (defended in 2016)
- April Jisook Park, Department of Psychology, Kansas State University, (defended in May 2011).
- Johnny Coomansingh, Department of Geography, Kansas State University, 2005.

Doctoral Dissertation Outside Chair

- Wenhao Zhang, Department of Hospitality Management, 2019
- Adeel Faheem, Department of Economics, Kansas State University, 2018
- Heesup Han, Department of Hotel Management and Dietetics, Kansas State University, 2007

Master Thesis Committee Chair

- Wongu Kim, Department of Marketing, Ajou University, Korea, 2007.

Master Thesis Committee Member

- Chen Sun, Department of Food Science, Kansas State University, 2013-14.
- Keunyoung Kim, Department of Mass Communication and Journalism, Kansas State University, 2010.
- Morgan Jenkins, Department of Horticulture, Kansas State University, 2010.
- Gennadi Gevorgyan, Department of Mass Communication and Journalism, Kansas State University, 2005.
- Reena Suryavanshi, Department of Apparel and Textile Marketing, Kansas State University, 2004.
- Wenxian Yang, Department of Public Administration, Kansas State University, 2004.

Master of Science Data Analytics Supervisory Committee as Major Professor and Committee member (to name selected students)

- Tendai Munyanyi, Data Analytics Master of Science, College of Business Administration, 2022
- Stephen Glodade, Data Analytics Master of Science, College of Business Administration, 2022
- Karim Majed, Data Analytics Master of Science, College of Business Administration, 2021
- Artur Gregorian, Data Analytics Master of Science, College of Business Administration, 2021
- Christian Tatham, Data Analytics Master of Science, College of Business Administration, 2021

- Soumya Punati, Data Analytics Master of Science, College of Business Administration, 2020
- Megan Hunt, Data Analytics Master of Science, College of Business Administration, 2020
- Nicole Hamler, Data Analytics Master of Science, College of Business Administration, 2019

Master Business Administration (MBA) Supervisory Committee as Major Professor

- Jessica Davis, MBA, College of Business Administration, 2019
- Lu Xie, MBA, College of Business Administration, 2014
- Ian Jolliffe, MBA, College of Business Administration, 2019

Master Business Administration (MBA) Supervisory Committee Member

- Michael McCarter, MBA online, College of Business Administration, 2019
- Tianhe Tan, MBA, College of Business Administration, 2019
- Zhe Zhang, MBA, College of Business Administration, 2019
- Joelle Pitts, MBA, College of Business Administration, 2019

Faculty Advisor for Undergraduate Developing Scholars Program

- Erwin Chege, August 2013 to May 2014

PMBA International Experience Trip

- Korea Trip, Aug 01 to August 09, 2017 (7 students)
- Korea Trip, May 20 to May 29, 2019 (11 students)
- Virtual Korea Trip, August 01 to August 09, 2021 (10 students)
- Korea Trip, May 15 to May 23, 2023 (scheduled)

MBA Capstone Project Advisor

- GEBBA 890 Project (Enrollment Projection Model, client: Dr. Bin Ning, Associate Provost), Spring 2021
- GEBBA 890 Project (Sustainable Strategy for Graduate Program, client: Graduate School/Institutional Effectiveness), Spring 2020
- GENBA 890 Project (Bo Buser): Faculty Advisor, 2018
- Lafene Health Center, MBA capstone project advisor, 2015

International Exchange Program Development

- Chungang University, Seoul, Korea 2018 (MOU signed)
- Dongkuk University, Seoul, Korea, 2017 (MOU signed)
- Kunkuk University, Seoul, Korea, 2017 (MOU signed)
- Ajou University, Suwon, Korea, 2005 (effective)

University Committee Services

- Scholarly Communication Task Force (by Provost), 2019
- CBA Dean search committee (by Provost), 2015-2016
- University Graduate Council, 2015 – 2020
- Faculty Senator Committee on University Planning, 2012
- University Internationalization Planning Committee, 2012
- University Honor Council Committee, 2010 – 2012
- Committee member for Global Campus Analytics Master Certificate Program, 2014 - 2016

College Committee Services

- CBA Course and Curriculum Committee, 2005 - 2011
- CBA Committee on Planning (CCOP), 2003 – 2008, 2012
- CBA Graduate Curriculum Innovation Committee, 2013 – 2016, 2019-present
- CBA Committee on Honor Program, 2009 - 2016
- CBA Diversity Committee, 2002 - 2004
- Research Grant Review Committee, 2002

EXTERNAL SERVICE ACTIVITY

Editorial Review Boards

- Journal of Services Marketing (SSCI Journal), 2007 – 2016
- Service Marketing Journal, 2008 - present

Guest Editor for Special Journal Issue

- Journal of Tourism & Industry Research, 38(2), published on May 25, 2018, Tourism and Economic Research Institute (TBERI) at Jeju National University, Korea

Conference Track Chair and Session Chair

- Track Chair (Research) with Special Journal Issues and Post-Conference Symposium Chair (Big Thinking about Marketing) at Society for Marketing Advances, New Orleans, LA, 2019
- Track Chair (Marketing Research) at Society for Marketing Advances, West Palm Beach, FL, 2018
- Session Chair (Marketing Research) at Society for Marketing Advances, West Palm Beach, FL, 2018
- Track Chair (Marketing Research) at Society for Marketing Advances, 2017
- Track Chair (Service Marketing) at Society for Marketing Advances, 2005
- Served as a session chair at the Society for Marketing Advances (SMA) 2002

Reviewer (Journal)

- Journal of Services Marketing (Editorial Board Member), 2007 to 2015
- Journal of Services Marketing, 2005, 2006
- Service Marketing Journal, 2008 to 2013
- Service Business Journal, 2013, 2019, 2020, 2021, 2022
- International Journal of Marketing Strategy, 2012
- International Journal of Management Science, 2007
- International Journal of Internet and Enterprise Management, 2004
- Korean Journal of Marketing Research, 2004, 2005
- International Journal of Internet Marketing and Advertising, 2003
- Journal of Business Research, 2000, 2013, 2017

Reviewer (Conference)

- ACR-Asia conference 2002
- AMA conference 2004 and 2010
- SMA conference 2002, 2003, 2018, 2019, 2020, 2021
- AMS conference 2003 and 2005, 2014

Reviewer for Research Grant Council, Hong Kong (www.ugc.edu.hk)

- Reviewer for 3 research grant proposals (2022)
- Reviewer for 3 research grant proposals (2021)
- Reviewer for 3 research grant proposals (2020)
- Reviewer for 1 research grant proposal (2019)

Outside Advisory Member for Other Institutions

- Training Program Development for Gangwon Province officials at Institute for Global Social Responsibility, Hallym University, Korea (2019)
- Curriculum development for a joint MBA program between Yantai University (China) and Hallym University (Korea) (2018)

Community Service

- Korean Church of Manhattan, Korean-English translator, 2005 – current
- Scholarship Committee, Korean Church of Manhattan, 2016-2018

Executive Education

- Nuevit, “Medical Cruise Trip,” 2013
- Hanssem Furniture, Inc., “How to Build a Strong Brand in Korean Furniture Market” 2006