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EDUCATION

Ph.D. University of Illinois at Urbana-Champaign, Institute of Communications Research, August 2005

M.A. Michigan State University, Department of Advertising, May 2000

B.A. Konkuk University, Department of Communications, February 1998

ACADEMIC APPOINTMENTS

Professor, Bryant University, Department of Marketing, Fall 2017 – Present

Associate Professor, Bryant University, Department of Marketing, Fall 2012 – Spring 2017

Assistant Professor, Bryant University, Department of Marketing, Fall 2007 – Spring 2012

Assistant Professor, Cleveland State University, School of Communications, Fall 2005 – Spring 2007

VISITING APPOINTMENTS

Visiting Professor, University of Florence, Department of Economics and Management, Summer 2021

Visiting Scholar, Southern Methodist University, Temerlin Advertising Institute, Fall 2019

Visiting Scholar, Harvard University, Department of Psychology, Fall 2013

Visiting Professor, Ulsan National Institute of Science and Technology (UNIST), School of Technology Management, Summer & Winter 2013

Visiting Professor, Degguk University, Degguk International Summer School, Summer 2013

Visiting Professor, Sookmyung Women's University, Sookmyung International Summer School, Summer 2012

Visiting Professor, GREY Advertising (GREY Group), New York, NY, Summer 2009

Visiting Lecturer, University of Illinois at Urbana-Champaign, Department of Advertising, Fall 2003 – Spring 2005

EDITORIAL APPOINTMENTS

Editor-in-Chief, *Journal of Current Issues and Research in Advertising*, Starting January 2022

Associate Editor, *International Journal of Advertising*, January 2018 – May 2021

Associate Editor, *Journal of Global Scholars of Marketing Science*, January 2014 – December 2017

Editorial Review Board Member, *Journal of Current Issues and Research in Advertising*, January 2018 – Present

Editorial Review Board Member, *Journal of Interactive Advertising*, January 2018 – Present

Editorial Review Board Member, *Journal of Business Research*, January 2016 – Present

Editorial Review Board Member, *Journal of Advertising*, March 2015 – Present

Editorial Review Board Member, *International Journal of Advertising*, August 2013 – Present

Editorial Review Board Member, *Journal of Global Sport Management*, November 2017 – Present

Guest Editor, Special Issue of *International Journal of Advertising* on The Future of Advertising, January 2020 – Present

Guest Editor (with Yung Kyun Choi), Special Issue of *International Journal of Advertising* on Leveraged Marketing Communications, January 2018 – May 2020

Guest Editor (with Sangdo Oh), Special Issue of *International Journal of Advertising* on Social and Environmental Issues in Advertising, August 2014 – January 2016

Guest Associate Editor (for Steven Kopp), Special Issue of *Journal of Public Policy and Marketing* on Global Perspectives in Public Policy and Marketing, September 2016 – January 2018

REVIEWER EXPERIENCE

Ad-hoc Reviewer, *Psychological Science*

Ad-hoc Reviewer, *Journal of Consumer Psychology*

Ad-hoc Reviewer, *European Journal of Marketing*

Ad-hoc Reviewer, *Journal of Business Research*

Ad-hoc Reviewer, *Journal of Advertising*

Ad-hoc Reviewer, *International Journal of Advertising*

Ad-hoc Reviewer, *Journal of Public Policy and Marketing*
Ad-hoc Reviewer, *Journal of Interactive Marketing*
Ad-hoc Reviewer, *Journal of Consumer Behaviour*
Ad-hoc Reviewer, *Management Decision*
Ad-hoc Reviewer, *Asian Journal of Communication*
Ad-hoc Reviewer, *Journal of Interactive Advertising*
Ad-hoc Reviewer, *Telematics and Informatics*
Ad-hoc Reviewer, *Internet Research*
Ad-hoc Reviewer, *Journal of Broadcasting & Electronic Media*

Manuscript Reviewer, Association for Consumer Research Conference (ACR)
Manuscript Reviewer, Society for Consumer Psychology Conference (SCP)
Manuscript Reviewer, American Academy of Advertising Conference (AAA)
Manuscript Reviewer, Academy of Marketing Science Conference (AMS)
Manuscript Reviewer, Global Marketing Conference (GMC)
Manuscript Reviewer, Consumer-Brand Relationships Conference (CBR)
Manuscript Reviewer, Association for Education in Journalism and Mass Communication (AEJMC)

Grant Reviewer, Insight Grant, Social Sciences and Humanities Research Council of Canada (SSHRC)

PEER-REVIEWED JOURNAL ARTICLES

Baek, T., Bakpayev, M., Yoon, S., & Kim, S. (forthcoming). Smiling AI Agents: How Anthropomorphism and Broad Smiles Increase Charitable Giving, *International Journal of Advertising*, Accepted for publication.

Kim, W., Ryoo, Y., Yoon, S., & Kim, K. (forthcoming). Ethical Dissonance in Environmental Advertising: Moderating Effects of Self-Benefit versus Other-Benefit Appeals, *International Journal of Advertising*, Accepted for publication.

Pan, X. & Yoon, S. (forthcoming). Gym Membership Programs: Image Motivation and Conditional Discount Framing, *Journal of Current Issues & Research in Advertising*, Accepted for publication.

Baek, T., Kim, S., Yoon, S., Choi, Y., Choi, D., & Bang, H. (forthcoming). Emojis and Assertive Environmental Messages in Social Media Campaigns, *Internet Research*, Accepted for publication.

Bakpayev, M., Baek, T., van Esch, P., & Yoon, S. (forthcoming). Programmatic Creative: AI Can Think but It Cannot Feel. *Australasian Marketing Journal*, Accepted for publication.

Park, J., Kim, J., Lee, D. C., Kim, S., Voyer, B., Kim, C., Sung, B., Gonzalez-Jimenez, H., Fastoso, F., Choi, Y., & Yoon, S. (2022). The Impact of COVID-19 on Consumer Evaluation of Authentic Advertising Messages, *Psychology & Marketing*, 39 (1), 76-89.

- Kim, S., Yoon, S., Baek, T., Kim, Y., & Choi, Y. (2021). Temporal and Social Scarcities: Effects on Ad Evaluations, *International Journal of Advertising*, 40 (7), 1115-1134.
- Yoon, H., Yoon, S., Zdravkovic, S., Milakovic, I. K., Miocevic, D., & Choi, Y. (2021). Comedic Violence in Advertising: Cultural Third-Person Effects among U.S., Korean, and Croatian Consumers, *International Journal of Advertising*, 40 (7), 1047-1072.
- Bang, H., Choi, D., Yoon, S., Baek, T., and Kim, Y. (2021). Message Assertiveness and Price Discount in Prosocial Advertising: Differences between Americans and Koreans, *European Journal of Marketing*, 55 (6), 1780-1802.
- Yoon, S., Bang, H., Choi, D., & Kim, K. (2021). Slow versus Fast: How Speed-Induced Construal Affects the Perceptions of Advertising Messages. *International Journal of Advertising*, 40 (2), 225-245.
- Yoon, S., Lalwani, A., Vargas, P., Kim, K., & Taylor, C. R. (2021). Culture and Health Persuasion: Differences between Koreans and Americans. *Journal of Current Issues & Research in Advertising*, 42 (1), 83-101.
- Baek, T. & Yoon, S. (2020). Death Imagery in Antipoaching Advertising. *Psychology & Marketing*, 37 (12), 1637-1811.
- Lee, Y., Seo, J., & Yoon, S. (2020). Charity Advertising: Congruence between Political Orientation and Cause of Need. *International Journal of Advertising*, 39 (7), 943-962.
- Lim, D., Baek, T., Yoon, S., & Kim, Y. (2020). Color Effects in Green Advertising. *International Journal of Consumer Studies*, 44, 552-562.
- Kim, S., Baek, T. & Yoon, S. (2020). The Effect of 360-Degree Rotatable Product Images on Purchase Intention. *Journal of Retailing and Consumer Services*, 55, 102062.
- Baek, T. & Yoon, S. (2020). Looking Forward, Looking Back: The Impact of Goal Progress and Time Urgency on Consumer Responses to Mobile Reward Apps. *Journal of Retailing and Consumer Services*, 54, 102046.
- Choi, Y., Seo, Y., Wagner, U., & Yoon, S. (2020). Matching Luxury Brand Appeals with Attitude Functions on Social Media across Cultures. *Journal of Business Research*, 117, 520-528.
- Yoon, S., Kim, K., Beltis, A., Logan, J., & Subramanian, G. (2020). Red Sox versus Yankees: Sports Team Rivalry, Sports Symbols, and Distance Performance. *Journal of Global Sport Management*, 5 (3), 308-319.
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the Relationship between Social Media Marketing and Brand Equity: The Mediating Role of Consumers' Benefits and Experience. *Journal of Business Research*, 117, 256-267.

- Errmann, A., Seo, Y., Choi, Y., & Yoon, S. (2019). Divergent Effects of Friend Recommendations on Disclosed Social Media Advertising in the U.S. and Korea. *Journal of Advertising*, 48 (5), 499-511.
- Choi, Y., Yoon, S., Kim, K., & Kim, Y. (2019). Text versus Pictures in Advertising: Effects of Psychological Distance and Product Type Reference. *International Journal of Advertising*, 38 (4), 528-543.
- Han, N., Baek, T., Yoon, S., & Kim, Y. (2019). Is That Coffee Mug Smiling at Me? How Anthropomorphism Impacts the Effectiveness of Desirability versus Feasibility Appeals in Sustainability Advertising. *Journal of Retailing and Consumer Services*, 51, 352-361.
- Venmahavong, T., Yoon, S., Kim, K., & Yoo, C. (2019). Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdowns Effects. *Journal of Advertising*, 48 (2), 232-241.
- Kim, K., Yoon, S., & Choi, Y. (2019). The Effects of eWOM Volume and Valence on Product Sales: An Empirical Examination of the Movie Industry. *International Journal of Advertising*, 38 (3), 471-488.
- Kim, K., Kim, S., Corner, G., and Yoon, S. (2019). Dollar-Off or Percent-Off? Discount Framing, Construal Levels, and Advertising Appeals, *Journal of Promotion Management*, 25 (3), 314-327.
- Kim, K., Gravier, M., Yoon, S., & Oh, S. (2019). Active Bidders versus Smart Bidders: Do Participation Intensity and Shopping Goals Affect the Winner's Joy in Online Bidding? *European Journal of Marketing*, 53 (4), 585-606.
- Baek, T., Yoon, S., Kim, S. & Kim, Y. (2019). Social Exclusion Influences on the Effectiveness of Altruistic versus Egoistic Appeals in Charitable Advertising. *Marketing Letters*, 30 (1), 75-90.
- Kim, K., Park, C., Yoon, S., Choi, Y., Oh, S., & Lee, J. (2019). Branded Entertainment: Gender Differences in Reactions to Star Ratings. *Journal of Consumer Behavior*, 18 (2), 166-176.
- Oh, S., Yoon, S., & Vargas, P. T. (2019). "In-Depth" Incidental Exposure: How Processing Difficulty and Processing Style Affect Evaluations of Transparent Overlay Images. *European Journal of Marketing*, 53 (2), 279-298.
- Lee, Y., Yoon, S., Chun, S., Park, C., & Kim, K. (2019). How Liberals and Conservatives Respond to Feasibility and Desirability Appeals in Anti-Tobacco Campaigns. *Asian Journal of Communication*, 29 (1), 55-72.
- Lee, Y., Yoon, S., Lee, Y., & Royne, M. (2018). How Liberals and Conservatives Respond to Equality-Based and Proportionality-Based Rewards in Charity Advertising. *Journal of Public Policy and Marketing*, 37 (1), 108-118.
- Seo, Y., Li, X., Choi, Y., & Yoon, S. (2018). Narrative Transportation and Paratextual Features of Social Media in Viral Advertising. *Journal of Advertising*, 47 (1), 83-95.

- Zollo, L., Yoon, S., Rialti, R., & Ciappei, C. (2018). Ethical Consumption and Consumers' Decision Making: The Role of Moral Intuition. *Management Decision*, 56 (3), 692-710.
- Baek, T., Yoo, C., & Yoon, S. (2018). Augment Yourself through Virtual Mirror: The Impact of Self-Viewing and Narcissism on Consumer Responses. *International Journal of Advertising*, 37 (3), 421-439.
- McKay-Nesbitt, J., Ryan, C., & Yoon, S. (2018). College Students' Online Purchase Attitudes and Intentions: Gender, Product Type, and Risk. *International Journal of Electronic Marketing and Retailing*, 9 (3), 207-229.
- Kim, Y., Baek, T., Yoon, S., Oh, S., & Choi, Y. (2017). Assertive Environmental Advertising and Reactance: Differences between Koreans and Americans. *Journal of Advertising*, 46 (4), 550-564.
- Baek, T. & Yoon, S. (2017). Guilt and Shame: Environmental Message Framing Effects. *Journal of Advertising*, 46 (3), 440-453.
- Choi, Y., Seo, Y., & Yoon, S. (2017). E-WOM Messaging on Social Media: Social Ties, Temporal Distance, and Message Concreteness. *Internet Research*, 27 (3), 495-505.
- Song, S., Sheinin, D., & Yoon, S. (2017). When Women Are Dissatisfied: Gender Differences in Product Failure Attribution. *Social Behavior and Personality*, 45 (8), 1397-1408.
- Seo, J., Yoon, S., & Vangelova, M. (2016). Shopping Plans, Buying Motivations, and Return Policies: Impacts on Product Returns and Purchase Likelihood. *Marketing Letters*, 27 (4), 645-659.
- Yoon, S., Kim, Y., & Baek, T. (2016). Effort Investment in Persuasiveness: A Comparative Study of Environmental Advertising in the United States and Korea. *International Journal of Advertising*, 35 (1), 93-105.
- Song, S., Sheinin, D., & Yoon, S. (2016). Effects of Product Failure Severity and Locus of Causality on Consumers' Brand Evaluation. *Social Behavior and Personality*, 44 (7), 1209-1222.
- Kim, Y., Oh, S. Yoon, S., & Shin, H. H. (2016). Closing the "Green Gap": The Impact of Environmental Commitment and Advertising Believability. *Social Behavior and Personality*, 44 (2), 339-352.
- Choi, Y., Yoon, S., & Taylor, C. R. (2015). How Character Presence in Advergaming Affects Brand Attitude and Game Performance: A Cross-Cultural Comparison. *Journal of Consumer Behavior*, 14 (6), 357-365.
- McKay-Nesbitt, J., & Yoon, S. (2015). Social Marketing Communication Messages: How Congruence between Source and Content Influences Physical Activity Attitudes. *Journal of Social Marketing*, 5 (1), 40-55.
- Baek, T., Yoon, S., & Kim, S. (2015). When Environmental Messages Should Be Assertive: Examining the Moderating Role of Effort Investment. *International Journal of Advertising*, 34 (1), 135-157.

- Jeffres, L. W., Lee, J., Jian, G., Yoon, S., & Atkin, D. (2014). Ethnic and Age Differences Reduce Political Discussion. *Newspaper Research Journal*, 35 (4), 52-65.
- Yoon, S. (2014). Counterfactual Thinking and Its Consequences: Implications for Advertising Research. *Journal of Advertising and Promotion Research*, 3 (1), 5-24.
- Yoon, S., Oh, S., Song, S., Kim, K., & Kim, Y. (2014). Higher Quality or Lower Price? How Value-Increasing Promotions Affect Retailer Reputation via Perceived Value. *Journal of Business Research*, 67 (10), 2088-2096.
- Yoon, S. (2013). Do Negative Consumption Experiences Hurt Manufacturers or Retailers? The Influence of Reasoning Style on Consumer Blame Attributions and Purchase Intention. *Psychology & Marketing*, 30 (7), 555-565.
- Jeffres, L. W., Jian, G., & Yoon, S. (2013). Conceptualizing Communication Capital for Changing Environment. *Communication Quarterly*, 61 (5), 539-563.
- Choi, Y., Yoon, S., & Lacey, H. P. (2013). Online Game Characters' Influence on Brand Trust: Self-Disclosure, Group Membership, and Product Type. *Journal of Business Research*, 66 (8), 996-1013.
- Waddell, B., Roberto, M. A., & Yoon, S. (2013). Uncovering Hidden Profiles: Advocacy in Team Decision Making. *Management Decision*, 51 (2), 321-340.
- Yoon, S., Choi, Y., & Song, S. (2011). When Intrusive Can Be Likable: Product Placement Effects on Multitasking Consumers. *Journal of Advertising*, 40 (2), 63-75.
- Yoon, S., & Vargas, P. T. (2011). "No More" Leads to "Want More," but "No Less" Leads to "Want Less": Counterfactual Thinking When Faced with Point-of-Purchase Discounts. *Journal of Consumer Behavior*, 10 (2), 93-101.
- Jeffres, L. W., Horowitz, E., Bracken, C., Jian, G., Neuendorf, K. A., & Yoon, S. (2011). Structural Pluralism and the Community Context: How and When Does the Environment Matter? *Mass Communication & Society*, 14 (6), 787-815.
- Jeffres, L. W., Jian, G., Horowitz, E., Bracken, C., & Yoon, S. (2011). Stages of Life: Values, Communication, and Civic Engagement. *Journal of Media Sociology*, 1 (3), 202-235.
- Yoon, S., & Vargas, P. T. (2010). Feeling Happier When Paying More: Dysfunctional Counterfactual Thinking in Consumer Affect. *Psychology & Marketing*, 27 (12), 1075-1100.
- Kim, B., Han, S., & Yoon, S. (2010). Advertising Creativity in Korea: Scale Development and Validation. All authors contributed equally. *Journal of Advertising*, 50 (2), 93-108.

- Viswanathan, M., Torelli, C., Yoon, S., & Riemer, H. (2010). "Fish out of Water": Understanding Decision Making and Coping Strategies as Second Language Consumers through A Situational Literacy Perspective. *Journal of Consumer Marketing*, 27 (6), 524-533.
- Yoon, S., Lee, S., & Choi, Y. (2010). Different Routes to Judgment Formation. *Communicative Business*, 3 (1), 50-70.
- Yoon, S., Choi, Y., & Kim, H. (2009). Investigating Third-Person Effects in Advertising Message Endorsement: A Cross-Cultural Comparison between South Korean and U.S. Consumers. *The Journal of Image and Cultural Contents*, 2, 365-379.
- Han, S., & Yoon, S. (2008). Trends in International Advertising Research: Content Analysis of Major Advertising Journals from 1960 to 2005. *Korea Journalism Review*, 2(3), 54-65.
- Vargas, P. T., & Yoon, S. (2006). On the Psychology of Materialism: Wanting Things, Having Things, and Being Happy. *Advertising and Society Review*, 7 (1).
- Han, S., & Yoon, S. (2005). Country-of-Origin as a Stereotype: An Empirical Test of Korean International Advertising in U.S.A. *Korean Journal of Advertising*, 67, 185-203.
- Yoon, S., Vargas, P. T., & Han, S. (2004). Implicit Attitude Measurement as an Alternative Approach to Assessing Advertising Effects: Do Self-Report Measures Predict Spontaneous Behavior? *Korean Journal of Advertising*, 63, 103-127.

INVITED ARTICLES

- Yoon, S. & Choi, Y. (2020). Introduction to Special Issue on Leveraged Marketing Communications, *International Journal of Advertising*, 39 (4), 1-3.
- Yoon, S. & Oh, S. (2016). Introduction to Special Issue on Social and Environmental Issues in Advertising, *International Journal of Advertising*, 35 (1), 1-3.
- Vargas, P. T., & Yoon, S. (2007). On the Psychology of Materialism: Wanting Things, Having Things, and Being Happy. Reprinted in *New Therapist*, 49, 15-24.

BOOKS

- Yoon, S. Choi, Y., & Taylor, C. R. (Eds.) (2021), *Leveraged Marketing Communications*. London: Routledge.
- Yoon, S. & Oh, S. (Eds.) (2017), *Social and Environmental Issues in Advertising*. London: Routledge.

Han, S., & Yoon, S. (2006). *The Impact of Korea-US Free Trade Agreement on the Korean Advertising Industry*. Seoul, Korea: Korea Broadcasting Advertising Corp (written in Korean for KOBACO-funded project).

BOOK CHAPTERS

Yoon, S. & Oh, S. (2017). Introduction to Special Issue on Social and Environmental Issues in Advertising Reprinted In Yoon, S. & Oh, S. (Eds.), *Social and Environmental Issues in Advertising*, 1-3. London: Routledge.

Yoon, S., Kim, Y., & Baek, T. (2017). Effort Investment in Persuasiveness: A Comparative Study of Environmental Advertising in the United States and Korea. Reprinted In Yoon, S. & Oh, S. (Eds.), *Social and Environmental Issues in Advertising*, 93-105. London: Routledge.

Long, C., Yoon, S., & Friedman, M. (2015). How Lonely Consumers Relate to Brands: Insights from Psychological and Marketing Research, In S. Fournier, M. Breazeale, & J. Avery (Eds.), *Strong Brands, Strong Relationships*, 95-105. London: Routledge.

Yoon, S., & Vargas, P. T. (2006). A Cultural Third-Person Effect: Actual and Expected Effects of Source Expertise among Individualists and Collectivists. In L. R. Kahle & C. Kim (Eds.), *Creating Images and the Psychology of Marketing Communications*, 171-190. Mahwah, NJ: Erlbaum.

Yoon, S., & Vargas, P. T. (2005). When "What Might Have Been" Leads to What Isn't Best: Dysfunctional Counterfactual Thinking in Consumer Affect and Cognition. In F. R. Kardes, P. M. Herr, & J. Nantel (Eds.), *Applying Social Cognition to Consumer-Focused Strategy*, 331-352. Mahwah, NJ: Erlbaum.

Vargas, P. T., & Yoon, S. (2005). Advertising Psychology. In C. Spielberger (Ed.), *Encyclopedia of Applied Psychology, Volume 1*, 53-64. San Diego: Elsevier/ Academic Press.

CONFERENCE PRESENTATIONS

Kim, K., Mankia, D., Yoon, S., La Ferle, C. & Edwards, S. (2022). Advertising for Healthy Eating: Anthropomorphized Fruits and Vegetables Appear More Trustworthy but Less Attractive. Presented at American Academy of Advertising Conference, St. Petersburg, Florida.

Lee., Y., Kim, W., Ryoo, Y, & Yoon, S. (2022). Car Sharing Services: How Political Ideology Makes It Successful across Cultures. Presented at American Academy of Advertising Conference, St. Petersburg, Florida.

Kim, W., Ryoo, Y, & Yoon, S. (2022). When Does Hypocrisy Induction Backfire? The Roles of Construal Level and Self-Construal. Presented at American Academy of Advertising Conference, St. Petersburg, Florida.

- Shin, H., Yoon, S., & Kim, K. (2021). Divergent Effects of Humor in Luxury versus Non-Luxury Advertising. Presented at Academy of Marketing Science Conference, Virtual Conference.
- Lim, D., Baek, T., Yoon, S., & Kim, Y. (2021). How Kawai-Style Illustrations Dampen the Aversive Effects of Disgusting Objects in Advertising. Presented at American Academy of Advertising Conference, Virtual Conference.
- Kim, K., Manika, D., & Yoon, S. (2021). How Anthropomorphic Naming Increases Purchase Intentions for Irregular Produce. Presented at American Academy of Advertising Conference, Virtual Conference.
- Shin, H, Yoon, S., & Kim, Ki. (2020). The Influence of Humor Appeal in Luxury Advertising. Presented at Global Marketing Conference, Seoul, Korea.
- Seo, J., Lee, Y., & Yoon, S. (2020). Cross-Cultural Study on The Effect of Causes of Need in Charity Advertising. Presented at Global Marketing Conference, Seoul, Korea.
- Ranfagni, S., Becagli, C., Zollo, L., Rialti, R., & Yoon, S. (2020). Brand Authenticity and Credibility in Celebrity Endorsed Advertising: Evidence from Italy. Presented at Global Marketing Conference, Seoul, Korea.
- Kim, S., Kim, K., S., Yoon, S., & Baek, T. (2020). Ad Exposure Sequence in Scarcity Marketing. Presented at Global Marketing Conference, Seoul, Korea.
- Jeon, Y., Ryoo, H., Kim, K., & Yoon, S., & Baek, T. (2020). Ad Skip Button and Ad Exposure Duration: The Moderating Role of Motives in Pre-Roll Ads. Presented at Global Marketing Conference, Seoul, Korea.
- Baek, T. & Yoon, S. (2020). Dead or Alive: The Effect of Death Imagery and Regulatory Focus Messaging on Wildlife Conservation Behavior. Presented at American Academy of Advertising Conference, San Diego, California.
- Lim, D., Baek, T., Yoon, S., & Kim, Y. (2020). Color Effects in Green Advertising: The Role of Color Appropriateness and Persuasion Knowledge. Presented at American Academy of Advertising Conference, San Diego, California.
- Bang, H., Choi, D., Yoon, S., Baek, T., Kim, Y. & Choi, Y. (2020). Price Discount and Message Assertiveness in Prosocial Advertising: Differences Between Americans and Koreans, Presented at American Academy of Advertising Conference, San Diego, California.
- Kim, S., Yoon, S., Baek, T., Kim, Y., & Choi, Y. (2020). The Effects of Temporal Scarcity and Social Scarcity on Ad Evaluation. Presented at American Academy of Advertising Conference, San Diego, California.

- Bakpayev, M., Lee, Y., Yoon, S., & Kim, K. (2020). Further than Meets the Eye: How Closed and Opened Eyes Affect Evaluations of Utilitarian and Hedonic Advertising Appeals. Presented at American Academy of Advertising Conference, San Diego, California.
- Pantoja, F., Rossi, P., Bakpayev, M., & Yoon, S. (2019). Psychological Effects of Social Exclusion on Stereotyping and Consumer Behavior. Presented at Academy of Marketing Science Conference, Vancouver, Canada.
- Zdravkovic S., Miocevic, D., Yoon, H., Yoon, S., & Choi, Y. (2019). What's Funny to Me Is Not Funny to Them: A Three Country Study Delineating the Impact of Provocative Humor in Advertising. Presented at Academy of International Business Conference, Copenhagen, Denmark.
- Baek, T. & Yoon, S. (2019). Looking Forward, Looking Back: How Time Urgency Changes Goal Progress Effects on Consumer Responses to Mobile Reward Programs. Presented at American Academy of Advertising Conference, Dallas, Texas.
- Kim, K., Corner, G., Kim, S., & Yoon, S. (2019). Dollars-Off or Percentage-Off: How Complexity-Induced Construal Affects the Perception of Promotional Messages. Presented at American Academy of Advertising Conference, Dallas, Texas.
- Bang, H., Choi, D., Yoon, S., & Baek, T. (2019). How Price Discounts Increase Compliance with Assertive Messages for Prosocial Behavior. Presented at American Academy of Advertising Conference, Dallas, Texas.
- Kim, S., Kim, K., & Yoon, S. (2019). Only For You vs. Only Today: How Should These Be Implemented? The Interaction Effect of Restrictions and Engagement. Presented at American Academy of Advertising Conference, Dallas, Texas.
- Lim, D., Baek, T., Yoon, S., & Kim, Y. (2019). The Effect of Cartoon on Eco-Friendly Responses: The Role of Involvement and Moral Values. Presented at American Academy of Advertising Conference, Dallas, Texas.
- Kim, K., Xu, Q., & Yoon, S. (2019). "Zoom-In, Zoom-Out: The Congruence Effect between Dynamic Distance and Geographic Distance on Consumer Digital Complexity." Presented at American Marketing Association Winter Academic Conference, Austin, Texas.
- Choi., Y., Bang, H., Yoon, S., Baek, T., & Kim, Y. (2019). Experience of Price Discount on Purchase and Post-Exposure to Assertive Environmental Advertising: Differences between Americans and South Koreans. Presented at American Marketing Association Winter Academic Conference, Austin, Texas.
- Baek, T., Yoon, S., Kim, Y., Kim, S., & Choi., Y. (2018). Just Tell Me How, Not Why: How Culture-Relevant Emotions Activate the Message Concreteness Effect in Green Advertising. Presented at Global Marketing Conference, Tokyo, Japan.

- Zollo, L., Yoon, S., Rialti, R., & Ciappei, C. (2018). Materialism, Morality, and Skepticism in Millennial's' Social Media Usage and Communication: Insights from the Luxury Fashion Context. Presented at Global Marketing Conference, Tokyo, Japan.
- Choi, D., Bang, H., Kim, Y., Baek, T., & Yoon, S. (2018). Message Assertiveness and Product Discounts in Sustainability Persuasion: Comparisons among Americans and Koreans. Presented at Global Marketing Conference, Tokyo, Japan.
- Lee, Y., Yoon, S., & Kim, K. (2018). Further than Meets the Eye: How Closing and Opening Eyes Affects Construal Level and Utilitarian and Hedonic Product Evaluation. Presented at Global Marketing Conference, Tokyo, Japan.
- Kim, K., Qian, Z., & Yoon, S. (2018). Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Travel Destination Recommendation. Presented at Global Marketing Conference, Tokyo, Japan.
- Venmahavong, T., Yoon, S., Kim, K., & Yoo, C. (2018). Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdowns Effects. Presented at American Academy of Advertising Conference, New York, New York.
- Kim, Y., Baek, T., Yoon, S., Kim, S., & Choi, Y. (2018). The Lonely Samaritan: Social Exclusion Influences on the Effectiveness of Self-Benefit versus Other-Benefit Appeals in Charitable Advertising. Presented at American Academy of Advertising Conference, New York, New York.
- Choi, Y., Yoon, S., Kim, K., & Kim, Y. (2018). When Words Speak Louder than Pictures: The Effects of Psychological Distance and Product Purchase Frequency on Advertising Persuasiveness. Presented at International Conference of Asian Marketing Associations, Bangkok, Thailand.
- Yoon, S., Beltis, B., Logan, J., Kim, K., & Subramanian, G. (2017). Red Sox Throws Soft, Yankees Hits Hard: Sports Team Symbols Affect Distance Performance. Presented at Academy of Marketing Science Conference, Coronado Island, California.
- Venmahavong, T., Yoon, S., & Kim, K. (2017). Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects. Presented at Academy of Marketing Science Conference, Coronado Island, California.
- Lee, Y. & Yoon, S. (2017). Political Ideology of Donors and Attribution Messages in Charity Advertising. Presented at Academy of Marketing Science Conference, Coronado Island, California.
- Rossi, P., Pantoja, F., Kim, K., & Yoon, S. (2017). The Mind of the Beholder: The Effects of Social Status and Luxury Product Placement in Movies. Presented at Academy of Marketing Science Conference, Coronado Island, California.
- Yoon, S., Bang, H., Choi, D., & Kim, K. (2017). Slow versus Fast: How Speed-Induced Construal Affects the Perceptions of Ad, Presented at 2017 American Academy of Advertising Conference, Boston, Massachusetts.

- Bang, H., Kim, K., Yoon, S., & Choi, D. (2017). Fast Forward It for You: How Ad Incompleteness Reduces Ad Intrusiveness, Presented at 2017 American Academy of Advertising Conference, Boston, Massachusetts.
- Zollo, L., Yoon, S., Rialti, R., & Ciappei, C. (2017). Social media marketing and consumer-based brand equity: The role of brand experience among millennials in online fashion communities, Presented at 2016 Global Fashion Management Conference, Vienna.
- Beltis, A., Logan, J., Yoon, S., Kim, K., & Subramanian, G. (2016). The Role of Branding in Construal Level Theory, Presented at 2016 Global Marketing Conference, Hong Kong.
- Lee, Y., Yoon, S., Lee, Y., & Royne-Stafford, M. (2016). How Liberals and Conservatives Respond to Equality and Proportionality Appeals in Charity Advertising, Presented at 2016 Global Marketing Conference, Hong Kong.
- Choi, Y. & Yoon, S. (2016). How to Increase Sharing in Social Media? Effects of Social Tie, Temporal Distance, and Message Type, Presented at 2016 Global Marketing Conference, Hong Kong.
- Pantoja, F., Bakpayev, M., Rossi, P., & Yoon, S. (2016). Old, But Gold! How Age Stereotype Affects The Evaluation of Second-Hand Products, Presented at Academy of Marketing Science Conference, Orlando, Florida.
- Choi, Y., Yoon, S., Kim, K., & Kim, Y. (2016). How Psychological Distance and Product Purchase Frequency Affect Advertising Effectiveness, Presented at Academy of Marketing Science Conference, Orlando, Florida.
- Baek, T. & Yoon, S. (2016). Going Green with Message Framing: The Moderating Role of Guilt and Shame, Presented at American Academy of Advertising Conference, Seattle, Washington.
- Kim, Y., Yoon, S., Baek, T., Oh, S., & Choi, Y. (2016). Assertive Environmental Advertising and Reactance: Differences between Koreans and Americans, Presented at American Academy of Advertising Conference, Seattle, Washington.
- Lee, Y., Yoon, S., Chun, S., Park, C., & Kim, K. (2016). How Liberals and Conservatives Respond to Feasibility and Desirability Appeals in Anti-Tobacco Campaigns, Presented at American Academy of Advertising Conference, Seattle, Washington.
- Song, S., Sheinin, D. A., & Yoon, S. (2015). Product Failure: Severity and Locus of Causality Effects on Brand Evaluations. Presented at 2015 AMS (Academy of Marketing Science) World Marketing Congress, Bari, Italy.
- Baek, T. Yoo, C., & Yoon, S. (2015). The Impact of Augmented Reality on Self-Brand Connections and Purchase Intentions. Presented at American Academy of Advertising Conference, Chicago, Illinois.

- Yoon, S., Kim, Y., & Baek, T. (2015). Effort and Culture in Environmental Persuasion. Presented at American Marketing Association Winter Educator's Conference, San Antonio, Texas.
- Kim, K. Cunningham, I., Yoon, S. & Oh, S. (2015). A Little Bluebird Told Me: Social Media Conversation Effects on Business Outcomes-Evidence from the Movie Industry. Presented at American Marketing Association Winter Educator's Conference, San Antonio, Texas.
- Park, C., Yoon, S., Choi, Y., Oh, S., & Kim, K. (2015). Luxury Branded Entertainment: How Public Star Ratings and Awareness of Surroundings Affect Word-of-Mouth among Men and Women. Presented at Global Fashion Management Conference, Florence, Italy.
- Oh, S., Lee, C., Yoon, S., & Choi. (2015). You May Lie When You Wear Prada: The Effect of Brand Logo Presence on Implicit-Explicit Attitudes Congruency. Presented at Global Fashion Management Conference, Florence, Italy.
- Rossi, P., Pantoja, F., Kim, K., & Yoon, S. (2015). The Mind of the Beholder: How Luxury Associations Moderate Product-Environment Congruence Effects in Product Placement. Presented at Global Fashion Management Conference, Florence, Italy.
- Yoon, S., Kim, Y., & Baek, T. (2014). My Choice versus Our Obligation: Effort and Culture in Environmental Persuasion. 2014 Korean Scholars of Marketing Science International Conference, Seoul.
- Yoon, S., Kim, Y., & Baek, T. (2014). Culture and Effort in Environmental Persuasion: Does Hard Work Always Grow the Mind? 2014 Global Marketing Conference, Singapore.
- Kim, Y., Yoon, S., Baek, T. & Choi, Y. (2014). Culture and Assertiveness in Green Advertising. 2014 Global Marketing Conference, Singapore.
- Yoon, S., Kim, Y., & Baek, T. (2014). Effort Investment in Persuasiveness: A Comparative Study of Environmental Advertising in the United States and Korea. American Academy of Advertising Conference, Atlanta, Georgia.
- Kim, K., & Yoon, S. (2013). Measurement of Social Media Impact on Business Outcomes Using Web Analytics in Business-to-Business. Direct/Interactive Marketing Research Summit, Chicago, Illinois.
- Seo, J., & Yoon, S. (2013). The Impact of Shopping Plans, Buying Motivations, and Return Policies on Product Returns and Purchase Likelihood. Academy of Business Research Conference, San Antonio, Texas.
- Seo, J., & Yoon, S. (2013). Cake Looks Larger than Salad in Trash: The Effect of Food Types on Perception of Food Waste. American Marketing Association Summer Educator's Conference, Boston, Massachusetts.

- Baek, T., Yoon, S., & Kim, S. (2013). When Environmental Messages Should Be Assertive: The Moderating Effect of Effort Investment on Consumers' Recycling Intentions. American Marketing Association Marketing & Public Policy Conference, Washington, DC.
- Long, C., Yoon, S., & Friedman, M. (2013). The Impact of Loneliness on Consumer-Brand Relationship. American Academy of Advertising Conference, Albuquerque, New Mexico.
- Baek, T., Yoon, S., & Kim, S. (2013). The Effects of Assertive Language and Effort Investment in Environmental Advertising Persuasion. American Academy of Advertising Conference, Albuquerque, New Mexico.
- Kim, Y., Yoon, S., & Shin, H. (2013). Closing the "Green Gap": Environmental Commitment and Advertising Believability. American Academy of Advertising Conference, Albuquerque, New Mexico.
- Song, S., Sheinin, D. A., & Yoon, S. (2012). When Women are Dissatisfied for their own Fault: Gender Difference in the Effects of Failure Locus of Causality and Outcome Severity on Satisfaction. Presented at 2012 KSMS (Korean Scholars of Marketing Science) Conference, Seoul, Korea.
- Yoon, S. (2012). Do Negative Consumption Experiences Hurt Manufacturers or Retailers? The Influence of Reasoning Style on Consumer Blame Attributions and Purchase Intention. Presented at 2012 Global Marketing Conference, Seoul, Korea.
- Long, C., Yoon, S., & Friedman, M. (2012). Consumer Reactions to Brand Deprivation: The Role of Interpersonal Belongingness and Attachment. Presented at 2012 Global Marketing Conference, Seoul, Korea.
- Yoon, S., Oh, S., & Song, S. (2012). Higher Quality or Lower Price? How Value-Increasing Promotions Affect Retailer Reputation via Perceived Value. Presented at 2012 Global Marketing Conference, Seoul, Korea.
- Long, C., Yoon, S., & Friedman, M. (2012). When Lonely Consumers Like Less: Activating Loneliness Distances Consumers from Preferred Brands. Presented at Consumer-Brand Relationships Conference, Boston, Massachusetts. Won Audience Choice Award for offering the deepest insights regarding consumer/brand relationships.
- McKay-Nesbitt, J., & Yoon, S. (2012). Source Effects on Health Marketing Messages. Presented at AMA Marketing & Public Policy Conference, Atlanta, Georgia.
- Long, C., & Yoon, S. (2012). A Week without My Brand: Brand Deprivation and the Effects of Consumers' Interpersonal Relationship. Presented at American Academy of Advertising Conference, Myrtle Beach, South Carolina.
- Oh, S., Yoon, S., & Vargas, P. T. (2012). Communicating Sustainability: Do People Really Care how Green Products Benefit the Environment? Presented at American Academy of Advertising Conference, Myrtle Beach, South Carolina.

- Long, C., & Yoon, S. (2011). I Miss My Brand: Brand Deprivation and Consumers' Interpersonal Relationship-Relevant Traits. Presented at International Colloquium on Consumer-Brand Relationships, Orlando, Florida.
- Yoon, S., Oh, S., & Song, S. (2011). Higher Quality or Lower Price? How Value-Increasing Promotions Affect Retailer Reputation via Perceived Value. Presented at American Academy of Advertising Annual Conference, Mesa, Arizona.
- Choi, Y., Yoon, S., & Taylor C. R. (2011). Spokes-character Effects in Advergaming: The Influence of Character Presence, Product Type, and National Culture on Consumers' Brand Evaluation and Game Performance. Presented at American Academy of Advertising Annual Conference, Mesa, Arizona.
- Oh, S., Yoon, S., Vargas, P. T., & Wyer, R. S. (2011). The Role of Goal-Recipient Compatibility on the Persuasiveness of Sustainable Marketing Messages. Presented at Society for Consumer Psychology Conference, Atlanta, Georgia.
- Oh, S., Yoon, S., & Vargas, P. T. (2011). Can You Say "No" to Being a Sustainable Consumer? Presented at Association for Consumer Research Conference, Jacksonville, Florida.
- Oh, S., Yoon, S., & Vargas, P. T. (2011). Devaluation and Fluency Effects of the Depth Position of a Non-focal Image on Image Evaluation. Presented at Association for Consumer Research Conference, Jacksonville, Florida.
- Choi, Y., Yoon, S. & Lacey, H. P. (2010). Online Game Characters' Influence on Brand Trust: Self-Disclosure, Group Membership, and Product Type. Presented at Global Marketing Conference, Tokyo, Japan. Awarded Best Paper.
- Yoon, S., & Chiu, C. Y. (2010). Do They Make or Sell Bad Products? The Influence of Thinking Style on Consumer Blame Attributions and Purchase Intention. Presented at American Marketing Association Summer Marketing Educator's Conference, Boston, Massachusetts.
- Yoon, S., Lalwani, A., & Vargas, P. T. (2010). Comparing Health Persuasion among Easterners and Westerners. Presented at American Marketing Association Summer Marketing Educator's Conference, Boston, Massachusetts.
- Yoon, S. (2010). Do Negative Consumption Experiences Hurt Manufacturers or Retailers? The Influence of Reasoning Style on Consumer Blame Attributions and Purchase Intention. *Proceedings of the 2010 Society for Consumer Psychology*. Presented at Society for Consumer Psychology Conference, St. Petersburg Beach, Florida.
- Yoon, S., Gravier, M., & Oh, S. (2010). Active Bidders versus Smart Bidders: Do Participation Intensity and Shopping Goals Affect the Winner's Joy in Online Bidding? *Proceedings of the 2010 Society for Consumer Psychology Conference*. Presented at Society for Consumer Psychology Conference, St. Petersburg Beach, Florida.

- Oh, S., Yoon, S., & Vargas, P. T. (2010). Near versus Far: Devaluation and Fluency Effects of the Depth Position of a Subfocal Image on Image Evaluation. Presented at American Academy of Advertising Conference, Minneapolis, Minnesota. *Proceedings of the 2010 American Academy of Advertising Conference*, 49.
- Yoon, S., Choi, Y., & Song, S. (2009). Not All Products Are Placed Equal: A Quasi-Experimental Approach to the Integration Effects of Conspicuous Product Placement on Affective Brand Attitude. Presented at Association for Consumer Research Conference, Pittsburgh, Pennsylvania. *Advances in Consumer Research*, 37.
- Yoon, S., Lalwani, A., & Vargas, P. T. (2009). Comparing Unrealistic Optimism and Positive Self View in the Health Domain: A Cross-Cultural Analysis. Presented at American Academy of Advertising Annual Conference, Cincinnati, Ohio. *Proceedings of the 2009 American Academy of Advertising Conference*, 48.
- Yoon, S., Lalwani, A., & Vargas, P. T. (2007). Not Me or Not Them?: The Role of Culture in Discrepant Effect of Health Communication on Self and Others. Presented at Association for Consumer Research Conference, Memphis, Tennessee. *Advances in Consumer Research*, 35, 737-738.
- Yoon, S., Lalwani, A., Vargas, P. T., Choi, Y., & Park, H. (2007). The Impact of Culture on Persuasiveness of Health Messages on Self and Others. Presented at Society for Consumer Psychology Conference, Las Vegas, Nevada. *Proceedings of the 2006 Society for Consumer Psychology Conference*, 239-241.
- Jeffres, L. W., Horowitz, E., Bracken, C., Jian, G., Yoon, S., & Neuendorf, K. (2007). Structural Pluralism and the Spiral of Silence Context. Presented at Midwest Association for Public Opinion Research Conference, Chicago, Illinois.
- Jeffres, L. W., Horowitz, E., Bracken, C., Yoon, S., & Jian, G. (2007). Pluralism and the Urban Context: How and When Does Community Matter? Presented at Association for Education of Journalism and Mass Communication Conference, Washington, DC.
- Jeffres, L. W., Jian, G., & Yoon, S. (2007). Conceptualizing Communication Capital for Civic Engagement. Submitted to National Communication Association Conference, Chicago, Illinois.
- Jeffres, L. W., Jian, G., Horowitz, E., Bracken, C., & Yoon, S. (2007). Stages of Life: Values, Communication, and Civic Engagement. Presented at International Communication Association Conference, San Francisco, California.
- Jeffres, L. W., Jian, G., Bracken, C., & Yoon, S. (2006). Social Capital by Context: How Do Urban Residents, Suburbanites and Rural Folk Differ? Presented at National Communication Association Conference, San Antonio, Texas.

- Yoon, S., & Seo, S. (2006). A Cultural Third-Person Effect: Perceived Effects of Advertising on Close Others and Distant Others among Americans and Koreans. Presented at International Communication Association Conference, Dresden, Germany.
- Yoon, S., & Vargas, P. T. (2006). "No More" Leads to "Want More," but "No Less" Leads to "Want Less": Conditional Message Framings and Counterfactual Thinking in Point-of-Purchase Advertising. Presented at American Academy of Advertising Conference, Reno, Nevada. *Proceedings of the 2005 American Academy of Advertising Conference*.
- Jeffres, L. W., Horowitz, E., Bracken, C., Yoon, S., & Jian, G. (2006). Media, Political Communication Networks and Socialization: Does Community Environment Matter? Presented at Midwest Association for Public Opinion Research Conference, Chicago, Illinois.
- Seo, S., & Yoon, S. (2005). Consumer's Value to Shopping and Mall: A Hedonic Perspective to Shopping Mall Experiences. Presented at Association for Education of Journalism and Mass Communication Midwinter Conference, Kennesaw, Georgia.
- Viswanathan, M., Torelli, C., Yoon, S., Riemer, H., & Qiu, T. (2005). An Exploration of Decision Making and Coping Strategies of English as Second Language Consumers. Presented at La Londe Conference on Marketing Communications and Consumer Behavior, La Londe les Maures, France.
- Yoon, S., Vargas, P. T., & Han, S. (2004). "I" versus "They" and "East" versus "West": Cross-Cultural Differences in Perceived Impact of Source Expertise. Presented at Association for Consumer Research Conference, Portland, Oregon. *Advances in Consumer Research*, 32, 287-293.
- Yoon, S., & Vargas, P. T. (2004). Dysfunctional Counterfactual Thinking: Affective and Cognitive Consequences in Consumers' Perception of Promotional Framing of Prices. Presented at Advertising and Consumer Psychology Conference, Montreal, Canada.
- Yoon, S., & Vargas, P. T. (2004). Feeling Happier When Paying More: The Role of Promotional Framing of Prices and Counterfactual Thinking in Consumer Affect. Presented at Association for Consumer Research Asian-Pacific Conference, Seoul, Korea. *Asia Pacific Advances in Consumer Research*, 6, 272-273.
- Vargas, P. T., Kruger, J., & Yoon, S. (2004). Consumer Confusion of Percent Differences: When Less is More and More is Less. Presented at Association for Consumer Research Asian-Pacific Conference, Seoul, Korea.
- Han, S., Yoon, S., & Vargas, P. T. (2004). Think It's Good, But Feel It's Bad: Country-of-Origin Effect on Cognition, Affect, and Behavior. Presented at Association for Consumer Research Conference, Portland, Oregon. *Advances in Consumer Research*, 32, 263-264.
- Yoon, S., & Vargas, P. T. (2003). Third-person effect: National and Individual Culture's Role in the Perceived Effect of Source Expertise in Advertising. Presented at Advertising and Consumer Psychology Conference, Seoul, Korea.

Viswanathan, M., Qiu, T., Riemer, H., & Yoon, S. (2003). Understanding English as a Second Language (ESL) Consumers: A Qualitative Study. Presented at Advertising and Consumer Psychology Conference, Seoul, Korea.

Riemer, H., Viswanathan, M., & Yoon, S. (2003). Effects of Functional Literacy and Language Ability on Consumer Behavior: The Ethiopian Immigrant Case. Presented at Marketing in Israel Conference, Tel Aviv, Israel.

Yoon, S. (2001). Does Advertising Cause Stereotypes of Minorities, or Simply Reflect Existing Values of Society? Presented at Midwest Graduate Communications Conference, Madison, Wisconsin.

INVITED TALKS

Yoon, S. (2012). Slow versus Fast: How Speed-Induced Construal Affects the Perceptions of Ad, Manship School of Mass Communication, Louisiana State University, Baton Rouge, Louisiana, September 2012.

Yoon, S. (2021). How to Publish Using Experimental Data: A Practical Guideline, University of Florence, Florence, Italy, July 2021.

Yoon, S. (2021). How to Design Experimental Studies in Marketing, University of Florence, Florence, Italy, July 2021.

Yoon, S. (2018). Slow versus Fast: How Speed-Induced Construal Affects the Perceptions of Ad, Temerlin Advertising Institute, Southern Methodist University, Dallas, Texas, February 2018.

Yoon, S. (2015). How Do We Perceive Disasters? Interdisciplinary Research Center of Humanities and Governance, Myongji University, Seoul, Korea, August 2015.

Yoon, S. (2015). How Should We Manage Crisis Communications? Interdisciplinary Research Center of Humanities and Governance, Myongji University, Seoul, Korea, August 2015.

Yoon, S. (2015). How Could We Use Big Data for Crisis Management? Interdisciplinary Research Center of Humanities and Governance, Myongji University, Seoul, Korea, August 2015.

Yoon, S. (2015). Augmented Reality Marketing: Does It Sell? Department of Marketing and Entrepreneurship, Elon University, Elon, NC, May 2015.

Yoon, S. (2014). Stand Out or Blend In? Product Placement on TV. Center for Entrepreneurship Education, UNIST (Ulsan National Institute of Science and Technology), Ulsan, Korea, July 2014.

Yoon, S. (2014). Stand Out or Blend In? Product Placement on TV. Senior Management at SBS (Seoul Broadcasting System), Seoul, Korea, May 2014.

- Yoon, S. (2014). Stand Out or Blend In? Product Placement on TV. SBS Media Centre, Seoul, Korea, May 2014.
- Yoon, S. (2013). When Lonely Consumers Like Less: Activating Loneliness Distances Consumers from Preferred Brands. Department of Technology Management (Ulsan National Institute of Science and Technology), Ulsan, Korea, July 2013.
- Yoon, S. (2012). Value-Increasing Promotions and Retailer Reputation. Brown University, Department of Cognitive, Linguistic & Psychological Sciences, Bertram Malle Lab, Providence, RI, October 2012.
- Yoon, S. (2007). Cross-Cultural Consumer Behavior. Bryant University/China University of Geosciences Joint Conference, Smithfield, Rhode Island/Wuhan, China.
- Yoon, S. (2006). Feeling Happier When Paying More: Dysfunctional Counterfactual Thinking in Consumer Affect. San Diego State University, Department of Marketing, San Diego, CA.
- Yoon, S. (2006). Feeling Happier When Paying More: Dysfunctional Counterfactual Thinking in Consumer Affect. University of Texas, Department of Advertising, Austin, TX.
- Yoon, S. (2006). Feeling Happier When Paying More: Dysfunctional Counterfactual Thinking in Consumer Affect. Ohio State University, Department of Communications, Columbus, OH.
- Yoon, S. (2006). Feeling Happier When Paying More: Dysfunctional Counterfactual Thinking in Consumer Affect. University of Tennessee, School of Advertising and Public Relations, Knoxville, TN.
- Yoon, S. (2005). When What You Might Have Purchased Misguides You: Dysfunctional Counterfactual Thinking in Consumer Affect and Cognition. University of South Carolina, Department of Mass Communications and Information Studies, Columbia, SC.
- Yoon, S. (2005). When What You Might Have Purchased Misguides You: Dysfunctional Counterfactual Thinking in Consumer Affect and Cognition. Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY.

COURSES TAUGHT

Bryant University, Department of Marketing, Fall 2007 – Present

- Advertising & IMC
- Advertising Management
- Consumer Behavior
- Marketing Research
- Foundations of Marketing Management

Cleveland State University, School of Communication, Fall 2005 – Spring 2007

- Advertising Media Planning and Sales

- Communication Inquiry
- Communication Campaigns
- Principles of Advertising

University of Illinois at Urbana-Champaign, Department of Advertising, Spring 2002 – Spring 2005

- Persuasion and Consumer Response
- International Advertising
- Advertising Research Methods

UNIST (Ulsan National Institute of Science and Technology), School of Technology Management, Summer 2013 -- Summer 2015

- Foundations of Marketing Management
- Advertising and Promotion Management
- Customer Analytics (Graduate)

Dongguk University, DISS (Dongguk International Summer School), Summer 2013 -- Present

- Marketing Communications in a Global Environment
- Principles of Marketing

Sookmyung Women's University, SISS (Sookmyung International Summer School), Summer 2012

- Advertising Management

HONORS, AWARDS & GRANTS

The Korea-U.S. Research Collaboration in Humanities Grant (Co-Principal Investigator), National Research Foundation of Korea, \$27,165,

- Choi, Y. (Co-PI), Yoon, S. (Co-PI), Baek, T., & Kim, Y., December 2020 – November 2021
The Direction and the Effects of Action-Oriented Environmental Campaign: Cross-Cultural Comparison between Korea and USA

Best Track Chair Award, 2020 Global Marketing Conference, Seoul, November 2020

Outstanding International Business Research Award, Bryant University, May 2019

Emerald Literati Network Award for Excellence, Highly Commended Paper, Emerald Literati Network, April 2018

- With Yung Kyun Choi and Yuri Seo

Global Research Network Grant (Co-Principal Investigator), National Research Foundation of Korea, \$138,840,

- Kim, Y. (Co-PI), Yoon, S. (Co-PI), Baek, T., Choi, Y., & Oh, S., August 2017 – July 2019
Culture and Sustainability Advertising

Two articles nominated for 2017 best article award finalist, *Journal of Advertising*, 2017

Best Conference Paper Award, 2017 Global Fashion Management Conference, Vienna, July 2017

- With Zollo, L., Rialti, R., & Ciappei, C.

Merit Award for Research Excellence, Bryant University, May 2017

Best Conference Paper Award, 2016 Global Marketing Conference, Hong Kong, July 2016

- With Lee, Y., Lee, Y., & Royne-Stafford, M.

Emerald Literati Network Award for Excellence, Highly Commended Paper, Emerald Literati Network, April 2016

- With McKay-Nesbitt, J.

Excellence in Research and Publication Award, Bryant University, May 2015

Merit Award for Research Excellence, Bryant University, May 2015

Best Conference Paper Award, 2015 American Academy of Advertising, March 2015

- With Baek, T. and Yoo, C.

Bryant University Advanced Applied Analytics Grant, Bryant University, \$4,000, April 2014

- With Zhang, C.

Merit Award for Research Excellence, Bryant University, May 2013

Gallup Korea Research Award, Best Paper (1st Place) in research methods published in 2010, Gallup Korea, \$10,000, June 2011

- With Kim, B. and Han, S. for "Advertising Creativity in Korea: Scale Development and Validation" published in *Journal of Advertising*

Merit Award for Research Excellence, Bryant University, May 2011

AEF Visiting Professorship, Advertising Educational Foundation, July 2009

Institutional Resources Grant, College of Business, Bryant University, \$800, November 2008

- With McKay-Nesbitt, J. and Zdravkovic, S.

Institutional Resources Grant, College of Business, Bryant University, \$4,500, November 2007

KOBACO Research Grant, KOBACO (Korea Broadcasting Advertising Corp.), \$33,119, May 2006

- Han, S., Yoon, S. & Jin, S., May 2006 – November 2006

The Impact of Korea-US Free Trade Agreement on the Korean Advertising Industry

Faculty Research Development Grant, Cleveland State University, \$14,960, April 2006

- Pettey, G., Maguire, K., Horowitz, E., Bracken, C., & Yoon, S., August 2006 – August 2008
Understanding Health Communication in the Latino Community: A Campaign to Raise Awareness of Kidney Disease among Latinos in Cuyahoga County

Faculty Start-Up Grant, Cleveland State University, \$6,000, September 2005

Faculty Development Fund, Cleveland State University, \$1,000, August 2005

James Webb Young Scholarship, Department of Advertising, University of Illinois, Tuition and Annual Stipend of \$15,000, August 2000 – August 2005

Conference Travel Grant, Department of Advertising, University of Illinois, \$500, October 2004

MSU Graduate Office Scholarship, Department of Advertising, Michigan State University, \$1,500, January 2000

Scholarship for Honor Students, Konkuk University, \$500, August 1997

Scholarship in KFLI English Contest, Konkuk University, \$2,000, August 1997

MEDIA COVERAGE OF RESEARCH

"Anti-Trump Ads Are Targeting Conservatives With Varying Levels of Success" by Kathryn Lundstrom, *Adweek*, November 3rd, 2020. <https://www.adweek.com/brand-marketing/anti-trump-ads-targeting-conservatives-varying-levels-success/>

"Why Advergaming Can Be Dominant On Social Media -- Lessons From Popsockets" by Charles Taylor, *Forbes*, May 14th, 2019. <https://www.forbes.com/sites/charlesrtaylor/2019/05/14/why-advergaming-can-be-dominant-on-social-media-lessons-from-popsockets/?sh=588aa37d2a31>

THESIS COMMITTEE

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), David Stahr, Department of Marketing, Bryant University, Spring 2020 – Fall 2020

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Kelly Jacobsen, Department of Marketing, Bryant University, Spring 2018 – Spring 2019

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Kieu Anh Nguyen, Department of Marketing, Bryant University, Spring 2018 – Spring 2019

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Luren Leedberg, Department of Marketing, Bryant University, Spring 2017 – Spring 2018

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Danielle Crepeau, Department of Marketing, Bryant University, Spring 2017 – Spring 2018

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Tiffany Venmahavong, Department of Marketing, Bryant University, Spring 2016 – Present

Faculty Reader, Honors Thesis (Undergraduate Capstone Project), Stephanie Davidson, Department of Marketing, Bryant University, Fall 2015 – Spring 2016

Faculty Reader, Honors Thesis (Undergraduate Capstone Project), Cassidy Maksy, Department of Accounting, Bryant University, Fall 2014 – Spring 2015

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Nicole Schneider, Department of Marketing, Bryant University, Fall 2011 – Spring 2012

Faculty Reader, Honors Thesis (Undergraduate Capstone Project), Brian Waddell, Department of Management, Bryant University, Fall 2010 – Spring 2011

Member, Doctoral Dissertation Committee, Sangdo Oh, Institute of Communications Research, University of Illinois at Urbana-Champaign, Fall 2009 – Spring 2012

Faculty Sponsor, Honors Thesis (Undergraduate Capstone Project), Stephen Fitch, Department of Marketing, Bryant University, Fall 2008 – Spring 2009

Faculty Reader, Honors Thesis (Undergraduate Capstone Project), Gergely Nemeth, Department of Marketing, Bryant University, Fall 2008 – Spring 2009

Member, Master's Thesis Committee, Ceray Williams, School of Communication, Cleveland State University, Fall 2006 – Spring 2007

Member, Master's Thesis Committee, Tracy Prather, Department of Psychology, Cleveland State University, Fall 2006 – Spring 2007

PROFESSIONAL SERVICE

Committee Member, AAA Publications Committee, American Academy of Advertising, Jan 2017 – Present

Track Chair, Global Marketing Conference 2020, Track: The Future of the Advertising. Seoul, November 2020

Track Chair, Global Fashion Management Conference 2019, Track: Fashion and Advertising. Paris, July 2018

Track Chair, Global Marketing Conference 2018, Track: Leveraged Marketing Communications. Tokyo, July 2018

Track Chair, 2017 Academy of Marketing Science Annual Conference, Track: Branded Management.
Coronado Island, CA, May 2017

Session Chair, 2017 Academy of Marketing Science Annual Conference, Session: Branding on Digital
Media. Coronado Island, CA, May 2017

Session Moderator, American Academy of Advertising Conference, Session: Cause-Related Advertising
& CSR. Boston, MA, March 2017

Session Chair, Global Marketing Conference 2016, Session: Branded Entertainment & Product
Placement. Hong Kong, July 2016

Committee Member, AAA Research Committee, American Academy of Advertising, Jan 2016 – Jan 2017

Session Chair, 2016 Academy of Marketing Science Annual Conference, Session: New Product
Development and Product Strategy in Dynamic Market Environments. Orlando, FL, May 2016

Track Chair, Global Marketing Conference 2016, Session: Branded Entertainment & Product Placement.
Hong Kong, July 2016

Track Co-chair (with Sangdo Oh), Global Fashion Management Conference 2015, Session: Art, Design,
and Marketing Management. Florence, Italy, June 2015

Session Moderator, American Academy of Advertising Conference, Session: Construal and Message
Framing Effects. Chicago, IL, March 2015

Track Co-chair (with Sangdo Oh), Global Marketing Conference 2014, Session: Green Advertising.
Singapore, July 2014

Special Session Chair, Society for Consumer Psychology Conference, Session: The Implication of Cultural
Values for Consumption: Going Beyond Individualism and Collectivism. St. Petersburg Beach,
FL, February 2010

Session Chair, Society for Consumer Psychology Conference, Session: Satisfaction Processes and
Evaluation of Experience. St. Petersburg Beach, FL, February 2010

Session Chair, International Society for Presence Research (ISPR), Session: The Presence Effect in Theory
and Practice. Cleveland, OH, October 2006

Committee Member, AAA International Advertising Education Committee, American Academy of
Advertising, April 2009 – 2010

Committee Member, Sandage Symposium Committee for Illinois Ad Conference, October 2003

UNIVERSITY SERVICE

Chair, Institutional Review Board, Bryant University, Spring 2012 – Present

Member, University Ranking & Appointment Committee, Bryant University, Fall 2015 – Present

Chair, Behavioral Lab Committee, Department of Marketing, Bryant University, Spring 2012 – Present

Faculty Mentor, IDEA 2020, Bryant IDEA Program, Bryant University, Spring 2017

External Member, Faculty Search Committee in Economics, Economics Department, Bryant University, Spring 2017

Department Representative, College Assessment Steering Committee, College of Business, Bryant University, Fall 2010 – Fall 2012

Team Representative, Communication Goal Assessment Team in Assessment Committee, College of Business, Bryant University, Fall 2010 – Fall 2012

Member, Best Practice Committee for Curriculum Redesign, College of Business, Bryant University, Fall 2009 – Spring 2010

Member, Institutional Review Board, Bryant University, Fall 2009 – Fall 2011

Co-advisor, Bryant Marketing Association, Fall 2009 – Spring 2012

Member, Communication Goal Assessment Team in Assessment Committee, College of Business, Bryant University, Spring 2008 – Present

Chair, Behavioral Lab Committee, Department of Marketing, Bryant University, Spring 2009 – Fall 2011

Department Representative, IRB Task Force, Bryant University, Spring 2009

Administrator, Marketing Subject Pool Sign-Up Website, Department of Marketing, Bryant University, Fall 2008

Member, Behavioral Lab Committee, Department of Marketing, Bryant University, Fall 2007 – Fall 2008

AAF Faculty Advisor, Cleveland State Advertising Association (Student chapter of American Advertising Federation & Cleveland Advertising Association), Fall 2005 – Spring 2007

· Won the fourth place in 2007 NSAC (National Student Advertising Competition) in AAF District 5

Member, Faculty Search Committee in Media Arts and Technology, School of Communication, Cleveland State University, Summer 2006

Member, Faculty Search Committee in Communication Management, School of Communication,
Cleveland State University, Fall 2005

Member, Course Assessment Committee for COM101 (Principles of Communication), School of
Communication, Cleveland State University, Fall 2005

PROMOTION AND TENURE REVIEWS

University of Akron

University of Massachusetts at Lowell

Texas Christian University

West Virginia University

The College at Brockport (SUNY)

PROFESSIONAL DEVELOPMENT SEMINARS, WORKSHOPS, AND CERTIFICATES

SAS Certificate, SAS® Visual Statistics for Professors, San Diego, CA, Jan, 2015

SAS Certificate, SAS® Visual Analytics for Professors, San Diego, CA, Jan, 2015

SAS Certificate, Using SAS® to Clean Big Data, San Diego, CA, Jan, 2015

AACSB Applied Assessment Seminar, AACSB International Headquarters, Tampa, Florida, Oct, 2012

AACSB Assessment Seminar, AACSB International Headquarters, Tampa, Florida, Oct, 2012

INDUSTRY EXPERIENCE

Research Advisory Board Member, Media and Consumer Research (MCR), Kantar Korea, Seoul, Korea,
Apr 2019 – Dec 2019

- Advised on KOBACO (Korea Broadcasting Advertising Corp.) MCR research project on consumer lifestyle, media use, and advertising effects

Research Consultant, Hassenfeld Institute for Public Leadership, Bryant University, Smithfield, Rhode
Island, Mar 2019 – May 2019

- Conducted a market feasibility study for a new certificate program in public leadership

Expert Panel Member, WalletHub (<http://wallethub.com>), Oct 2015

- Interviewed for the "Ask the Experts" section on "Best & Worst Items to Buy Black Friday"

Invited Speaker, SBS (Seoul Broadcasting System), Seoul, Korea, May 2014

- Gave a talk on product placement at the annual senior management meeting

Research Consultant, KDI (Korea Development Institute), Seoul, Korea, Oct 2014 – May 2015

- Analyzed brain drain among Korean-American PhD holders in Engineering and Social Sciences
- Assisted KDI in developing a government policy to optimize brain circulation

Research Consultant, KDI (Korea Development Institute), Seoul, Korea, Oct 2013 – Jan 2015

- Conducted studies of brain drain between Korea and the United States among PhD degree holders
- Assisted KDI in developing a government policy to optimize brain circulation

Columnist, *Chosun-Ilbo*. (<http://www.chosun.com>), Seoul, Korea, June 2013

- Wrote marketing and advertising columns.

Columnist, *HS Ad*, HS Ad. (<http://www.hsad.co.kr>), Seoul, Korea, Sep 2012 – Present

- Write bimonthly columns about advertising and consumer behavior.

Business Consultant, Ultra Scientific, North Kingstown, RI, May 2012 – Jun 2012, Sep 2013

- Assisted Ultra Scientific—a leading supplier of analytical standards in the United States—in exporting products to Korea
- Provided translation/interpretation services to facilitate international business transactions

Marketing Consultant, KORDI (Korea Ocean Research & Development Institute), Seoul, Korea, Oct 2011 – Aug 2012

- Conducted studies of customer needs and market characteristics in the bottled water industry
- Assisted KORDI in developing a marketing strategy to stimulate the deep sea water industry in Korea

AEF Visiting Professor, GREY Advertising (www.grey.com), New York, NY, July 2009

- Conducted one-on-one interviews of advertising practitioners at various levels in GREY group, GREY New York, G2, and Winglatino
- Visited McCann Erickson, DRAFT FCB, RG/A, and Google, hosted by Advertising Educational Foundation

Assistant Coordinator, Executive Development Program, Department of Advertising, University of Illinois at Urbana-Champaign, Champaign, IL, May 2001 – Dec 2002

- Developed, planned, and arranged an executive training program for an international client, LGAd Inc. (www.lgad.co.kr), Seoul, Korea
- Guided LGAd senior executives to advertising agencies in Chicago (e.g., Foote Cone & Belding, and Bozell)

Columnist, *Daehong Communications*, Daehong Communications Inc. (www.daehong.com), Seoul, Korea, Dec 2003 – May 2005

- Wrote bimonthly columns about advertising and consumer behavior for Daehong Communications

Overseas Reporter, Advertising Information Center (www.advertising.co.kr), Seoul, Korea, Apr 2000 – Apr 2005

Intern, Institute of Marketing Research, Cheil Communications Inc. (www.cheil.co.kr), Seoul, Korea, July – Aug 2000

- Analyzed consumer trends for Cheil Communications
- Conducted focus group interviews with housewives to determine how consumers define and shop for cosmetic products
- Developed and positioned a new cosmetic brand for CJ Cheil Jedang
- Assessed a survey research project to evaluate Samsung's brand image in the European markets

Military Service in Korean Army, Dec 1992 – Feb 1995

- Trained new enlisted personnel

ACADEMIC AFFILIATIONS

American Marketing Association

Association for Consumer Research

Academy of Marketing Science

American Academy of Advertising