

Sangman Han

I. Academic Experience

A. Education

| | | | |
|--------|------------|---------------------------|------|
| Ph. D. | Marketing | Columbia University | 1993 |
| M. S. | Statistics | Stanford University | 1988 |
| MBA | Business | Stanford University | 1987 |
| B. A | Economics | Seoul National University | 1984 |

B. University Position

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|---|-------------------------|------------------------------|
| Sungkyunkwan University, Korea | Jan. 2015.- present | Dean of Business School |
| SungKyunKwan University, Korea | Mar. 1995.– present. | Professor |
| Columbia University, USA | 2006 - 2010 | Research Fellow |
| MIT Sloan School, USA | Sep. 2004.– Feb. 2006. | Visiting Scholar |
| Syracuse University, USA | Sep.1994. – Dec.1994. | Visiting Assistant Professor |
| Hong Kong University of Science and Technology, Hong Kong | Jul. 1993. – Mar. 1995. | Assistant Professor |

C. Academic Responsibilities

| | | |
|---------------------|--|-----------------------|
| Vice President | Korean Academic Society of Business Administration | 2016 - present |
| Vice President | Korean Marketing Association, | Mar 2015 – present. |
| Vice President | Korean Academy of Financial Consumers, | Mar 2015 – present. |
| Executive secretary | Korean Marketing Association, | Mar 2010– present |
| President | Korea Academy of Complexity Studies, | Mar 2014 – Dec 2014 |
| President | Korean Society of Consumer Studies, | June 2013 - May 2014. |
| Chief of Editorial | Korean Marketing Association, | Mar. 2012 –2014 |
| Vice President | Korean Society of Consumer Studies, | May 2011- 2013 |
| Executive secretary | Korean Marketing Association, | Mar 2008– Feb. 2009 |
| Executive secretary | Korean Society of Consumer Studies | 2009 |

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|------------------------------|---|-----------------------|
| Editor | Korean Academic Society of Business Administration, | Mar.2007- Feb. 2009 |
| Chief of Editorial | Korean Journal of Marketing, | Mar. 2006 – Feb. 2008 |
| Executive secretary | Korean Journal of Advertising, | Mar. 2007– Feb. 2008 |
| Executive secretary | Korean Society of Consumer Studies, | Jun. 2007– May 2008 |
| Member of Editorial | Korean Marketing Review, | 2002 – 2004 |
| Member of Board of Director, | Korean Society of Consumer Studies, | 2002 – 2004 |
| Member of Editorial Board | Korean Journal of Advertising, | 2003 – 2005 |

D. Academic Honor and Awards

“Effects of Price Discounts on the Formation of Consideration Sets”, Korea Marketing Association, The Best Paper of the Year, 1996

“Consumer Price Sensitivity and Price Thresholds”, Journal of Retailing, The 2003 William R. Davidson Awards (Honorable Mention Award)

“ADEM II – Advertising Decision Support System Focus on Optimal Advertising Budgeting”, Korean Advertising Society, The Best Paper of the Year, 2003

“Best Teacher”, Business School of Sungkyunkwan University, The Best Teacher, 2006

“Best Teacher”, Business School of Sungkyunkwan University, The Best Teacher, 2008

“The Effects of Influentials on Successful and Unsuccessful Diffusion in the Social Network”, Korea Marketing Association, The Best Paper of the Year, 2009

E. Government Research Grant and Consulting Service

Korea Land & Housing Corporation (LH), Examiner, April, 2016 - Feb, 2017

Internet Consumption Culture”, Social Science Korea(SSK) granting program of Nation Research Fund(NRF; South Korea), from September 2010 to August 2016

City Bank, Outside Director, 2013.01.01 – Present

Building the Future of the Digital Soft Community through Consilience of the Humanities, Social Sciences And Complexity Studies of Nation Research Fund(NRF; South Korea) , 2014.09.01- 2015. 08.31

Korea Consumer Agency, Member of Policy Deliberation Committee, 2013.12.09 – 2015.12.08

Cheil Worldwide, Consulting professor, 2013.01.01 – 2013.12.31

Kyobo Life Insurance, Consulting professor, 2012.08.01- 2013.07.31

Cheil Worldwide, Consulting professor, 2011.01.01 – 2011.12.31

Ministry of environment, Committee member of Study Forum of Eco-tour Activation
2010.05.04- 2010.12.31

Samsung Group, , Consulting professor, 2010.03.01 – 2010.12.31

Presidential council on National Branding, Jul.2009- 2010.12.31

Consultative Committee of 2012 Yeo-su Expo, Sep. 23, 2008 – 2011.09.22

Ministry of Environment, Ministry of culture, sports and Tourism, Committee Eco-tour Consulting group, Advisory, Oct 2009-Feb. 2011

F. Course Taught

Ungergraduate

Marketing Management
Marketing Strategy
Marketing Mix
Consumer Behavior and Brand Marketing
Recent Issues of Marketing

MBA Course

Marketing Strategy
International Marketing
Recent Issues of Marketing
Advanced Marketing Seminar
Science of Consumer Behavior
Marketing Model
Marketing management
Statistic Marketing

Doctral Course

Marketing Model Seminar
Consumer Behavior Seminar
Advanced Marketing Seminar
Intensive Brand Marketing
Intensive Digital Culture and Marketing Seminar
Consumer Behavior and Brand Marketing
Marketing Research
Brand Marketing

II. Publications and Paper Presentations

A. Articles Published in Refereed Journals

1. “An Exploratory Study on Mobile Information Retrieval Behavior according to Information Searching Period”, Journal of Consumer Studies, 27 (3), June 2016
2. “A Study on Financial Consumer`s Online Information Search Behavior According to Their Perceived

Difficulties” Journal of Consumer Studies, 27(2) 203-231, June 2016

3. “Purchase Prediction by Analyzing Users’ Online Behaviors Using Machine Learning and Information Theory Approaches”, Asia Pacific Journal of Information Systems, 26(1), 66-79., Mar, 2016
4. “A Study on Online Information Search of Financial Consumers : Who Searches for Financial Information?”, Journal of Consumer Studies, 26(3), 135-161., June, 2015
5. “The Effects of Influencer’s Self Presentation Methods on the Response of Facebook Users”, The Korean Journal Advertising, 26(4), 65-88., May, 2015
6. "Consumer Reactions to Products of Social Enterprises." Asia Marketing Journal, 17(1), 149-160., Apr, 2015
7. “Self-Presentation of Influencer Effects on the Response of Facebook Users – Moderating Effect of Writing Instruments” Korean Journal of Advertising, 26(4), Apr, 2015
8. “The Lifespan of Social Hubs in Social Networking Sites: The Role of Reciprocity, Local Dominance and Social Interaction” Asia Marketing Journal, 17(1), 69-95, Apr. 2015
9. “Exploratory Study on Online Information Search Leads to Online Purchase” Korean Journal of Distribution 20(2) 295-318, Apr 2015..
10. “The Time-Distance Effect in the Diffusion of Social Media Event”, JOURNAL OF CONSUMER STUDIES, 26(1) 47-72., Feb, 2015
11. “A Review of Marketing Strategy Research on Changes in Market Environment” Korean Journal of Marketing 30(1) 31-52, Feb. 2015.
12. “Evaluation of the Maturity of Customer-Centric Approaches in the Life Insurance Companies : Insights and Lessons from Kyobo Life Insurance” Journal of Consumer Studies 25(3) 201-220, June. 2014
13. “A Study for Characteristics of Predictable Cluster Using SNS Bigdata” Journal of Consumer Studies 24(2) 353-372, June. 2013
14. “The Effect of the Product Attachment on the Product Modification : The Moderating Role of Consumer Innovativeness and Social Connectedness” Journal of Consumer Studies 24(1) 23, June. 2013
15. “The Influence of Preference Similarity on Purchase Behavior in Social Network”, Journal of Consumer Studies 23(2) 329-350, June. 2012
16. “An Exploratory Study of Social Contagion and Random effects in Consumer Information Diffusion” Journal of Consumer Studies 23(2) 419, June. 2012
17. “The Influence of Preference Similarity on Purchase Behavior in Social Network”, Journal of Consumer Studies 23(2) 329-350, June. 2012
18. “Network Properties of Sleeper Diffusion”, Journal of Consumer Studies 23(1) 143-162, Mar. 2012.
19. “The Effects of Influentials on Successful and Unsuccessful Diffusion in the Social Network”, Korean Journal of Marketing 11(2) 73-96, Jul. 2009.
20. “The Property of Sub-network in Earlier stage of Information Diffusion”, Journal of Consumer

Studies 20(1) 37-64, Mar. 2009

21. "The Role of Hubs in the Adoption Process", Journal of Marketing 73(2) 1-13, Mar. 2009
22. "Customer Intangible Value in a Social Network", Korean Journal of Marketing 10(4) 99-121, Jan. 2009
23. "Network analysis of an online community", Physica A: Statistical Mechanics and its Applications, Volume 387, Issue 23, 1 October 2008, Pages 5946-5951
24. "The Study on the Role of Hubs and Brokers in Diffusion on the Internet", Journal of Consumer Studies 18(4) 113-135, Dec. 2007
25. "Global Strategy of Sulwhasoo", Korean Journal of Marketing 9(3), 187-208, Oct 2007
26. "An Exploratory Study for Network Research on Marketing", Journal of Consumer Studies 17(4) 61-88, Dec. 2006
27. "Promotion Thresholds : Price Change Insensitivity or Risk Hurdle?", Canadian Journal of Administrative Sciences, 21(3) 255-271, 2004
28. "A Study on Consumer Choice Behaviors Affected By Network Externalities Using Digital Camera", Journal of Consumer Studies, 15(3) 2004 Fall
29. "The Relationship between Stickiness and Purchasing Behavior in Internet Shopping Mall : The Moderating Role of Product Type", Korea Marketing Review, 20(2) 2004 Summer
30. "The Effect of Sales Promotions in The Internet Shopping Malls", Journal of Consumer Studies, 15(1) 2004 Spring
31. "The Study on Typology of Navigation Pattern in Internet Shopping Mall Site" Journal of Consumer Studies 14(3) 2003 Fall
32. "Advertising Decision Support System focus on Optimal Advertising Budgeting" The Korean Journal of Advertising 14(2) 2003 Summer
33. "The Effect of Relationship Between Stickiness and Inertia on Online Purchase: In Shopping Mall Site" Korean Marketing Review 18(2) 2003 Summer
34. "San Soju Case of Dusan", Korean Journal of Marketing 4(3), 2002, September.
35. "The Study on the Market Segmentation of Financial New Product using Two-Stage Conjoint Analysis and Latent Class Segmentation" Journal of Consumer Studies 13(2) 2002 June
36. "The Effects of Customers Site Evaluation on Website Visiting Behaviors : Using STIVI Matrix" Korean Management Review 31(2) 2002 April
37. "Consumer price sensitivity and price thresholds" Journal of Retailing 2001 Dec
38. "Profitable Customer's Visit Behavior in Community Web Site" Korean Marketing Review 2001 June
39. "The Effects of Inertia on Brand Switching and Choice: In Mobile Telecommunication Market" Korean Marketing Review 16(1) 2001 March
40. "ADEM- Advertising Decision Support System" The Korean Journal of Advertising 12(1) 2001

Spring

41. "A New measurement of brand association strength and its impact on familiarity, preference, and purchase intention" " The Korean Journal of Advertising 11(4) 2000 Winter
42. "Predicting Consumer's Purchase Intention for Durable Goods Using Neural Networks and Logit Model –The large size TV market- Korean Marketing Review 15(3) 2000. 9
43. "Modeling the Price Response Function in Choosing the Securities company" Korean Marketing Review 15(2) 2000. 6
44. "What kinds of Logos do customers prefer? The Korean Journal of Advertising 11(2) 2000 Summer
45. "Variety-seeker Behaviors in Consideration set Formation" Korean Management Review 29(1) 2000 February
46. "Consumer Preference Structure and Reference Effect: Focused on the Attraction Effect"." The Korean Journal of Advertising 10(3) 1999 Autumn
47. "The role of advertising and marketing communications in premarketing" The Korean Journal of Advertising 9(4) 1998 December
48. "Reference Effects in Consideration Set Formation" Korean Management Review 27(4) 1998 November
49. "The impact of brand association strength on consumer purchase behavior :Incorporating attitude accessibility model and priming effect" The Korean Journal of Advertising 9(2) 1998 summer
50. "A Comparative Study of Judgment based and Behavioral Market Structure Analysis: Incorporating Consideration Sets Stage" Korea Marketing Review 12(2) 1997 December
51. "Application of Laddering Analysis in advertising theme development" The Korean Journal of Advertising 8(2) 1997 December
52. "Competitive Structure Analysis Using Two-stage Conjoint Model and Logit Model: For Korean Jean Market" Korean Management Review 26(3) 1997 August
53. "A Comparative Study of Choice-Set Formation through Variety-seeking in the Consumer Behavior". Korean Marketing Review 12(1) 1997. 6
54. "Effects of price Discounts on the Formation of Consideration Sets" Korean Marketing Review 11(2) 1996. December
55. "Optimal Price Promotion Pattern for Consumer Durables Incorporating a Bayesian Approach of Consumers' Expectation of Future Price". The Korea Economy 21(2) 1995. 22.
56. "A brand's eye view of response segmentation in consumer brand choice behavior", Journal of Marketing Research, 42(2), 1995. 2

B. Book and Other Publications

Business Insights on Oriental Classics 40, 2011, One & One Books

“Cyworld : Creating and Capturing Value in a Social Network.” Harvard Business School Case, Aug. 2008

Marketing Strategy, 2011, 3rd Edition, Pakyoung-sa

Web marketing, 2010, one and one books.

Modern Marketing, 2009, 7th, Pakyoung-sa

Strategic Brand Management, 2008, 3rd Edition, Hakhyun-sa

Marketing Aesthetics(Translation), 1999, Han-un

The Basic Laws of Marketing, 1998, Han-un

C. Conference Presentations and Seminars

1. Decoding Consumers' Online Search Processes, 2016 TPM Asia Conference, Korean Marketing Association, 2016.06.24
2. A Study on Financial Consumer's Online Information Search Behavior According to Their Perceived Difficulties, 2015 Conference of Korean Society of Consumer Studies, 2015.11.
3. Understanding Consumers' Channel Migration to Mobile: Empirical Evidence from Multi-Device Log Data, 22nd Recent Advances in Retailing & Services Science Conference, 2015.7.28
4. Perception and Reality, their intertwined relationship: Is consumers' use of the Internet affected by their attitude towards it?, Asia-Pacific Conference, Association for Consumer Research 2015.6.20
5. (An) exploratory study on mobile information searching behavior according to consumer's propensity, 2015 Korean Marketing Association Spring Conference, 2015.3.14
6. An analysis on Online Information Search of Financial Consumers, Winter Conference of Korean Academy of Financial Consumers. 2015.2.12
7. The Influence of Preference Similarity on Purchase Behavior in Social Network, Journal of Consumer Studies, 2012, 5.
8. Study of Network Properties of Sleeper Diffusion, Korean Journal of Marketing , 2012, 3.
9. Selling Space and Degree Space, 6th Complexity Conference, 2011, 11.
10. An Exploratory Study on Social Cascade in Diffusion of Information on New Media, Journal of Consumer Studies, 2011. 5
11. The Lifespan of Social Hubs in Social Networking Sites: The Role of Reciprocity, Local Dominance and Social Interaction, Korean Marketing Association Conference, 2011. 3.
12. The Impact of the Carrier's Marketing Spend in the Company Value, Journal of Consumer Studies, 2009.10
13. The Influence of Local Network on Innovation Adoption, Marketing Science Conference, 2009.

14. "The Effects of Influentials on Diffusion in the Social Network", Korean Marketing Association Conference, 2008. 10. 18
15. "Social Hubs: Do they exist and what is their role?", Association for Consumer Research, October. 26. 2008
16. "The Role of Network Accessibility in Retail Site Location", Summer Conference of Korean Marketing Association, 2008.8. 20
17. "Network analysis of an online community", Korean Society of Consumer Studies Conference, 2008. 5. 14
18. "Customer Value in a Networked Economy", The 2nd Complexity Conference, 2007. 12. 1
19. "Customer Value in a Networked Economy", Korean Society of Consumer Studies Conference, 2007. 10. 13
20. "Predictable Clusters", Korean Society of Consumer Studies Conference, 2007. 10. 13
21. "Customer Value in a Networked Economy", Marketing Science Conference, 2007. 6.29.
22. "The Effect of Network Structure on Diffusion", Korean Marketing Association Conference, 2006. 10. 28
23. "A Study for the Effect of Hub Character on Information Diffusion in Online Community", Korean Society of Consumer Studies Conference, 2006. 10. 14
24. "What make them so successful? : Network Information Flow Model of Online Community Evolution, " Presented at Northeastern University , 2004. 12. 1.
25. "Network Information Flow Model of Network Effects," Presented at Columbia University, 2004. 4. 28.
26. "Network Information Flow Model of Network Effects," Presented at Massachusetts Institutes of Technology, 2004. 4. 8.
27. "What Drives the Switching Costs in E-commerce Site?", Marketing Science Conference, 2003. 6.13.
28. "The Evolution of Navigation Pattern in Consumer Choice in E-commerce Site", Marketing Science Conference, 2003. 6.12.
29. "The Effect of Online Visiting Behavior on Website Switching and Purchase", Marketing Science Conference 2002.6.28.
30. "e-CRM Strategy for Community Website : Using Evaluation Factors and Weblog File" Marketing Science Conference 2001.7.6
31. "Measuring the Latitude of Price Acceptance using conjoint analysis" Marketing Science Conference 2001.7.6
32. "Profitable Customers' Visiting Behavior on Community Websites" Marketing Science Conference 2001.7.6

33. "The Threshold Model of Brand Switching Behavior in Mobile Telecommunication Industry". Marketing Science Conference, 2000.6.24
34. "Consumer Preference Structure and Reference Effect : Focused on the Attraction Effect". Informs-Korms Seoul 2000 Conference, 2000.6.21
35. "Preference Inflection : The Reference Frame Effects". Marketing Science Conference, 1999.5.20
36. "Assessing the impact of brand image on consideration set formation". Marketing Science Conference, 1998.7.10
37. "Variety-seeking in the consideration set". Marketing Science Conference, 1997.7
38. "A habit-formation model of brand choice". Marketing Science Conference, 1996.3
39. "Reference dependence and loss aversion in choice set formation and brand selection". Marketing Science Conference, 1996.3
40. "Reference price uncertainty and promotion thresholds". Marketing Science Conference, 1995.7
41. "A reference run-length model of inertial and variety-seeking behavior". Marketing Science Conference, 1995.7
42. "A minimum discount level for a consideration set". KMA-AMA Joint Conference Proceedings, 1995.5
43. "A reference price model with probabilistic thresholds". Marketing Science Conference, 1994.4

D. Projects and Consulting Service

1. "Analysis of Twitter users" with Cheil Worldwide, April 2011.
2. "Forecasting of Size-mix Share in North America" with LG Display, April~ December 2010.
3. "Survey for Forecasting of Insurance Demand" with Samsung Life Insurance and Dongsu Research, June. 2008 ~ Oct. 2010.
4. "Research Project on Contents Connection Plan between Convergence Services" with Electronics and Telecommunications Research Institute (ETRI), April ~ November. 2008.
5. "Research Project on the Diffusion of Community Site : From the Perspective of Network Theory", 3rd stage of joint research project with Cyworld.com (SK Communications), 2005 – 2007
6. "Customer Network Analysis of SK Telecom", SK Telecom, Apr. 2006 – Dec. 2006
7. "Research Project on the Diffusion of Community Site : From the Perspective of Network Theory", 2nd stage of joint research project with Cyworld.com (SK Communications), Sep. 2005- Dec. 2006
8. "Brand Diagnosis Project", with Samsung Electronics, 2006
9. "Research Project on the Diffusion of Community Site : From the Perspective of Network Theory", 1st stage of joint research project with Cyworld.com (SK Communications), Aug.

2004 – Aug. 2005

10. “Vitalization and New Product Development for LBS(Location Based Service)”, joint research project with SK Telecom, 2004
11. “Brand Performance Index Development”, joint research project with SK Telecom, 2004
12. “Anycall MDSS System Development”, joint research project with Samsung Electronics, 2003
13. “’Bichumi’, Brand Character, Diagnosis”, joint research project with Samsung Insurance, 2003
14. “Valuation of Information Asset”, joint research project with SK Telecom, 2001
15. “Development of Marketing Decision Making Support System for Amore Pacific”, joint research project with Amore Pacific, 2000-2002