

**SANGKIL MOON (문상길) – CV**

(belkcollegeofbusiness.charlotte.edu/smoon13; smoon13@charlotte.edu)

**ACADEMIC & ADMINISTRATIVE EXPERIENCES**

Department of Marketing, Belk College of Business, The University of North Carolina at Charlotte (July 2013 ~ )

Marketing Department Chair (July 2018 ~)

Cullen Endowed Professor of Marketing (July 2016 ~ )

School of Data Science Affiliation (August 2020 ~ August 2022)

Associate Professor & Cullen Endowed Scholar of Marketing (July 2013 ~ June 2016)

Department of Business Management, Poole College of Management, North Carolina State University (July 2003 ~ June 2013)

Associate Professor of Marketing (August 2009 ~ June 2013)

Marketing Area Coordinator (July 2009 ~ June 2012)

Assistant Professor of Marketing (July 2003 ~ August 2009)

Marketing Area, Kenan-Flagler Business School, University of North Carolina, Chapel Hill (June 2010 ~ April 2011)

Visiting Scholar (June 2010 ~ April 2011)

LinkedIn: <https://www.linkedin.com/in/sangkil-moon-50b3889/>

**EDUCATION**

Ph.D. in Marketing at University of Iowa, Iowa City, Iowa (2003)

- Dissertation Title: Spatial Choice Models for Product Recommendations
- Co-Winner, 2002 MSI Alden G. Clayton Dissertation Proposal Competition (one of two winners out of 41 submissions)

MBA in Marketing at Seoul National University, Seoul, Korea

BBA in Business Administration at Seoul National University, Seoul, Korea

**RESEARCH INTERESTS**

Human-AI Interactions, Marketing Analytics, Social Media, Consumer Culture, and Entertainment Marketing.

Google Scholar: <https://scholar.google.com/citations?user=MEAt1A8AAAAJ&hl=en>

ResearchGate: [https://www.researchgate.net/profile/Sangkil\\_Moon](https://www.researchgate.net/profile/Sangkil_Moon)

**JOURNAL PUBLICATIONS**

Zhili Tian, Sangkil Moon, and Yong Cai (forthcoming), "Direct and Spillover Effects of Promotion Instruments on Drug Prescriptions: Comparing Physician- vs. Patient-Focused Promotion Effects," Journal of the Academy of Marketing Science, Accepted.

- Iacobucci, Dawn, Sergio Román, Sangkil Moon, and Dominique Rouziès (2025), “A Tutorial on What to Do with Skewness, Kurtosis, and Outliers: New Insights to Help Scholars Conduct and Defend Their Research,” *Psychology & Marketing*, 42 (5), 1398-1414.  
<https://doi.org/10.1002/mar.22187>
- Zhang, Hongxia, Heeho Kim, and Sangkil Moon (2025), “The Effects of Data Restriction Policies and Institutions on Digital Financial Service and Trade,” *Emerging Markets Finance and Trade*, 61 (9), 2745-2762.  
<https://doi.org/10.1080/1540496X.2025.2467190>
- Moon, Sangkil, Seung-Wook Kim, and Dawn Iacobucci (2024), “Dynamic Relationship Changes between Reviewers and Consumers in Online Product Reviews,” *Journal of Retailing*, 100 (1), 70-84.  
<https://doi.org/10.1016/j.jretai.2023.12.001>
- Liu, Alfred Z., Angela Xia Liu, Sangkil Moon, and Donald Siegel (2024), “Does Corporate Social Responsibility Always Result in More Ethical Decision-Making? Evidence from Product Recall Remediation,” *Journal of Business Ethics*, 191, 443-463.  
<https://doi.org/10.1007/s10551-023-05467-0>
- Whelan, Brian, Sangkil Moon, and Sunil Erevelles (2024), “The Triadic Influence of Brand Personality, Culture and Social Media Usage on Consumer Attachment to Iconic Brands,” *Journal of Cultural Marketing Strategy*, 8 (2), 192-210.
- Iacobucci, Dawn, Deidre L. Popovich, Sangkil Moon, and Sergio Román (2023), “How to Calculate, Use, and Report Variance Explained Effect Size Indices and Not Die Trying,” *Journal of Consumer Psychology*, 33(1), 45-61.  
<https://doi.org/10.1002/jcpy.1292>
- Jalali, Nima, Sangkil Moon, and Moon-Yong Kim (2023), “Profiling Diverse Reviewer Segments Using Online Reviews of Service Industries,” *Journal of Marketing Analytics*, 11, 130-148.  
<https://doi.org/10.1057/s41270-022-00163-w>
- Moon, Sangkil and Dawn Iacobucci (2022), “Social Media Analytics (SMA) and Its Applications in Marketing” *Foundations and Trends® in Marketing*, 15 (4), 213-292.  
<http://dx.doi.org/10.1561/17000000073>
- Moon, Sangkil, Nima Jalali, and Reo Song (2022), “Green-Lighting Scripts in the Movie Pre-Production Stage: An Application of Consumption Experience Carryover Theory,” *Journal of Business Research*, 140, 332-345.  
<https://doi.org/10.1016/j.jbusres.2021.11.004>

- Iacobucci, Dawn, Ayalla Ruvio, Sergio Román, Sangkil Moon, and Paul Herr (2022), “How Many Factors in Factor Analysis? New Insights about Parallel Analysis with Confidence Intervals,” *Journal of Business Research*, 139, 1026-1043.  
<https://doi.org/10.1016/j.jbusres.2021.09.015>
- Moon, Sangkil, Moon-Yong Kim, and Dawn Iacobucci (2021), “Content Analysis of Fake Consumer Reviews by Survey-Based Text Categorization,” *International Journal of Research in Marketing*, 38 (2), 343-364.  
<https://doi.org/10.1016/j.ijresmar.2020.08.001>
- Kim, Moon-Yong and Sangkil Moon (2021), “The Effects of Cultural Distance on Brand Popularity on Social Media,” *Journal of Brand Management*, 28 (3), 302-324.  
<https://doi.org/10.1057/s41262-020-00227-1>
- Sangkil Moon, Nima Jalali, and Sunil Erevelles (2021), “Segmentation of Both Reviewers and Businesses on Social Media,” *Journal of Retailing and Consumer Services*, 61 (July), 102524.  
<https://doi.org/10.1016/j.jretconser.2021.102524>
- Kim, Moon-Yong, Sangkil Moon, and Dawn Iacobucci (2019), “The Influence of Brand Globalness Distribution on Brand Popularity on Social Media,” *Journal of International Marketing*, 27 (4), 22-38.  
<https://doi.org/10.1177/1069031X19863307>
- Moon, Sangkil, Moon-Yong Kim, and Paul K. Bergey (2019), “Estimating Deception in Consumer Reviews Based on Extreme Terms: Comparison Analysis of Open vs. Closed Hotel Reservation Platforms,” *Journal of Business Research*, 102 (September), 83-96.  
<https://doi.org/10.1016/j.jbusres.2019.05.016>
- Bae, Young Han, Sangkil Moon, Jong Woo Jun, Taewan Kim, and Ilyoung Ju (2018), “The Impact of Consumers’ Attitudes toward a Theme Park: A Focus on Disneyland in the Los Angeles Metropolitan Area,” *Sustainability*, 10 (10), Article Number 3409.  
<https://doi.org/10.3390/su10103409>
- Moon, Sangkil, Moon Young Kang, Young Han Bae, and Charles D. Bodkin (2018), “Weather Sensitivity Analysis on Grocery Shopping,” *International Journal of Market Research*, 60 (4), 380-393.  
<https://doi.org/10.1177/1470785317751614>
- Song, Reo, Sangkil Moon, Haipeng (Allan) Chen, and Mark B. Houston (2018), “When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations,” *Journal of the Academy of Marketing Science*, 46 (3), 384-402.  
<https://doi.org/10.1007/s11747-017-0525-x>

- Moon, Sangkil, JaeHwan Kwon, Sang-Uk Jung, and Young Han Bae (2018), "The Impact of Individual Differences in Weather Sensitivity on Weather-Related Purchase Intentions," *International Journal of Market Research*, 60 (1), 104-117.  
<https://doi.org/10.1177/1470785317744855>
- Park, Hyung-Jin "Michael", Sangkil Moon, Ki-Chan Kim, Yong-Chul Kim, and Sung-Jin Kim (2017), "Nurturing Ethical Leaders: The Case of the Ethical Leader Rearing Program at the Catholic University of Korea," *Journal of Business Ethics* by The Korean Association of Business Ethics, 17 (1), 21-37.
- Moon, Sangkil and Wagner A. Kamakura (2017), "A Picture is Worth a Thousand Words: Translating Product Reviews into a Product Positioning Map," *International Journal of Research in Marketing*, 34 (1), 265-285.  
<https://doi.org/10.1016/j.ijresmar.2016.05.007>
- Moon, Sangkil, Arul Mishra, Himanshu Mishra, and Moon Young Kang (2016), "Cultural and Economic Factors on Global Cultural Products," *Journal of International Marketing*, 24 (3), 78-97.  
<https://doi.org/10.1509/jim.15.0080>
- Moon, Sangkil, Junhee Kim, Barry L. Bayus, and Youjae Yi (2016), "Consumers' Pre-Launch Awareness and Preference on Movie Sales," *European Journal of Marketing*, 50 (5/6), 1024-1046.  
<https://doi.org/10.1108/EJM-06-2015-0324>
- Moon, Sangkil, Paul Bergey, Liliana Bove, and Stefanie Robinson (2016), "Message Framing, Individual Traits, and Retailer Attributes in the Adoption of Innovative, Sustainable Products," *Journal of Business Research*, 69 (9), 3553-3560.  
<https://doi.org/10.1016/j.jbusres.2016.01.029>
- Moon, Sangkil and Reo Song (2015), "The Roles of Cultural Elements in International Retailing of Cultural Products: An Application to the Motion Picture Industry," *Journal of Retailing*, 91 (1), 154-170.  
<https://doi.org/10.1016/j.jretai.2014.12.002>
- Moon, Sangkil, Barry L. Bayus, Youjae Yi, and Junhee Kim (2015), "Local Consumers' Reception of Imported and Domestic Movies in the Korean Movie Market," *Journal of Cultural Economics*, 39 (1), 99-121.  
<https://doi.org/10.1007/s10824-013-9214-x>
- Moon, Sangkil, Yoonseo Park, and Yong Seog Kim (2014), "The Impact of Text Product Reviews on Sales," *European Journal of Marketing*, 48 (11/12), 2176-2197.  
<https://doi.org/10.1108/EJM-06-2013-0291>
- Moon, Sangkil and Kathryn Azizi (2013), "Finding Donors by Relationship Fundraising," *Journal of Interactive Marketing*, 27 (2), 112-129.

- <https://doi.org/10.1016/j.intmar.2012.10.002>
- Kim, Yong Seog and Sangkil Moon (2012), “Measuring the Success of Churn Management Models Built on Churn Probability, Retention Probability, and Expected Yearly Revenues,” *Expert Systems with Applications*, 39 (14), 11718-11727.  
<https://doi.org/10.1016/j.eswa.2012.04.048>
- Moon, Sangkil (2011), “An Empirical Investigation of Dual Network Effects in Innovation Project Development,” *Journal of Interactive Marketing*, 25 (4), 215-225.  
<https://doi.org/10.1016/j.intmar.2011.03.001>
- Moon, Sangkil, Paul K. Bergey, and Dawn Iacobucci (2010), “Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction,” *Journal of Marketing*, 74 (January), 108-121.  
<https://doi.org/10.1509/jmkg.74.1.108>
- Kamakura, Wagner A. and Sangkil Moon (2009), “Quality-Adjusted Price Comparison of Non-Homogeneous Products across Internet Retailers,” *International Journal of Research in Marketing*, 26 (September), 189-196.  
<https://doi.org/10.1016/j.ijresmar.2009.03.004>
- Bergey, Paul K. and Sangkil Moon (2009), “Conditional Efficiency, Operational Risk and Electronic Ticket Pricing Strategies for the Airline Industry,” *International Journal of Electronic Marketing and Retailing*, 2 (3), 239-255.  
<https://doi.org/10.1504/IJEMR.2009.021808>
- Moon, Sangkil and Glenn Voss (2009), “How Do Price Range Shoppers Differ from Reference Price Point Shoppers?” *Journal of Business Research*, 62 (1), 31-38.  
<https://doi.org/10.1016/j.jbusres.2008.01.017>
- Moon, Sangkil and Gary J. Russell (2008), “Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach,” *Management Science*, 54 (1), 71-82.  
<https://doi.org/10.1287/mnsc.1070.0760>
- Moon, Sangkil, Wagner A. Kamakura, and Johannes Ledolter (2007), “Estimating Promotion Response When Competitive Promotions Are Unobservable,” *Journal of Marketing Research*, 44, 3 (August), 503-515.  
<https://doi.org/10.1509/jmkr.44.3.503>
- 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(May), 73-93.

Moon, Sangkil, Gary J. Russell, and Sri Duvvuri (2006), "Profiling the Reference Price Consumer," *Journal of Retailing*, 82 (1), 1-11.  
<https://doi.org/10.1016/j.jretai.2005.11.006>

- 2008 Davidson Award Winner (*Journal of Retailing* Best Article Award)

### **WORKS IN PROGRESS**

Jong Min Kim, Sangkil Moon, and Kyusung Hwang, "Are Angry Reviews More Damaging Than Anxious Reviews?: Their Impacts on New Reviews and the Role of Management Responses."

Moon-Yong Kim, Sangkil Moon, and Mason R. Jenkins, "Consumer-Perceived Differences between Best- and Second-Best-Rated Product Reviews."

Sangkil Moon, Eunhee (Emily) Ko, Jong Min Kim, and Keeyeon Ki-cheon Park, "A New Product Feature Prioritization Procedure for E-Commerce Products: Finding Important Interdependent Feature Mixes."

Sangkil Moon, Timo Mandler, and Moon-Yong Kim, "What Do Consumers Value in Products? A Cross-National Study of Consumer- and Country-Level Factors."

Sangkil Moon, Seung-Wook Kim, Moon-Yong Kim, and Dawn Iacobucci, "Why Do Koreans Respond to U.S. Movies Differently from Americans?: The Psychological Distance Discount Phenomenon in International Retailing."

### **CONFERENCE PROCEEDINGS, REPORTS, AND BOOK CHAPTERS**

Kyeong Woo Wee, Sangkil Moon, and Morgan Geist (2013), "Strategic Thinking in Naming an Airport: The Case of Raleigh-Durham International Airport," SHBS (Sookmyung Hospitality Business School) Case Studies.

Rae Soo Park, Sangkil Moon, and Jungsun Choi (2012), "Commercial Success and Cultural Elements of American Movies," SHBS (Sookmyung Hospitality Business School) Case Studies.

Yong Seog Kim and Sangkil Moon (2012), "Measuring the Success of Churn Management Models Built on Churn Probability, Retention Probability, and Expected Yearly Revenues," Proceedings of the 18th Americas Conference on Information System (AMCIS-12), AIS Digital Library Proceedings.

Sangkil Moon (2011), *Analysis of Variance and Covariance*, Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research, Volume Editor: Wagner A. Kamakura, Wiley, 1-7.

Sangkil Moon (2011), *Multiple Regression*, Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research, Volume Editor: Wagner A. Kamakura, Wiley, 205-211.

Sangkil Moon and Gary J. Russell (2004), “A Spatial Choice Model for Product Recommendations,” *The Marketing Science Institute (MSI) Reports*, Working Paper Series, Issue 4, No. 04-004 (04-120), 73-93.

Sangkil Moon and Gary J. Russell (2004), “Developing a Product Recommendation Model Using Spatial Statistics and Joint Space Mapping,” *Asia Pacific Advances in Consumer Research*.

Sangkil Moon and Yong-Soon Kang (1999), “A Review of Customer Loyalty: Toward a Comprehensive Framework,” *AMA Summer Educators’ Conference Proceedings*, 155-6.

Sangkil Moon (1998), “Consumer Price Perceptions of Professional Services and Durable Goods,” *Asia Pacific Advances in Consumer Research*.

## **PRESENTATIONS**

“Why Do Koreans Respond to U.S. Movies Differently from Americans?: The Psychological Distance Discount Phenomenon in International Retailing,” 2025 Marketing Science Conference at Washington, DC (June 14, 2025). [Presented by Seung Wook Kim]

“Capturing Dynamic Changes on Social Review Platforms: The Evolving Effects of Reviewers on the Effectiveness of Their Reviews,” 2023 Marketing Science Conference at University of Miami, Miami, Florida (June 9, 2023).

“An Application of Place Branding to City and Theme Park Tourism,” 2018 Marketing Science Conference at Temple University, Philadelphia, Pennsylvania (June 14, 2018) (by Young Han Bae).

“To Open or Not to Open?: Online Hotel Retailers’ Review Posting Policy and Associated Bias,” The BHP Billiton Visiting Professor Program (Invited Talk), The University of Western Australia, Perth, Australia (July 14, 2017).

“Online Hotel Retailers’ Review Posting Policy and Associated Bias,” INFORMS Conference on Business Analytics and Operations Research, Las Vegas, Nevada (April 2017)

“The Impacts of Cultural and Economic Factors on the International Success of Cultural Products: Evidence from USA Movies,” The 2016 Marketing Edge Conference in LA, CA (Oct 15, 2016) (by Reo Song).

“How to Speak Wines: Translating Product Reviews into Brand-Positioning Maps,” 2016 Advanced Research Techniques (ART) Forum, Boston, MA (June 2016, 2016) (by Wagner Kamakura).

- “How to Speak Winese: Translating Product Reviews into Brand-Positioning Maps,” The 11th KUBS International Symposium of Marketing, Korea University Business School, Seoul, Korea (May 27, 2016) (by Wagner Kamakura).
- “The Interaction Effects of Brand Globalness and National Culture on Country Brand Popularity,” The European Marketing Academy (EMAC) 2016 Conference, Oslo, Norway (May 2016).
- “When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations,” 2016 AMA Winter Marketing Academic Conference, Competitive Paper Session, Las Vegas, Nevada (February, 2016) (by Reo Song).
- “Weather Sensitivity Analysis (WSA) in Grocery Shopping Trip,” 2015 Marketing Science Conference at Johns Hopkins University, Baltimore, Maryland (June 18, 2015) (by Moon Young Kang).
- “The Impacts of Cultural and Economic Factors on the International Success of Cultural Products: Evidence from USA Movies,” Seoul National University, Seoul, Korea, Presented to Marketing Faculty and Doctoral Students (July 8, 2014).
- “The Impacts of Cultural and Economic Factors on the International Success of Cultural Products: Evidence from USA Movies,” 2014 Marketing Science Conference at Emory University, Atlanta, Georgia (June 13, 2014).
- “The Curvilinear Impacts of Cultural and Economic Elements on International Commercial Success of Cultural Products,” at University of North Carolina, Charlotte, NC (February 19, 2013).
- “The Roles of Cultural Elements in International Diffusion of Entertainment Products,” 2012 Marketing Science Conference at Boston, Massachusetts (June 7, 2012).
- “Consumer Segmentation and Profiling in Forecasting New Movie Box-Office Performance Based on Dynamic Awareness and Preference (AP) Measures,” 2011 Asia-Pacific Conference of the Association for Consumer Research at Beijing, China (June 18, 2011).
- “Awareness and Preference-Based Consumer Segmentation in Forecasting Movie Box-Office Performance,” 2011 Marketing Science Conference at Houston, Texas (June 11, 2011).
- “The Impacts of Consumers’ Awareness and Preference Patterns on New Product Sales: An Analysis of Movie Survey Data,” NC State Department of Business Management Seminar (March 14, 2011).



“Would You Like an Imported Movie or a Domestic Movie?: Cultural Discount and Cultural Categorization in the Movie Competition,” Marketing Seminar Series at University of North Carolina, Chapel Hill, NC (September 14, 2010).

“The Effects of Consumers’ Text Product Review on New Product Success in the Movie Industry,” 2010 Marketing Science Conference at Cologne, Germany.

“Critics, Amateurs, and Myself in Movie Ratings: Dynamic Effects on Movie Revenues and Viewer Satisfaction,” 2008-09 NC State Marketing Area Research Seminar Series (April 30, 2009).

“Current and Future Economy: Marketing Cases,” KSEA (Korean-American Scientists and Engineers Association) NC Regional Conference: Networking and Career Planning, Research Triangle Park, NC (March 28, 2009)

“Quality-Adjusted Price Comparison across Internet Retailers,” INFORMS Annual Meeting, Washington, D.C. (October 14, 2008).

“Quality-Adjusted Price Comparison across Internet Retailers,” Marketing Seminar Series at University of North Carolina, Chapel Hill, NC (March 20, 2008).

“Profiling the Reference Price Consumer,” 2008 Winter Marketing Educators’ Conference at Austin, Texas (February 17, 2008).

- 2008 Davidson Award Winner (*Journal of Retailing* Best Article Award) Presentation

“Modeling Level Changes in Dynamic Variety Seeking: Multinomial Probit Hidden Markov Brand Choice Model,” 2007 Marketing Science Conference at Singapore Management University, Singapore.

“Research Triangle Park and North Carolina State University,” LG Prominent Faculty Invited Seminar and Mobile Innovation Forum (LG 우수교수 초청 세미나와 모바일 혁신포럼) at Kyungpook National University, Taegu, Korea (June 19, 2007).

“Modeling Level Changes in Dynamic Variety Seeking: Multinomial Probit Hidden Markov Brand Choice Model,” LG Prominent Faculty Invited Seminar and Mobile Innovation Forum (LG 우수교수 초청 세미나와 모바일 혁신포럼) at Kyungpook National University, Taegu, Korea (June 18, 2007).

“Comparing Shopping Agents,” Invited Talk at Sabre Holdings in Southlake, Texas (May 1, 2007).

“Dynamic Variety Seeking in Utilitarian Goods and Hedonic Goods,” 2006-07 NC State Marketing Area Research Seminar Series (April, 2007).

“An Empirical Analysis of Price Variability Perception Models,” 2006 Marketing Science Conference at Pittsburgh University in Pittsburgh, Pennsylvania.

“Spatial Multiple-Product Recommendation Models,” 2005 Marketing Science Conference at Emory University in Atlanta, Georgia.

“Generalizable Spatial Choice Models,” Seoul National University, Seoul, Korea (December 2004), Presented to Marketing Faculty and Doctoral Students.

“Developing a Product Recommendation Model Using Spatial Statistics and Joint Space Mapping,” 2004 ACR Asia-Pacific Conference in Seoul.

“A Spatial Choice Model for Product Recommendations,” 2003 Haring Symposium at University of Indiana in Bloomington, Indiana.

“A Spatial Choice Model for Product Recommendations,” 2003 James F. Jakobsen Graduate Forum at University of Iowa in Iowa City, Iowa. (Winning the third place award in the social science division)

“Profiling the Reference Price Consumer,” 2002 Marketing Science Conference at University of Alberta in Edmonton, Canada.

“An Application of Spatial Statistics in Developing a Product Recommendation Model,” 2002 Tenth Nebraska Doctoral Symposium in Lincoln, Nebraska.

“A Review of Customer Loyalty: Toward a Comprehensive Framework,” 1999 AMA Summer Educators’ Conference in San Francisco, California.

### **TEACHING INTERESTS**

Global Marketing, Digital Marketing, and AI in Marketing.

### **TEACHING EXPERIENCES**

UNC Charlotte (2013- )

Global Marketing: Undergraduate

Digital Marketing: Undergraduate

Consumer Analytics: Graduate

Innovation Analytics: Graduate

- A student project group, a finalist, won the award for “The Best Use of Analytics and Visualization Tools at the 2017 Teradata University Network (TUN) Analytics Challenge (October 2017).”

Marketing Analytics: Undergraduate

NC State University (2003-2013)

Marketing Analytics (BUS 495 → MBA 590 → MBA 561)

## Marketing Research (BUS 462)

- Class Field Trip to a Web Analytics Firm, ROI Revolution (www.roirevolution.com), Raleigh, NC (9/27/2012)
- Class Field Trip to a Marketing Research Firm, Bellomy Research (www.bellomyresearch.com), Winston-Salem, NC (10/31/2008, 17 Student Participants)
- Class Field Trip to a Local Marketing Research Firm, L&E Research (www.leresearch.com), Raleigh, NC (10/6/2006, 38 Student Participants)

Marketing Research (MBA 562): Graduate

Social Media Analytics

Innovation (Text) Analytics (MBA 610)

Customer Analytics II (in the Masters of Science in Analytics (MSA))

- NC State University, 2009 University Outstanding Teacher Award Nomination
- NC State University, 2007 University Outstanding Teacher Award Nomination.
- NC State University, 2006 College of Management Teaching Excellence Award.

## Independent Studies

- Kathryn Azizi, MBA Student, Summer 2008, Topic: Modeling Seemingly Unrelated Information for Relationship Fundraising
- Kristin Chaudoir, Undergraduate Student in Marketing & Statistics, Fall 2004 & Spring 2005, Topic: Store Price Formats and Customers' Promotion Responsiveness

University of Iowa (2000-2002)

Introduction to Marketing - Discussion Section T.A. (Spring 2000 – Spring 2002)

- Recipient of the M. Bhanu Murthy Award for Teaching Excellence in Spring 2002. (This award is given annually by the University of Iowa Marketing Department for the best teaching assistant in the Introduction to Marketing course sections.)

**HONORS**

Teradata University Network, Analytics Challenge Finalist and the Winner of Best Use of Analytics &amp; Visualization Tools in Anaheim, CA (October 2017).

- Advisor to Student Project Team (DSBA students Saritha Ramkumar, Madlen Ivanova, Kartik Niyogi, Sampa Sanyal and MBA student Sugandha Mann)

Consortium Faculty, 2017 AMA-Sheth Foundation Doctoral Consortium, University of Iowa.

Outstanding Reviewer, *Journal of Interactive Marketing* (2015, 2016, 2017)

UNC Charlotte, Marketing Department, 2017 Outstanding Research Award.

UNC Charlotte, Marketing Department, 2015 Outstanding Research Award.

NC State University, 2009 University Alumni Association Research Award Nomination.  
 NC State University, 2009 University Outstanding Teacher Award Nomination.  
 Davidson Award, 2008 Winner, *Journal of Retailing* Best Article Award.  
 NC State University, 2007 University Outstanding Teacher Award Nomination.  
 NC State University, 2006 College of Management Teaching Excellence Award.  
 NC State University 2005 Undergraduate Research Award from the Division of Undergraduate Academic Programs (with Kristin Chaudoir) (Topic: Store Price Formats and Customers' Promotion Responsiveness).  
 Third Place Award in the Social Science Division, 2003 James F. Jakobsen Graduate Forum at University of Iowa.  
 Representative (Presenter), 2003 Haring Symposium, Indiana University.  
 Winner with \$5,000 prize money, 2002 MSI Alden G. Clayton Dissertation Proposal Competition (out of 41 submissions).  
 Fellow, 2002 AMA-Sheth Foundation Doctoral Consortium, Emory University.  
 Representative (Presenter), 2002 Nebraska Symposium, University of Nebraska.  
 Recipient of the 2002 M. Bhanu Murthy Award for Teaching Excellence at University of Iowa.  
 Representative, 2001 Haring Symposium, Indiana University.  
 Representative, 2000 Nebraska Symposium, University of Nebraska.  
 Four-Time Scholarships in the Seoul National University MBA Program.

## RESEARCH FUNDING

The 2025 Belk College of Business, Summer Research Grant: “Consumer-Perceived Differences between Best- and Second-Best-Rated Product Reviews” (\$10,000)  
 The 2024 Belk College of Business, Summer Research Grant: “A New Product Feature Prioritization Procedure for Ecommerce Products: Finding Important Interdependent Features” (\$10,000)  
 The 2023 Belk College of Business, Summer Research Grant: “Capturing Dynamic Changes on Social Review Platforms: The Evolving Effects of Reviewers on the Effectiveness of Their Reviews” (\$10,000)  
 The 2019 Belk College of Business, Summer Research Grant: “Moral Cleansing or Moral Licensing? The Effect of Corporate Social Responsibility in Product Recall Remediation” (\$12,500)  
 The 2018 Belk College of Business, Summer Research Grant: “Measuring Brand Extension Effects through the Voice of the Market” with Nima Jalali (\$12,500)  
 The 2017 Belk College of Business, Summer Research Grant: “Segmenting Both Consumers and Businesses Using Consumer Reviews on Businesses” (\$12,500)  
 The University of Western Australia, Business School, The 2016 BHP Billiton Visiting Professor Program Award: “To Open or Not to Open?: Online Hotel Retailers’ Review Policy and Bias” (With Paul Bergey and Moon-Yong Kim; Total Amount \$10,500)  
 The 2012 Research Innovation Grant Program by the Poole College of Management, North Carolina State University (May 2012 – June 2012): “The Positive Roles of Consumer Learning in Accepting Innovative Sustainability Products with Social Desirability and Economic Disadvantages” (With Paul Bergey; Total Amount \$15,000)

- The 2011 Research Innovation Grant Program by the Poole College of Management, North Carolina State University (January 2011 – June 2011): “Consumer Segmentation and Profiling in Forecasting New Movie Box-Office Performance Based on Dynamic Awareness and Preference (AP) Measures” (Total Amount \$15,000)
- The Services and Product Innovation (SPI) Initiative Research Fund, North Carolina State University: “Comparing Prices across Internet Retailers” (Total Amount \$10,000)
- The Faculty Research and Professional Development Fund by North Carolina State University (July 2006 – June 2007): “Dynamic Variety Seeking in Hedonic Consumption: Hidden Markov Probit Choice Model” (Total Amount \$5,333)
- The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2006): “Competitive Price Analysis and Simultaneous Demand Estimation of Internet Travel Agents” (Total Amount \$10,000)
- The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2005): “Dynamic Variety Seeking and Promotion Responsiveness: Tracking Down Variety Seeking Changes Using a Hidden Markov Model” (Total Amount \$10,000)
- The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2004): “Developing a Spatial Choice Model Based on Inter-Customer Similarities in Multiple Information Sources” (Total Amount \$8,500)
- Teradata Center for Customer Relationship Management at Duke University (2003-2005): “Spatial Choice Models for Product Recommendations” with Gary Russell (Total Amount \$11,532)

### ACADEMIC SERVICES

*Journal of Interactive Marketing* Editorial Board (February 2021 ~ )

Reviewer: *Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of International Business Studies, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing, Journal of Business Research, European Journal of Marketing, Journal of Service Research, Journal of International Marketing, Psychology & Marketing, Journal of Product Innovation Management, Journal of Brand Management, Journal of Retailing and Consumer Services, Journal of Marketing Analytics, Journal of Marketing Communications, International Journal of Electronic Marketing and Retailing, Decision Support Systems, International Business Review, Journal of Cultural Economics, Journal of Media Economics, Service Industries Journal, Management Research Review, Journal of Languages and Culture, Current Psychology, Emerging Markets Finance and Trade, Journal of Renewable and Sustainable Energy, African Journal of Business Management, Asia Pacific Management Review, Scandinavian Journal of Psychology, Journal of International Consumer Marketing Review, Review of Industrial Organization, Information Sciences, Journal of Economics & Management Strategy, Artificial*

*Intelligence Review, Information Processing and Management, IEEE Transactions on Big Data.*

*International Journal of Information Management Data Insights*, Special Issue (Topic: Business Impacts Using Big Data Analytics), Guest Co-Editor (2022 ~ 2023)

Academic Trainer for Egor Kudriavtcev, PhD Graduate in Marketing at University of Rochester (September 2025 ~ August 2028)

Track Co-Chair for the Media and Entertainment Track of the 2016 Winter AMA Conference

Doctoral Dissertation Committee, David Seung Huh, UNC Chapel Hill, Marketing (2013 ~ 2016)

Reviewer, ACR (Association for Consumer Research) Annual North American Conference (2009, 2013, 2014)

External Reviewer, Research Grant Council of Hong Kong (2012, 2013, 2014)

Reviewer, AMA/Howard Dissertation Competition (2010)

Reviewer, EMAC (European Marketing Academy) Conference (2009, 2010)

Reviewer, National Fund for Scientific & Technological Development (FONDECYT, Chile) (2008, 2009)

Reviewer, Levy and Weitz Doctoral Dissertation Proposal Awards on Retailing (2005, 2006)

Reviewer, AMA (American Marketing Association) Winter Marketing Educators' Conference in San Antonio, Texas (2005)

Reviewer, ACR (Association for Consumer Research) Asia-Pacific Conference in Seoul (2004)

#### **UNC CHARLOTTE RELATED SERVICES**

Marketing Department Search Committee for Tenure-Track Assistant Professor Position: Chair (Fall 2025 & Spring 2026)

Mentor for Belk Scholar Morgan Creason (Spring 2025 ~ )

Mentor for Belk Scholar Ellie Boger (Fall 2023 ~ Spring 2025)

Marketing Department Search Committee for Tenure-Track Assistant Professor Position: Chair (Fall 2024)

Comprehensive Review of Finance Department Chair (Fall 2024)

Marketing Department Search Committee for Assistant Clinical Professor Position: Chair (Spring 2023)

New Marketing Department Direction Task Force (Chair) (Fall 2023)

Comprehensive Review of BISOM Department Chair: Committee Chair (Spring 2023)

Marketing Department Search Committee for Assistant Clinical Professor Position: Chair (Spring 2023)

Search & Screen Committee for the Chair of the Department of Finance: Chair (Fall 2021)

Marketing Department Search Committee for Tenure-Track Assistant Professor Position: Chair (Fall 2021)

Ad-Hoc Chairs' Council Committee on AACSB PA (Practitioner Academic) Requirement (Fall 2021)

Marketing Department Search Committee for Tenure-Track Assistant Professor Position: Chair (Spring 2021)

Marketing Department Search Committee for Clinical Professor/Lecturer Position: Chair (Spring 2021)

Marketing Department Search Committee for Full-Time Lecturer Position: Chair (Fall 2020 ~ Spring 2021)

DBA Dissertation Committee Member for Brian Whelan (The Influence of Brand Personality and Culture on Brand Preferences in Iconic Brands) (2019 - 2021), Placement: Wester Carolina University, tenure-track position.

DBA Dissertation Committee Member for Suzanne Collins (Social Dialogic Listening: Connecting Marketing Activities to Strategy) (2019 - 2020).

The Belk College of Business Online Education Committee, Undergraduate Sub-Committee (February 2020 ~ )

The Belk College of Business Dean Search Committee (Fall 2019 ~ Spring 2020)

Marketing Department Search Committee for Full-Time Lecturer Position: Chair (Spring 2019)

Marketing Department Search Committee for Tenure-Track & Tenured Positions: Chair (February 2018 ~ November 2018)

Departmental Representative on the Belk College Research Grants Committee (2013 ~ 2018)

Departmental Representative on the Belk College Research Grants Committee, Task Force Team (August 2018 ~ December 2018)

Marketing Department Search Committee for Visiting Professor Position (2018)

Belk College of Business, College Review Committee (CRC) (August 2017 ~ June 2018)

Data Science PhD Program Proposal Committee (2017 ~ 2018): Co-Chair

Data Science Institute (DSI) PhD Proposal Committee (June 2015 ~ May 2017)

Department of Marketing, Department Review Committee (DRC) (August 2013 ~ May 2017) (Chair 2015, 2017)

Marketing Department Executive Committee (February 2017 ~ )

Business Analytics PhD Program Committee (March 2016 ~ June 2017)

Department of Marketing Belk Chair Search Committee (2015 ~ 2017)

Departmental Representative on the Belk College MBA Program Committee (MBAPC) (2016 ~ )

The Belk College of Business, BYOD (Bring Your Own Device) Review Committee (2016)

Department of Marketing Innovation Initiative Committee (September 2016 ~ )

Department of Marketing Analytics Committee (2015)

Departmental Representative on the Belk College MBA Program Committee (MBAPC) (2014 ~ 2015)

Department of Marketing Innovation Lab Committee (2014)

Contact Person of the Belk College for DSBA (Decision Science and Business Analytics) Infrastructure (2014)

University DSBA (Decision Science and Business Analytics) Computing Infrastructure Committee (February 2014 ~ March 2014)

#### **NC STATE UNIVERSITY RELATED SERVICES**

Graduate School Representative, Doctoral Dissertation Committee, Alexandra Chaytor, Animal Science (2012 ~ 2013)

Department of Business Management, Chair of the Search Committee for Statistics  
 Professor of Practice (Fall 2012)  
 Coordinator, Department of Business Management, Marketing Research Seminar Series  
 (Spring 2008; Fall 2011 ~ )  
 Poole College of Management (PCOM), Assessment Committee  
 Department of Business Management, Marketing Area Coordinator (July 2009 ~ June  
 2012)  
 Department of Business Management, Marketing Faculty Search Committee (Summer  
 and Fall 2010)  
 Department of Business Management, Research Award Committee (October 2009)  
 College of Management International Task Force (2009 ~ 2010)  
 Nominating Students for the Most Outstanding MBA Graduate Award (Chris Caron –  
 2009, Part-Time Program, Winner; Vince Hamner – 2008, Part-Time Program;  
 Jennifer Howard – 2008; Full-Time Program; Mike Joyner – 2007, Part-Time  
 Program, Winner; Nicolas Dubus – 2006, Winner)  
 Faculty Mentor, Undergraduate Research Awards
 

- Janine Largen, Undergraduate Student in Marketing, Spring 2009, Topic: The  
 Impacts of Consumers' Internet Information Search Patterns on Their Purchase  
 Decisions and Welfare (Award: \$1,300)
- Molly Schell, Undergraduate Student in Marketing, Spring 2009, Topic: Word-of-  
 Mouth Effects in Internet Retailing (Award: \$1,300)
- Kristin Chaudoir, Undergraduate Student in Marketing & Statistics, Spring 2005,  
 Topic: Store Price Formats and Customers' Promotion Responsiveness (Award:  
 \$1,300)

 Member, College of Management, College Leadership Survey Committee (2008-2009)  
 Nominating Students for the Most Outstanding Undergraduate Graduate Award (Peyton  
 Holland – 2008; Jacqueline Barbitta – 2007)  
 Department of Business Management, Undergraduate Curriculum Committee, Member  
 (2007-2008)  
 College of Management, AACSB Assessor (2008)  
 Member, Marketing Area Faculty Recruiting Committee (2007)  
 Judge, College of Management, Graduation Student Speaker Auditions (2007)  
 Department of Business Administration, Initiative for Advanced Analytics Committee  
 (IAAC) Liaison (2006)  
 Judge, College of Management Graduate Symposium, Student Essay Competition (2004)

## **INDUSTRY EXPERIENCES**

Researcher and Market Analyst, Hyundai Securities, Seoul, Korea.

## **PERSONAL INTERESTS**

Exercise, Gardening, Stock Investing, Wikipedia, Music, Movies, YouTube, Reading.

[Updated September 2025]