JungKun Park, Ph.D.

OFFICE ADDRESS

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ACADEMIC POSITIONS

Professor, School of Business, Hanyang University, Seoul, Korea, 2015-current

Director, Institutes of Luxury Brand Management, 2016-current

Associate Professor, College of Technology, University of Houston, Houston, TX, USA, 2010-2015

Assistant Professor in E-commerce, Department of Consumer Sciences and Retailing, Purdue University, West Lafayette, IN, USA, 2003-2009

Graduate Associate, Instructor, Department of Service Industry Management, University of Tennessee, Knoxville, TN, USA, 2001-2003

Technology Assistant, Coordinator for Distance Learning, University of Tennessee, Knoxville, TN, USA, 2000-2001

EDUCATION

Doctorate of Philosophy in Retailing & Consumer Sciences   July, 2003
    Minor in Statistics
    University of Tennessee, Knoxville, USA

Master of Sciences in Economics   December, 1999
    University of Illinois, Urbana-Champaign, USA

Bachelor of Science in Economics   May, 1998
    University of Tennessee, Knoxville, USA

TEACHING EXPERIENCE

TEACHING INTERESTS

Retailing, Services Marketing, Consumer Behavior, E-tailing, Internet Marketing, Sales Management, International Retailing, Luxury Brand Managemet.

Hanyang University, Seoul, Korea
      BUS 2003, Basic Marketing
      BUS 3080, Service Marketing
      BUS 8075, Marketing Research Method
      BUS 8077, Consumer Behavior
      MBA 4001, Introduction of Marketing
      MBA 4008, Retail Channel Management
      MBA 4022, Luxury Brand Management

University of Houston, Houston, TX
      HDCS 3301, Consumer Behavior
      HDCS 4300, Research Concept in Social Sciences
      HDCS 4396, Global Retailing and Strategy
      HDCS 4338, E-tailing Management
      GRET 6331, Future in Retailing, Future Studies
      GRET 6336, Global Retail Analysis of World Regions

Purdue University, West Lafayette, IN
      CSR 404, Strategic Issues for Sales and Retailing
      CSR 390E, Online Consumer Behavior and Marketing Strategy
      CSR 590T, E-Consumer Behavior Research
      CSR 408, Small Business Management
      CSR 331, Consumer Behavior
      CSR 307, Field Experience in Selling and Sales Management

University of Tennessee, Knoxville, TN
      RCS 311, Consumer Issues in America

RESEARCH

RESEARCH INTERESTS

Retail Management, Luxury Marketing, Social Media, Online Consumer Behavior, Mobile Marketing, Technologies and Consumers, Interactive Marketing, HR in Retailing, Medical Tourism, & Emotion.

PUBLICATIONS IN PRINT

Park, J, Hyun, H., Rutherford, B., & Lee, S. (2020). "Examining Antecedents of Retail Employees' Propensity to Leave", International Journal of Retail Distribution Management.

Hyun, H., Park, J., & Thavisay, T. (2020). "A Study of Antecedents and Outcomes of Social Media WOM toward Luxury Brand Purchase Intention", Journal of Retailing and Consumer Services,

Park, J., & Ahn, J. (2020). "Editorial Introduction: Luxury Services Focusing on Marketing and Management, Journal of Retailing and Consumer Services",

Park, J., Kim, D., & Hyun, H. (2020). Understanding Self-Service Technology Adoption by 'Older' Consumers. Journal of Services Marketing,

Kim, D., Hyun, H., & Park, J. (2020). "The Effect of Interior Color on Customers' Aesthetic Perception, Emotion, and Behavior in the Luxury Service", Journal of Retailing and Consumer Services, 57, 102252.

Gong, T., Park, J., & Hyun, H. (2020). "Customer response toward employees' emotional labor in service industry settings". Journal of Retailing and Consumer Services, 52, 101899.

Lee, S., Park, J., Back, K. J., Hyun, H., & Lee, S. H. (2020). "The Role of Personality Traits Toward Organizational Commitments and Service Quality Commitments", Frontiers in Psychology, 11, 631, 1-11.

Ryu, S., & Park, J. (2020). "The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth". Journal of Retailing and Consumer Services, 55, 102094.

Park, J. K., Ahn, J., Han, S. L., Back, K. J., & An, M. (2020). "Exploring Internal Benefits of Medical Tourism Facilitators' Satisfaction: Customer Orientation, Job Satisfaction, and Work Performance". Journal of Healthcare Management, 65(2), 90-105.

Kim, D., Park J., Yoo W. & Hyun H. (2019). "The Influence of Brand Commitment on Attitude and Satisfaction towards Self-Service Technology: Focused on the Hotel Industry", Journal of Product Research, 37(5), 215~223. [상품학회]

Hyun, H., Park, J., Kim, D. (2019). "The Effect of Extended Brand Equity on Willingness to Pay Premium Price", Korea Distribution Association, 24(4), 131-151. [유통학회]

Hyun H., Park J. & Yum J. (2019). The Effects of Perceived Benefits on Usage Intention in U.S Market. Korean Academy of International Business, 30(3), 111-138. [국제경영학회]

Yoo, W. S., Back, K. J., & Park, J. (2019). "Analyzing Emotional Labor in the Service Industries: Consumer and Business Perspectives". Frontiers in psychology, 10, 2290.

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Park, J., Ahn, J., Thavisay, T., & Ren, T. (2019). "Examining the Role of Anxiety

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and Social Influence in Multi-benefits of Mobile Payment Service". Journal of Retailing and Consumer Services, 47, 140-149.

Jeong J., Hyun, H., & Park, J. (2019). "The Role of Emotional Service Expectation Toward Perceived Quality and Satisfaction: Moderating Effects of Deep Acting and Surface Acting". Frontiers in Psychology, 10, 321-329.

Park, J., Frances, G., & Hyun, H. (2019). "The Influence of Social Capital through Social Media: A Study of the Creation of Value in Shopping Behavior. The International Review of Retail, Distribution, and Consumer Research.

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Park, J., Lee, Y., Hyun, H., & Amendah, E. (2018). "M-Payment Service: Interplay of Perceived Risk and Trust in Service Adoption". Human Factors and Ergonomics in Manufacturing & Service Industries, 29(1), 31-43.

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Lee, S., Park, J., Hyun, H., Back, S., Lee., S., Frances, G., & Ahn, J. (2018). "Seasonality of Consumers' Third-Party Complaining Behavior". Social Behavior and Personality: International Journal, 46(3), 459-470.

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Lee, D., Cottingham, M., Pearson, D., Kim, S., & Park, J. (2016). "Collaborative Strategy in the Sports Industry: Team Co-Branding", Service Industries Journal 36(11-12), 595-613.

Lee, S., Lee, S., & Park, J. (2016). "The Interplay of Internet Addition and Compulsive Shopping Behaviors", Social Behavior and Personality 44 (11), 1901-1912.

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Hwang, Y. H., Back, K.J., & Park, J. K. (2015). "How Do Potential Medical Tourists Expect? Assessing Expectation Based on Gap Analysis and Structural Equation Modeling", International Journal of Tourism Science(한국관광학회 국제학술발표대회집), 78(4), 607-625.

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Park, J., Yoo, W., & Rutherford, B. (2015). "Sales People as Emotional Laborers: Psychological and Behavioral Outcomes", Asian Marketing Journal, 16(4), 53-71.

Lee, Y., Lee, S., Lee, S., & Park, J. (2015). "An Investigation on Consumer Value and Intention Toward Social Media: Exploring Information Characteristics of SNS", Journal of Consumption Culture (소비문화연구), 18(4), 27-46

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Oh, J. H., Rutherford, B. N., & Park, J. (2014). The Interplay of Salesperson's Job Performance and Satisfaction in the Financial Services Industry. Journal of Financial Services Marketing, 19(2), 104-117.

Park, J, Han, H., & Park, J. (2013). "Psychology Antecedents and Risk on Attitudes toward E-customization", Journal of Business Research, 66(12), 2552-2559.

Cho, Y., Rutherford, B., & Park, J. (2013). "Emotional Labors Impact in a Retail Environment", Journal of Business Research. 66 (5), 670-677.

Park, J., Lee, Y., & Yoo, W. (2013). "Emotional Flow from Managers to Staffs in the Retail Industry", Journal of Channel and Retailing (유통연구), 18 (1), 57-81.

Chung, T., Rutherford, B., & Park, J. (2012). "Understanding Multifaceted Job Satisfaction of Retail Employees", International Journal of Retail and Distribution Management. 40 (9), 699-716.

Endo, E., Yang, J., & Park, J. (2012). "The Investigations on Dimensions of E-Satisfaction for Online Shoes Retailing", Journal of Retailing and Consumer Services. 19 (4), 398-405.

Park, J., Gunn, F., & Han, S. (2012). "Multidimensional Trust Building in E-tailing: Cross-cultural Differences in Trust Formation and Implications for Perceived Risk", Journal of Retailing and Consumer Services. 19 (3), 304-312.

Wei, Y., Rutherford, B., Park, J., & Hur, W. (2012). "Increasing Job Performance and Reducing Turnover: An Examination of Chinese Female Salespeople", Journal of Marketing Theory and Practice. 20 (4), 421-434.

Lee, EJ. Lee, S., & Park, J. (2012). "What Drives Online Compulsive Buying: The Role of Consumer Skill, Knowledge, and Facilitating Conditions", International Journal of E-Services and Mobile Applications. 4 (4), 48-60.

Park, J., & Rutherford, B. (2012), "Electronic, Mobile, and Social Technologies: Their Future in the Service Industry", Editorial Preface for Special Issue of International Journal of E-Services and Mobile Applications, 4(4), 1-3.

Park, J., Rutherford, B., Yoo, W., & Lee, Y. (2011). "The Effect of Retail Manager's Personal Traits and Emotional Variables on Multi-faceted Job Satisfaction", Journal of Channel and Retailing (유통연구), 16(4), 95-127.

Rutherford, B., Park, J., & Han, S. (2011). "Increasing Job Performance and Decreasing Salesperson Propensity to Leave: An Examination of an Asian Sales Force", Journal of Personal Sales and Selling Management, 31(2), 171-183.

Park, J., Chung, H., & Rutherford, B. (2011). "Social Perspectives of E-contact Center for Loyalty Building", Journal of Business Research, 64(1), 34-38.

Park, J., Chung, T., & Hur, W. (2011). "The Role of Consumer Innovativeness for Adopting Internet Phone Services", International Journal of E-Services and Mobile Applications, 3(1), 1-16.

Hur, W., Park, J., & Kim, M. (2011). "The Role of Commitment on the Customer Benefit-Loyalty Relationship in Mobile Service Industry", Service Industries Journal, 30(14), 2293-2309.

Park, J., & Feinberg, R. (2010). "E-formity: Consumer Conformity Behavior in Virtual Community", Journal of Research in Interactive Marketing, 4(3), 197-213.

Hur, W., Park, J., & Kim, Y. (2010). "Food and Situation Specific Lifestyle Segmentation of Kitchen Appliance Market", British Food Journal, 112(3), 294-305.

Yoo, W., & Lee, Y., Park, J. (2010), "The Role of E-Interactive Services for Consumer Value Creation in E-tailing". Journal of Retailing and Consumer Services, 17, 89-96.

Lee, E., & Park, J. (2010). "Service Failures in Online Double Deviation Scenarios: Justice Theory Approach", Managing Service Quality, 20 (1), 46-69.

Park, M., & Park, J. (2010). "Exploring the influences of perceived interactivity on consumers' e-shopping productivity", Journal of Customer Behaviour, 8 (4), 361-379.

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Park, J. & Chung, H. (2009). "Consumers' Travel Website Transferring Behavior: Analysis Using Clickstream Data-Time, Frequency, and Spending", Service

Industries Journal, 29 (10), 1451-1463.

Lee, Y., Park, J., & Widdows, R., (2009), "Exploring Antecedent of Consumer Satisfaction and Repeated Search Behavior for E-Health Information", Journal of Health Communication, 14 (2), 160-173.

Lee, E. & Park, J. (2009), "Online Apparel Purchase using E-Personalization Services", Journal of Retailing and Consumer Services, 16 (2), 83-91.

Park, J., Chung, H., & Yoo, W. (2009), "Is the Internet a primary Source for Health Information?", Group Comparison for Channel Choice", Journal of Retailing Consumer Services, 16 (2), 92-99.

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(消費者行動研究), 15 (1-2), 1-20.

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Park, J., Yang, S., & Lehto, X. (2007), "Adoption and Usage of Mobile Technologies for Chinese Consumers", Journal of Electronic Commerce Research, 31(3), 196-206.

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+ [Outstanding Paper Award by Emerald Literati Network, 2008]
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*[Best paper award from 78th TOSOK International Tourism Conference, 2014]

BOOKS & BOOK CHAPTERS IN PRINT

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Cho, Y., Rutherford, B., & Park, J. (2011). "The Impact of Emotional Labor within a Collectivist Retail Setting", Proceedings of American Marketing. Association's Winter Educator Conference.

Oh, J., Rutherford, B., Park, J. (2011). "Understanding Job Satisfaction, Commitment, and Propensity to Leave of Financial Services Sales People", Proceedings of American Marketing Association's Winter Educator Conference.

Park, J., Lee, S., & Ezell, S. (2011). "The Influence of Online Interactive Service for Customer Relationship Management Strategy", Proceedings for International Consortium for Electronic Business, 10, 408-420.

Chung, T., & Park, J. (2011). "Psychological Antecedents for Online Conformity Over Social Media", Proceedings for International Consortium for Electronic Business, 10, 369-378.

Rutherford, B., Park, J. & Marshall, G. (2010). "Expanding the Understanding of Facets of Job Satisfaction: Antecedents, Gender Differences, and the Inside/Outside Sales Role", Proceeding of American Marketing Association Summer Conference, Boston, MA.

Ha, H. & Park, J. (2010). "E-Service Evaluation Dimensions by Listening Virtual Community: Measuring Retailer-Specific Service Quality", Proceeding of Academy of Marketing Science Annual Conference, Portland, OR.

Rutherford, B., Park, J. & Wei, Y. (2009). "Increasing Job Performance and Reducing Turnover: An Examination of Retail Employees", Proceeding of American Marketing Association Summer Conference, Chicago, IL.

Chung, H., & Park, J. (2009). "Customer Involvement and Site-transfer Behavior

with Weblog Analysis". Proceedings of IEEE, International Conference on Service Operations and Logistics, and Informatics (SOLI), Chicago, IL.

Park, J., Chung, H., & Rutherford, B. (2009). "Social Influence for Quality, Value, and Satisfaction" Proceedings of the La Londe Conference for Consumer Behavior, La Londe, France.

Won-Moo Hur, Park, J. & S. Ha, S. (2009), "The Moderating Role of Price Consciousness of the Value-Trust-Satisfaction Link: An Investigation of Consumers' Hybrid Automobile Consumption", Proceeding of American Collegiate Retailing Association's Annual Educator Conference, New York, NY. CD Rom.

Lee, Y., Park, J. & Lee, E. (2009), "The Impact of Online Communication on Interpersonal Quality and Loyalty", Proceeding of American Collegiate Retailing Association's Annual Educator Conference, New York, NY. CD Rom.

Chung, T., Park, J. & Ahn, J. (2009), "The Role of Consumer Innovativeness for Adopting Internet Phone Service", Proceeding of American Collegiate Retailing Association's Annual Educator Conference, New York, NY. CD Rom.

Chung, H. & Park, J. (2008). "Exploring Site Transferring Consumer Behavior: A Role of Referring Website", Advances in Consumer Research, V36, 850.

Amendah, E., Park, J., & Yoo, J.-J. (2008). Consumers' Department Store Gift Card Usage Behavior for Apparel Products. Paper presented at the International Textiles and Apparel Associations, Schaumburg, IL

Papastylianou, S. & Park, J. (2008), "Consumer Satisfaction on E-tail Features: Applications of Cognitive Miser Theory", Proceeding of American Collegiate Retailing Association's Annual Educator Conference, New York, NY. CD Rom.

Park, M., & Park, J. (2007). "Perceived Interactivity in Online Retail Services: Approach from the Features.". Proceedings of IEEE, International Conference on Service Operations and Logistics, and Informatics, Philadelphia, PA.

Lehto, X., Park, J., Park, O., & Lehto, M. (2007). "Text Analysis of Consumer Reviews: The Case of Virtual Travel Firms." Proceedings of HCI (Human Computer Interaction) International Annual Conference, Beijing, China.

Park, J., & KMAC. (2007). "Consumer Value-driven New Product Development Framework", Proceedings of Korea Global Marketing Conference, 143-150.

Oh, S., Lehto, X., & Park, J. (2007). "Travelers' Effort and Performance Expectation on Mobile Technologies and Usage Intention" APac-CHRIE & 13th Asia Pacific Tourism Association Conference, Beijing, China.

Yang, S. & Park, J. (2007). "Brand Extension in Luxury Markets: The Impact of Affect and Cognitive Evaluations of Product Attributes", Proceeding of ACRA Spring Conference, Chicago, IL. CD Rom.

Kwong, S., Park, J. & Yang S. (2006). "Consumer Choice of Digital Music Services from Quality Perceptions", in Proceedings of IEEE, International Conference on Service Operations and Logistics, and Informatics., Shanghai, China: Annual Meeting of Institute of Electrical and Electronic Engineering International Conference, 581-586.

Amendah, E. & Park, J. (2006). "E-impulse Buying: An Exploratory Study Using

Two Factor Theory of Emotion and Hedonic Shopping Behavior." Proceeding of AMS/ACRA Triennials Conference, Retailing 2006: Strategic Challenges in the New Millennium: Special Conference Series, XI, 13-18.

Lee, Y., Park, J., & Widdows, R. (2006), "Motivation to Search E-Health Information: Approach from Perceived Quality Dimensions," in AMCIS, Rajiv Sabherwal and Rick Watson, Eds., Acapulco, Mexico: Proceeding of American Conference on Information Systems, VII, 2796-2809.

Goetzinger, L., Park, J., & Widdows, R. (2006), "The Impact of Perceived E-health Information Quality and Value on Intention to Repeat Information Search." , in AMCIS, Rajiv Sabherwal and Rick Watson, Eds., Acapulco, Mexico: Proceeding of American Conference on Information Systems, VII, 2607-2614.

Park, J. & Yang, S (2006), "Trust Building Customer Management in Online Context: Cross Cultural Study," in Academy of International Business, Mary Ann Von Glinow, Ed., Beijing, China: Annual Meeting of Academy of International Business.

Park, J. and Park, J (2005). "Multi-channel Strategy for University Licensed Products", in Korean Marketing Association, Cho Bongjin, Ed., Seoul Korea, Fall Conference, Vol 47 (2), 235-245.

Lee, J. K., Park, J. & Lehto, X. (2005). "Traveler's Usage of E-Personalization Features: Implications from Privacy Concerns", Proceeding of Asian Pacific Tourism Conference. 11 (2), 760-769.

Kim, D. Y., Park, J. & Morrison, A. (2005). "A Model of Tourist Acceptance of Mobile Technology", Proceeding of Asian Pacific Tourism Conference, 11 (1), 440-448

Goetzinger, L. & Park, J. (2005). "Trust Building Process for Online Environments: E-tailing Strategic Approach", Proceeding of American Collegiate Retailing Association's Annual Educator Conference, New York, NY, CD Rom.

Park, J. & Kim, M. (2001). "Conceptual Framework for Customer Satisfaction in Online Shopping Experience", Customer Research Academy Workshop Series, V3.

INVITED SPEECHES

"Luxury Business: Present and Future", Amore Pacific CEO Lecture Series, Seoul, Korea, 2019.

"Value of Trends", Trend Insight, Prugio Valley Theater, Seoul, Korea, 2017.

"Brand Marketing", 12th Annual Cross Cultural Creativity in Business Week, ICN Business School, Nancy, France, 2017.

"Marketing Management and Strategy", 12th Annual Cross Cultural Creativity in Business Week, ICN Business School, Nancy, France, 2017.

"Absolute Value and Normal Value: Survivor of Luxury Brand", Luxury Forum, Dong-A Business Forum, Seoul, Korea, 2017.

"Social Media and Research Trend on Consumer Behavior", Konkuk University, Seoul, Korea, 2013.

"The Future of Retailing Industry in Global Marketplace", Vision Jeju, Jeju

Province, Korea, 2013.

"Emotional Intelligence for Retail Employees", American Productivity and Quality Center, Houston, TX, 2010.

"Financial Crisis and Forecast for Retail Industry", Samsung Insurance Executive Training Program, Newark, NJ, 2008.

"Value-Based Research for New Product Development", User Experience: Korea Global Marketing Conference, Seoul, Korea, 2007.

CONFERENCE PRESENTATIONS

Ahn, J., Park, J. (2019). "Perceived skepticism on corporate social responsibility advertising among luxury hotels: the mediating role of attitude and trust", 26th Recent Advances in Retailing and Consumer Science Conference, Tallinn, Estonia.

Hyun, H., Park, J., & Kim, J. (2019). "Ethical climate and value towards multi - dimensional satisfaction in retail organization", 26th Recent Advances in Retailing and Consumer Science Conference, Tallinn, Estonia.

Hyun, H., Park, J., Lee, S. & Kim, J. (2019), The Effects of Perceived Multidimensional Benefits on Usage Intention. *Korean Distribution Association 2017, Seoul, Korea.*

Park, J., Han, S. L., & Hyun, H. (2018). "Multidimensions of Consumer Value Communication toward Online Luxury Purchasing: The Role of Social Media Word-of-Mouth", 2018 Global Marketing Conference, Tokyo, Japan.

Park, J., Ren T., & Hong E. (2018). " Exploring Value Scale to Profile Consumers for Luxury Brand", The Mystique of Luxury Brands Conference 2018, Singapore.

Park, J., Hyun, H., & Seo, J. (2018). "The Role of Luxury Brand Equity on Satisfaction and Loyalty on Online Platforms", LVMH-SMU Luxury Conference 2018, Singapore.

Lee, D., Maeng, L., Park, J., & Hyun, H., (2018). "Perceived Team Authenticity: Perspectives from Korean Marketplace", 2018 International Conference of Asian Marketing Associations, Bangkok, Thailand

Park, J., Hyun, H., & Lee, S. (2017). "Considering Social media information benefit and commitments toward social service", International Conference on Social Media Marketing 2017, Enschede, Netherland.

Hyun, H., Park, J., & Ren, T. (2017). "The relative importance of luxury value perceptions in luxury brand extension", The Mystique of Luxury Brands Conference 2017, Seoul, Korea.

Park, J., Hyun, H., & Kim, H. (2017) "Brand Extension from Service to Products: Consumer Willingness to Pay Premium Price". Korean Distribution Association 2017, Seoul, Korea.

Han, S., Ahn, M., & Park, J. (2016), "Internal Customer Satisfaction, Customer Orientation and Job Satisfaction toward Performance in Medical Tourism in Korea", International Conference of Asia Marketing Association, Peking University, Beijing, China.

Ahn, J., Park, J., & Lee, B. (2014). "Upgrade or Downgrade: Consumer Loyalty Transfer Effects on Luxury Brand Extension", World Marketing Conference, Academy of Marketing Sciences, Peru, Lima.

Park, J., Yoo, W., & Rutherford, B. (2014), "Interplay of Antecedents on Turnover Intentions and Job Performance in Retail Manager Level", Annual Conference of International Network of Business and Management Journals, Valencia, Spain.

Ahn, J., Cai, J., & Park, J. (2014). "Retail Analytic: Impact of Consumer-Created Contents as Big Data", SAS Analytics 2014, Las Vegas, NV.

Lee, S., Lee, Y., Lee, E., & Park, J. (2014), "The Role of Social Identity, Group Norm, Social Influence Adopting Social Media for Shopping", Annual Conference for Global Marketing Conference, Singapore.

Amendah, E., & Park, J. (2012). "Mobile Payment: Descriptive Analysis of Users' Perception of Risk, Benefit, Trust and Intention to Use", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Vienna, Austria.

Oh, J., Rutherford, B., & Park, J. (2012), "Toward Effectiveness Emotional Management of Frontline Personnel in the Financial Service Industry, Annual Global Marketing Conference, Seoul, Korea.

Han, H., Lee, S., & Park, J. (2012). "Different Dimensions of Emotional Intelligence and Gender", Annual Conference for Global Marketing Conference, Seoul, Korea

Park, J., Stewart, B., & Bishop, P. (2012). "Value Driven Adoption of Virtual Shopping Environment", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Vienna, Austria.

Oh, J., Rutherford, B., Park, J. (2012). "Ethical Climate and Salesperson Job performance", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Vienna, Austria.

Gunn, F., Park, J., & Rutherford, B. (2011). "The Moderating Effect of Organizational Commitment and Support". Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), San Diego, CA.

Stewart, B., Goodson, C., Miertschin, S., Norwood, M., Ezell, S., & Park, J. (2011), "Impact of Social Media for Consumers' Information Search Behavior", 101th AAFCS Annual Conference, Phoenix, AZ.

Park, J. & Rutherford, B. (2010). "Managing Emotions Increasing Retail Employee

Retention". Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Istanbul, Turkey.

Park, J., & Lee, S. (2010). "The Role of Consumer Recommendation Vs. Seller Recommendation in Online Shopping Environments". Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Istanbul, Turkey.

Rutherford, B., Park, J., & Han, S. (2009). "Turnover Intentions and Job Performance: An Examination of Asian Retail Managers". Society for Marketing Advances (SMA) Annual, Conference, New Orleans, LA.

Lehto, X., Chen, Y., & Park, J. (2009). "Contrasting Perceptions of International/Domestic Hotel Brands and Their Influences on Satisfaction" 7th APac-CHRIE Conference, Singapore, Singapore.

Chung, D & Park, J. (2008). "The Role of E-WOM and Consumer Exposure for Service Failure", American Collegiate for Retailing Associations (ACRA) Spring Conference, Durango, CO.

Park, J., & Chung. H. (2008). "Exploring Site-transferring Consumer Behavior: A Role of Referring Website", Annual Conference for Association for Consumer Research (ACR) in North America, San Francisco, CA.

Yang, S., Park, J., & Lehto, X., (2008). "An Exploration of Determinants of Intention to Adopt Mobile Device for Travel: A Multi-National Study.", International Society of Travel and Tourism Educator's Annual Conference, Charleston, SC.

Park, J., & KMAC. (2007). "Consumer Value-driven New Product Development Framework", Korea Global Marketing Conference, Seoul, Korea.

Park, M., & Park, J. (2007). "Perceived Interactivity in Online Retail Services: Approach from the Features.". IEEE/INFORMS International Conference in Service Operation and Logistics, Philadelphia, PA.

Oh, S., Lehto, X., & Park, J. (2007). "Travelers' Effort and Performance Expectation on Mobile Technologies and Usage Intention" APac-CHRIE & 13th Asia Pacific Tourism Association Conference, Beijing, China.

Yang, S. & Park, J. (2007). "The Role of E-Interactivity in Self-Serviced Online Shopping and Consumer Loyalty Behavior ", The 10th International Research Symposium on Service Excellence in Management (QUIS), Orlando, FL.

Lehto, X., Park, J., Park, O., & Lehto, M. (2007). "Text Analysis of Consumer Reviews: The Case of Virtual Travel Firms", HCI (Human Computer Interaction) International Annual Conference, Beijing, China.

Lee, Y. & Park, J. (2007). "The Role of Virtual Communities in Online Compulsive Buying", ACRA Spring Conference, Chicago, IL.

Yang, S. & Park, J. (2007). "Brand Extension in Luxury Markets: The Impact of Affect and Cognitive Evaluations of Product Attributes", ACRA Spring Conference, Chicago, IL.

Lee, Y., Park, J., & Warrington, P. (2007). "Exploring Antecedents of E-Compulsive Buying and Role of Self-Esteem", ACRA / NRF Annual Winter Conference, New York, NY.

Yang, S. & Park, J. (2007). "E-customization Strategy for Japanese Market: An

Approach from Consumers' Perceived Risk", The 43rd Annual MBAA International Conference / Academy of International Business – Midwest Conference, Chicago, IL.

Amendah, E. & Park, J. (2006). "-impulse Buying: An Exploratory Study Using Two Factor Theory of Emotion and Hedonic Shopping Behavior." AMS/ACRA Triennials Conference, Retailing 2006: Strategic Challenges in the New Millennium, Orlando, FL.

Lee, Y., Park, J., and Widdows, R. (2006), "Motivation to Search E-Health Information: Approach from Perceived Quality Dimensions," in Americas Conference on Information System (AMCIS), Acapulco, Mexico.

Goetzinger, L., Park, J., & Widdows, R. (2006), "The Impact of Perceived E-health Information Quality and Value on Intention to Repeat Information Search." , in Americas Conference on Information System (AMCIS), Acapulco, Mexico.

Park, J. and Yang, S (2006), "Trust Building Customer Management in Online Context: Cross Cultural Study," in Annual Conference of Academy of International Business, Beijing, China.

Kwong, S., Park, J. and Yang S. (2006). "Consumer Choice of Digital Music Services from Quality Perceptions", in Annual Meeting of Institute of Electrical and Electronic Engineering (IEEE) on Service Operations and Logistics, and Informatics, Shanghai, China.

Park, J. & Yang, S. (2006). "Consumer Value-Driven Usage of Mobile Technologies for Travel and M-Trust as a Moderator.", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Budapest, Hungary

Lee, Y. Widdows, R. & Park J. (2006). "E-health Information and Consumer Search Pattern: Approach from Motivation and Perceived Quality.", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Budapest, Hungary.

Yang, S., Park, J., & Park, J. (2006). "Channel Adoption for University Licensed Merchandise: Social Identification.", Annual Conference of the European Institute of Retailing and Service Studies (EIRASS), Budapest, Hungary.

Lehto, X., Park, J., & Yan, G. (2006), "Satisfaction on Mobile Device for Chinese Travelers: The Interplay of Value, Trust, and Social Influences". in TNAIC conference, Beijing, China.

Park, J (2006). "E-trust for Mexican Consumers: Empirical Investigation for Three Dimension", Annual Conference for Association for Consumer Research in Latin America, Monterey.

Park, J. (2005). "The Role of Hedonic and Utilitarian Product for E-consumer Trust", Annual Conference of International Academy of Economics and Business, Las Vegas, NV.

Park, J. (2005). "E-customization: Comparative Study of Japanese and US consumers", Annual Conference of International Academy of Economics and Business, Las Vegas, NV.

Park, J. (2005). "Traveler's Usage of E-Personalization Features: Implications from Privacy Concerns", Annual Conference of Asian Pacific Tourism, Goyang City,

Korea.

Park, J. (2005). "A Model of Tourist Acceptance of Mobile Technology", Annual Conference of Asian Pacific Tourism, Goyang City, Korea.

Park, J. (2005). "Service Failure in the Family Travel Market: A Critical Incident Technique Approach", Annual Conference of Asian Pacific Tourism, Goyang City, Korea.

Park, J. (2005). "Multichannel Potentials for University Licensed Apparel Retailing: Effects of University Identification", the International Textile and Apparel Association Annual Meeting, Washington D.C., B. C.

Park, J (2005), "Understanding Online Third Party Complaining and Complementing Behavior: A Critical Incident Analysis", American Marketing Association's Service Research Conference, Singapore, Singapore.

Park, J (2005), "E-Customization Process in Competitive Online Market: Empirical Study on Customer Attitude on Customized Products", Annual Conference of International Academy of E-Business, San Francisco, CA.

Park, J (2005), "E-trust Based Customer Profiling in Different Dimensions: Empirical Investigation on E-tailer's Competence, Integrity and Benevolence", Annual Conference of International Academy of E-Business, San Francisco, CA.

Park, J (2005), "Trust Building Process for Online Shopping Environments: E-tailing Strategic Approach.", Annual Meeting of ACRA, New York, NY

Park, J (2004), "Investigation on Inhibitors and Contributors for Customized Product for Purchasing Online.", Annual Meeting of International Textile and Apparel Association, Portland, OR.

Park, J (2004). "Trust Formation in C2C Market: Trust Formation.", International Academy of Business and Economics, Las Vegas, NV.

Park, J (2004). "Consumer Adoption of Mobile Commerce and Market Forecast", European Institute of Retailing and Service Studies, Prague, Czech Republic.

Park, J (2004), "Consumer Adoption of Personalization Features in Online Environments", Annual Conference of International Academy of E-Business, Atlantic City, NJ.

Park, J. & Park H. (2003). "The Investigation of Determinants on Online Store Consumers' Purchasing Value and Customer Retention", European Institute of Retailing and Service Studies.

Park J. (2003). "Is word-of-mouth on the Internet fueling newly launched e-retail entrepreneurs?", European Institute of Retailing and Service Studies

Park, J. "The Investigation of E-store Image Determinants in Apparel Online Store.", International Textile and Apparel Association Annual Meeting, New York, NY.

Kim. M., Park, J. & Fairhurst, A. E. (2002). "Profiling of Consumers in Online Store.", International Textile and Apparel Association Annual Meeting, New York, NY.

Park, J. & Fairhurst, A. E. (2002). "A Framework for International Market Entry Mode Decision by Different Retailers", European Institute of Retailing and

Service Studies.

Park, J. (2002). "The Diffusion of Internet by Top 100 US Retailers.", European Institute of Retailing and Service Studies.

Park, J. & Fairhurst, A. E. (2002). "Cross-cultural Comparison of Different Consumer Perception of Online Store Image.", Academy of Marketing Science, Valencia, Spain.

Park, J. (2002). "A Cross-National Comparison of Different Aspects of Internet Adoption by Retailers.", Marketing Communication Strategies. Hong Kong, China.

Park, J. & Kim, M. (2001). "Conceptual Framework for Customer Satisfaction in Online Shopping Experience", Customer Research Academy Workshop, Manchester, UK.

Park, J. (2001). "Internet Usage of Apparel Retailers in the US.", International Textile and Apparel Association Annual Meeting, Kansas City, MO.

PROFESSIONAL SERVICES

Service to Scholarly Societies

Journal Editorial Board / Editorship

European Journal of Marketing, Guest Editor for Special Issue on The Ultimate Luxury: Exploring Ultra-Hig-Net-Worth Individuals' Motivation and Experiences, 2021.

Journal of Retailing and Consumer Services, Guest Editor for Special Issue on 4th Industrial Revolution in Retailing and Services, 2020.

Journal of Retailing and Consumer Services, Guest Editor for Special Issue on Luxury Services, 2019.

Frontiers in Psychology, Guest Editor for Special Issue on Analyzing Emotional Labor in the Service Industries: Consumer and Business Perspectives, 2019.

International Journal of E-Services and Mobile Applications, Guest Editor for Special Issue on Electronic/Mobile/Social Technologies and the Future in the Service Industry, 2012.

International Journal of E-Services and Mobile Applications, Associate Editor, 2008 to 2017.

Journal of Research in Interactive Marketing, Editorial Advisory Board, 2010 to 2016.

Journal of E-Business, Editorial Board of Reviewer, 2004 to 2010.

E-Business Review, Editorial Board of Reviewer, 2004 to 2010.

International Journal of Human Ecology, Editorial Board, 2004 to 2012.
Journal of Customer Behaviour, Editorial Advisory Board, 2008 to 2014.
Korea-American Energy Exploration and Production Society, Editorial Board,
2010 to current.

Officer

Vice President, AHLiST (www.ahlist.org), 2010-2011.
Treasurer, American Collegiate Retailing Association (ACRA:
WWW.ACRARETAIL.ORG), 2007 to 2010.
The National Unification Advisory Council for Korean Government
(http://www.nuac.go.kr): Representative of State of Indiana, 2007-
2008.

Conference

Program Chair:
Institutes of Luxury Brand Management, Annual Conference, Seoul, Korea,
        2017-2019
Luxury Academy, South Korea Conference, Seoul, Korea, 2019.
Global Brand Marketing Forum, South Korea Conference, Seoul, Korea,
        2017-2018.
Association for Consumer Research (ACR), North America Conference, San
        Diego, CA, 2017.
Association for History, Literature, Sciences, and Technology (AHLiST),
        Annual Conference, Houston, TX, 2011.
American Collegiate Retailing Association (ACRA), Winter Conference in
        Durango, CO, 2008.
American Collegiate Retailing Association (ACRA), Winter Conference in
        Chicago IL, 2007.
Global Symposium of Consumer Sciences (GSCS), 2005 and 2006.

Track/Session chair:
Social Media and Retail Management (Co-chair), Global Marketing Annual
        Conference, Singapore, Singapore, 2014.
Consumer Product Design and Development Process (Co-chair), Global
        Marketing Annual Conference, Singapore, Singapore, 2014.
Emotional Management in Retail Industry, Global Marketing Annual
        Conference, Seoul, Korea, 2012.
Consumer Concerns, Beliefs, Values, and Attitudes toward Technology,
        Academy of Marketing Sciences, New Orleans, LA, 2012.
Exploring Online Consumers, Academy of Marketing Sciences, New Orleans,

LA, 2012.

Ad Hoc Reviewer:

American Collegiate of Retailing Association, Chair for Doctoral Dissertation Award (Chicago, 2008 & Orlando, FL 2010).
Academy of International Business (AIB), Annual Conference (Beijing, China, 2006 & Indianapolis, U.S.A. 2007).
American of Collegiate Retailing Association (ACRA), Spring and Winter Conferences, (2005 -2008).
Americas Conference on Information System (AMCIS) North American Conference (Acapulco, Mexico, 2006).
Association for Consumer Research (ACR) North American Conference (2006, 2007, 2009, & 2010).
Association for Consumer Research (ACR) Latin American Conference (Monterrey, Mexico, 2006).
Association for Consumer Research (ACR) Asian Pacific Conference from 2004 (Seoul, Korea 2004 & Sydney 2006).
Academy of International Business from 2004 (Stockholm, Sweden 2004, Quebec, Canada 2005 & Beijing, China 2006).
American Marketing Association, Service Interests Group Annual Conference, Singapore 2005.
European Marketing Academy (EMAC) from 2005 to 2012.
American Conference on Information Systems (AMCIS) Conference (Acapulco, Mexico, 2006).
Academy of Marketing Science: Services Track, Tampa, FL 2005 / San Antonio, TX 2006.
International Academy of E-business (IAEB), 2004 to current.
European International Business Academy (EIBA), Oslo, Sweden, 2006.

CONSULTANCY AND SCHOLARLY ACTIVITIES

Institutes of Luxury Brand Management (ILBM: www.luxurization.co.kr): Director and founder, 2016-current
Center for Mobile Consumer Research (CMCR: www.mobileconsumer.org): Co-Founder & Research Director, 2006 to 2011
Research Initiative on Consumerism in Healthcare (RICH): Co-Principal Researcher, 2005 to 2009
Marketing Consulting Committee for Incheon International Airport Corp. (ICN), 2005 to 2008
Development for Virtual Conference: Global Symposium of Consumer Sciences (www.consumersciences.org), served as editorial officer / program chair.
- 2005: Ohio State University, Seoul National University, and Purdue

University co-operated on the first conference
- 2006: National Cheng-Chi University, Taiwan, University of Putra Malaysia and 2005 participated universities

Certificates in Instructor of Geographic Information System (GIS): ArcView, ArcGIS, and ArcMap, Spring 2005 – ESRI (www.esri.com)

Certificates in Strategic Foresight Program, Future Studies, University of Houston: January, 2011.

Media

Newspaper, "중소기업 '공동 브랜드' 시대…"목적별, 지역별로 묶는다" (http://biz.chosun.com/site/data/html_dir/2019/09/03/2019090302050.html), Chosun Newspaper, Sep, 04, 2019.

Newspaper, "에르메스 보자기, 루이뷔통 태극기코트… 한국에 빠진 명

품"(https://news.joins.com/article/23365260), Korea Joongang Daily, Feb, 13, 2019.

Newspaper, "길거리 패션도 접목 확 젊어진 명품 브랜드 (http://luxmen.mk.co.kr/view.php?sc=51100001&cm=Life&year=2019&no=65294&relatedcode=)", Maeil Business Newspaper, Jan, 31, 2019.

Newspaper, "독창성, 장인정신은 필수… 한국에서 명품 나오려면 문화요소, 산학협력 필

요(http://biz.chosun.com/site/data/html_dir/2017/10/11/2017101101612.html)", Chosun Newspaper, Oct, 22, 2017.

Newspaper, "절대가치 시대의 럭셔리 브랜드의 생존 전략

(http://dbr.donga.com/article/view/1202/article_no/7915)", DBR(Donga Business Review), Jan, 2017.

TV Interview, "Advice on How to Avoid Sneaky Pricing Schemes (http://abc13.com/shopping/dont-fall-for-sneaky-pricing-schemes/410745/)", ABC KTRK, Nov, 25, 2014.

Radio Interview, 'Future (http://app1.kuhf.org/houston_public_radio-news-display.php?articles_id=1300387984)', KUHF(NPR: Houston Public Radio), March 16, 2011.

Phys.org, "Tale of Two E-tailers: Study finds U.S. Online Consumers Bigger Risk-takers, More Trusting Than Korean Shoppers", May 1st, 2012 (http://phys.org/news/2012-05-tale-e-retailers-online-consumers-bigger.html)

TECHNOLOGY PROFICIENCY

Statistical Package: SPSS, SAS, PLS, AMOS, LISREL, Matlab.
Text/Qualitative Analysis: CATPAC, Nudist, NVIVO.
Online Survey Tool: SurveyMonkey, Qualtrics

Geographic Information System: ARCGIS, ARCVIEW.

PROFESSIONAL MEMBERSHIP

Association for Consumer Research (ACR)
American Marketing Association (AMA)
American Collegiate of Retailing Association (ACRA)
Academy of International Business (AIB)
Academy of Marketing Science (AMS)