

HYEWON OH

Stevens Institute of Technology
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EMPLOYMENT

Stevens Institute of Technology, NJ 2022.9 -
Assistant Professor of Marketing

EDUCATION

University of Illinois at Urbana-Champaign, IL 2022
Ph.D. in Business Administration, Marketing

Seoul National University, Seoul, Korea 2015
M.A. in Psychology (Concentration in Social Psychology)

Seoul National University, Seoul, Korea 2013
B.A. in Economics and Psychology (Cum Laude)

Exchange Program: **University of Auckland**, Auckland, New Zealand 2010-11

RESEARCH INTERESTS

Consumer Well-Being
Experiential Marketing

Globalization and Consumer Behavior
Consumer Response to Technology

PUBLICATIONS IN REFEREED JOURNALS

*denotes equal author contribution

Oh, Hyewon, Joseph K. Goodman, Dan R. Schley, Incheol Choi, and Kathleen D. Vohs (2026), "Subjective Well-Being Enhances Experiential Perceptions," *Personality and Social Psychology Bulletin*, Advance online publication.

Hervé, Justine* and **Hyewon Oh*** (2025), "Quiet Quitting in Times of Uncertainty: Definition and Relationship With Perceived Control," *Human Resource Management*, 64 (5), 1421-56.

Torelli, Carlos, **Hyewon Oh**, and Jennifer Stoner (2021), "Cultural Equity: Knowledge and Outcomes Aspects," *International Marketing Review*, 38 (1), 99-123.

Koo, Minkyung*, **Hyewon Oh***, and Vanessa M. Patrick* (2019), "From Oldie to Goldie: Humanizing Old Produce Enhances Its Appeal," *Journal of the Association of Consumer Research*, 4 (4), 337-51.

Na, Jinkyung, Seunghee Kim, **Hyewon Oh**, Incheol Choi, and Alice O’Toole (2015), “Competence Judgments Based on Facial Appearance Are Better Predictors of American Elections Than of Korean Elections,” *Psychological Science*, 26 (7), 1107-13.

MANUSCRIPTS UNDER PREPARATION AND REVIEW †titles omitted for blind review

Oh, Hyewon and Ravi Mehta, Heritage and Donation Allocation[†], Under Review at *Journal of the Association for Consumer Research*.

Otnes, Cele, **Hyewon Oh**, Kathy Hamilton, and Ravi Mehta, Marketplace Tranquility[†], Under Review at *Journal of Marketing*.

Oh, Hyewon, Carlos Torelli, and Jennifer Stoner, “‘This Is My Commandment, That You Love One Another’: The Interplay Between Cultural and Religious Orientation Predicts Prosocial Behavior,” Manuscript in preparation for submission to *Journal of Consumer Psychology*.

SELECTED WORKS IN PROGRESS

“Belief in Karma and Open Innovation Contests” (with Ravi Mehta), four studies completed.

“DEI Marketing” (with Ravi Mehta), four studies completed.

“Experience Sampling” (with Dilip Soman), data collection in progress.

“Reporting Unethical Behavior” (with Arion Cheong), data collection in progress.

BOOK CHAPTERS/PUBLIC SCHOLARSHIP

Hervé, Justine*, and **Hyewon Oh***, and Haoying Xu* (2026), “Quiet Quitting Isn’t Just for Employees,” *Psychology Today*.

“Cultural Identities in the Era of Globalization: Implications for Consumer Behavior” (with Carlos J. Torelli), In A. Reed and M. Forehand (Eds.), *Handbook of Research on Identity Theory in Marketing*.

CONFERENCE PRESENTATIONS

Oh, Hyewon and Ravi Mehta (October, 2025). “The Price of Good Karma: Self-Serving Altruism and Peer Evaluation Inflation in Open Innovation,” *Association for Consumer Research Conference*, Washington, D.C.

Oh, Hyewon and Ravi Mehta (March, 2024). “Understanding Charitable Allocation Decisions: The Role of Perceived Meaningfulness of Resource,” *Society for Consumer Psychology*, Nashville, TN.

Oh, Hyewon, Ravi Mehta, and Cele Otnes (February, 2023). “The Tranquility Journey: How Practitioners Helps Customers Arrive at Tranquility,” *American Marketing Association Winter Academic Conference*, Nashville, TN.

- Oh, Hyewon**, Joseph K. Goodman, Kathleen Vohs, and Incheol Choi (November, 2022). “How Mood Changes Judgments about Experiences: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *Society for Judgment and Decision Making Annual Conference*.
- Oh, Hyewon**, Carlos J. Torelli, and Jennifer L. Stoner (October, 2022). “‘This Is My Commandment, That You Love One Another’: The Interplay Between Cultural and Religious Orientation Predicts Prosocial Behavior,” *Association for Consumer Research Conference*, Denver, CO.
- Otnes, Cele, **Hyewon Oh**, and Ravi Mehta (February, 2021). “Dimensions of Consumers’ Tranquil Marketplace Experiences: Perspectives from Service Providers,” *Society for Consumer Psychology*.
- Oh, Hyewon**, Joseph K. Goodman, and Incheol Choi (October, 2020). “The Bidirectionality of Experiences and Happiness: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *Association for Consumer Research Conference*.
- Otnes, Cele, **Hyewon Oh**, and Ravi Mehta (October, 2019). “Understanding Marketplace Tranquility,” *Association for Consumer Research Conference*, Atlanta, GA.
- Oh, Hyewon**, Joseph K. Goodman, and Incheol Choi (February, 2019). “Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *Society for Consumer Psychology*, Savannah, GA.
- Oh, Hyewon** and Carlos J. Torelli (February, 2019). “‘This Is My Commandment, That You Love One Another’: The Match between Cultural and Religious Orientation Predicts Prosocial Behavior,” *Society for Consumer Psychology*, Savannah, GA.
- Oh, Hyewon**, Joseph K. Goodman, and Incheol Choi (October, 2018). “Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *Association for Consumer Research Conference*, Dallas, TX.
- Oh, Hyewon**, Joseph K. Goodman, and Incheol Choi (June, 2018). “Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *European Association for Consumer Research Conference*, Ghent, Belgium.
- Oh, Hyewon** and Joseph K. Goodman (June, 2018). “Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material,” *Marketing and Public Policy Conference*, Columbus, OH.
- Oh, Hyewon** and Minkyung Koo (February, 2018). “Anthropomorphism Can Save the Food: The Effect of Anthropomorphism on Consumer Evaluation of Old Produce,” *Society for Consumer Psychology*, Dallas, TX.
- Oh, Hyewon**, Cele Otnes, and Ravi Mehta (October, 2017). “Domains of Consumer Tranquility and the “Tranquility Gap,” *Association for Consumer Research Conference*, San Diego, CA.
- Oh, Hyewon** and Incheol Choi (October, 2016). “The Relationship between Happiness and Perception of Purchases: Experiential versus Material,” *Association for Consumer Research Conference*, Berlin, Germany.
- Otnes, Cele, **Hyewon Oh**, and Ravi Mehta (October, 2016). “Defining and Differentiating Marketplace Tranquility,” *Association for Consumer Research Conference*, Berlin, Germany.
- Oh, Hyewon** and Incheol Choi (May, 2016). “Sense of Humor, Body Image, and Gender in Romantic Relationships,” *Midwestern Psychological Association Annual Meeting*, Chicago, IL.

Oh, Hyewon and Sarah Lim (May, 2015). “The Time Effects on the Association between Meaning and Pleasure,” *Association for Psychological Science*, New York, NY.

Oh, Hyewon and Incheol Choi (August, 2014). “Think Different? Spend Different!: The Effect of Happiness on Experiential Buying and Perception of Purchases,” *Korean Psychological Association Annual Conference*, Seoul, Korea.

Wright, A. Michelle, **Hyewon Oh**, and Hyun Ikjoo (August, 2012). “The Effect of Video Camera Presence during Encoding: A Cross-Cultural Analysis of Distributed Cognition,” *Korean Psychological Association Annual Conference*, Chuncheon, Korea.

TEACHING INTERESTS

Consumer Behavior
Marketing Research

Global Marketing
Digital Marketing

TEACHING EXPERIENCE

Virtual & Physical Consumer Behavior

Spring 2023-
Current

- Overall Teaching Effectiveness Rating: 4.67/5 (Spring 2025)
- Overall Teaching Effectiveness Rating: 4.80/5 (Spring 2024)
- Overall Teaching Effectiveness Rating: 4.93/5 (Spring 2023)

Social Media & Network Analysis

Fall 2022-
Current

- Overall Teaching Effectiveness Rating (2 sections): 4.56/5 (Fall 2025)
- Overall Teaching Effectiveness Rating (2 sections): 4.92/5 (Fall 2024)
- Overall Teaching Effectiveness Rating (2 sections): 4.71/5 (Fall 2023)
- Overall Teaching Effectiveness Rating (2 sections): 4.84/5 (Fall 2022)

Fostering Creative Thinking, Associate Instructor (iMBA)

Summer 2021

Synchronous online live sessions

International Marketing, Instructor (Undergraduate)

In-person class

Fall 2021

- Teaching Effectiveness Rating: 5/5
- List of Excellent Teachers at UIUC 2021

Synchronous online class

Spring 2021

- Teaching Effectiveness Rating: 4.78/5
- List of Excellent Teachers at UIUC 2021

In-person (Phase 1, until March 22) and synchronous online class (Phase 2, since March 23)

Spring 2020

- Teaching Effectiveness Rating: 4.79/5
- List of Excellent Teachers at UIUC 2020

In-person class

Fall 2018

- Teaching Effectiveness Rating: 4.90/5
- List of Excellent Teachers at UIUC 2018
- Best Doctoral Student Teaching Award 2018-2019 Academic Year

New Product Development, Assistant Instructor (Undergraduate)

Fall 2020

GRANTS

The Institute for Humane Studies Grant (\$3,600) <i>Project: Quiet Quitting in the Pandemic Era: Unveiling the Locus of Control Mechanism</i>	2023
Carolan Research Institute Research Grant (\$6,600) <i>Project: The Effect of Tightness-Looseness on Consumer Complaining Behavior Research</i>	2021
Center for PRBS Funding Award, UIUC (\$3,200) <i>Project: Paradoxes Associated with Engaging in Prosocial Behavior</i>	2020
Marketing Science Institute Research Grant (\$5,000) <i>Project: Understanding Consumer Tranquility and Its Relevance to Customer Experience</i>	2016
Transformative Consumer Research Grant (\$2,000) <i>Project: Marketplace Tranquility and Consumer Well-Being</i>	2016

HONORS AND AWARDS

Department Nominee, Excellence in Teaching Award, UIUC	2020
Walter H. Stellner Fellowship, UIUC	2020
AMA-Sheth Doctoral Consortium Fellow	2020
Walter H. Stellner Summer Research Support (\$1,500), UIUC	2019
Robert Ferber Award (\$2,500), UIUC	2019
Anthony J. Petullo Fellowship (\$5,600), UIUC	2019
Best Doctoral Student Teaching Award, UIUC	2019
Mittelstaedt Symposium Fellow (Presenter)	2019
Dr. Avinish Chaturvedi Memorial Student Ambassador Award (\$1,500), UIUC	2018-19
Haring Symposium Fellow (Discussant)	2018
Zwisler Summer Fellowship (\$2,500), UIUC	2017
John M. Jones Fellowship, UIUC	2015-current
Lecture & Research Scholarship (Full tuition & monthly stipend), SNU	2014
Work-Study Scholarship, SNU	2010
Superior Academic Performance Scholarship, Seoul National University (SNU)	2008-10

SERVICE

PhD Committee in Business Administration, Stevens Institute of Technology	2025-Current
PhD Committee Member	
<ul style="list-style-type: none">James Pleuss (School of Engineering and Science, Stevens Institute of Technology, graduated in 2025)Jingyun Huang (Marketing, School of Business, Stevens Institute of Technology, graduated in 2025)	
Reviewer, Journal of the Association for Consumer Research	2024-25
Stevens Day of Giving Committee, Stevens Institute of Technology	2024-25
Faculty Advisor, Stevens Institute of Technology	2023-Current

IRB committee member, Stevens Institute of Technology	2023-Current
Reviewer, Psychology & Marketing	2023
Instructor, Business Explorer Pre-College, Stevens Institute of Technology	2023
Marketing Search Committee, Stevens Institute of Technology	2022-23
Faculty Ambassador, Stevens Institute of Technology	2022, 25-Current
Reviewer, Association for Consumer Research Conference	2017-Current
Reviewer, Society for Consumer Psychology Conference	2017-Current
Reviewer, American Marketing Association Conference	2019-Current
Dr. Avinish Chaturvedi Memorial Student Ambassador, UIUC	2018-19
Student Volunteer, Association for Consumer Research Conference	2018

WORK EXPERIENCE

Center for Happiness Studies , Seoul, Korea Research Assistant (Director: Incheol Choi)	2013-15
Shinsegae Corporation (Department store franchise, Retail businesses), Seoul, Korea Intern (Gyeonggi store: Accessories & HR Dept.; Headquarters: CRM Dept.)	2012