

# HYEWON OH

Stevens Institute of Technology  
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Hoboken, NJ 07030

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## EMPLOYMENT

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

## EDUCATION

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**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 2010-2011

## RESEARCH INTERESTS

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Consumer Well-Being  
Experiential Marketing

Globalization and Consumer Behavior  
Consumer Response to Technology

## PUBLICATIONS IN REFEREED JOURNALS

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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

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Otnes, Cele, **Hyewon Oh**, and Ravi Mehta, “Engineering Customer Tranquility: Understanding Practitioner Paradoxes and Strategies,” Revising for resubmission to *Journal of Marketing*.

**Oh, Hyewon** and Ravi Mehta, “Understanding Charitable Allocation Decisions: The Role of Perceived Meaningfulness of Resource,” Manuscript in preparation for submission to *Journal of Consumer Psychology*.

**Oh, Hyewon**, Joseph K. Goodman, Incheol Choi, and Kathleen Vohs, “The Bidirectionality of Experiences and Happiness: Happiness Leads to the Perceptions of More Experiential Consumption,” Manuscript in preparation for submission to *Personality and Social Psychology Bulletin*.

**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

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“Belief in Karma and Unethical Behavior” (with Ravi Mehta), four studies completed.

“Creative AI and Human-AI Team Performance” (with Ravi Mehta, Lav Vashney and Deepak Somaya), four studies completed.

“Tightness/Looseness and Consumer Complaining Behavior” (with Ravi Mehta and Ashok Lalwani), four studies completed.

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

“Quiet Quitting” (with Justine Hervé), data collection in progress.

“Minority and Auditing Bias” (with Arion Cheong and Lanxin Jiang), data collection in progress.

## BOOK CHAPTERS

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“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

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**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

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Consumer Behavior  
Marketing Research

Global Marketing  
Digital Marketing

## TEACHING EXPERIENCE

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**Virtual & Physical Consumer Behavior** Spring 2023

- Overall Teaching Effectiveness Rating: 4.93/5

**Social Media & Network Analysis** Fall 2022

- Overall Teaching Effectiveness Rating (2 sections): 4.84/5

**Fostering Creative Thinking**, Associate Instructor (iMBA) Summer 2021  
*Synchronous online live sessions*

**International Marketing**, Instructor (Undergraduate) Fall 2021  
*In-person class*

- 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: 4.9/5
- 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

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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

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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	2018-2019
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)	2008-2010

## SERVICE

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Faculty Advisor, Stevens Institute of Technology	2023
IRB committee member, Stevens Institute of Technology	2023
Instructor, Business Explorer Pre-College, Stevens Institute of Technology	2023
Marketing Search Committee, Stevens Institute of Technology	2022
Faculty Ambassador, Stevens Institute of Technology	2022
Association for Consumer Research Conference Reviewer	2017-2020
Society for Consumer Psychology Conference Reviewer	2017-2020
American Marketing Association Conference Reviewer	2019-2023
Dr. Avinish Chaturvedi Memorial Student Ambassador, UIUC	2018-2019
Student Volunteer, Association for Consumer Research Conference	2018

## WORK EXPERIENCE

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**Center for Happiness Studies**, Seoul, Korea 2013-2015  
Research Assistant (Director: Incheol Choi)

**Shinsegae Corporation** (Department store franchise, Retail businesses), Seoul, Korea 2012  
Intern (Gyeonggi store: Accessories & HR Dept.; Headquarters: CRM Dept.)