

YeoEun “Yoni” Yoon

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Education

Ph.D. Candidate, Marketing, <i>Korea University</i>	2015 – 2026 (Expected)
M.S. Marketing, <i>University of Alabama</i>	2013 – 2014
B.S. Marketing with Honors, Magna Cum Laude, <i>University of Alabama</i>	2009 – 2013

Research Interests

Artificial intelligence, technology, consumer well-being, prosocial behavior, text analysis

Publications

Yoon, Yoni and Jongwon Park (2025), “How Implicit Theories Can Enhance or Reduce Charitable Behavior,” *Asia Marketing Journal*, 27(2), 134-147.

Lee, Young-Dall, Soyoung Oh, and Yoni Yoon (2020), “An Exploratory Study on the Characteristics of the Global Unicorn Club and the Factors Influencing its Valuation: Focusing on the Unicorn Club in 2019,” *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, 15(6), 1-26. (Best Paper Award)

Shin, Hyunju, Riza Casidy, Alyssa Yoon, and So-Hyang Yoon (2016), “Brand Trust and Avoidance Following Brand Crisis: A Quasi-Experiment on The Effect of Franchisor Statements,” *Journal of Brand Management*, 23(5), 1-23. (Lead Article)

Richey, Glenn, Tyler Morgan, Kristina Lindsey, and Alyssa Yoon (2014), “Big Data in Supply Chain Partnerships,” *CSCMP Hot Topics*, August.

Working Papers

Yoon, Yoni and Jongwon Park, “The Inspirational Power of Human-versus-AI Competitions,” under review at *Journal of Consumer Research*

Yoon, Yoni, “Parents’ Ambivalence Toward Their Children’s Smartphones: A Mixed Methods Approach,” under review at *International Journal of Mobile Communications*

Yoon, Yoni and Hyeyeon Yuk, “Cultural Mismatch in Perceiving Competition: Individualism–Collectivism Effects on Managers and Consumers,” under review at *Journal of Korea Trade*

Conference Presentations

Yoon, Yoni and Jongwon Park, “The Inspirational Power of Human-versus-AI Competitions”

- Association for Consumer Research annual conference, Washington DC, October 2025

Yoon, Yoni and Jongwon Park, “Underestimating Others’ Preferences for Counter-Hedonic Consumption”

- Korean Marketing Association spring conference, Seoul, Korea, May 2024

Yoon, Yoni, Hyang Mi Kim, Janghyuk Lee, and Hyoung Gyoung Byun, “Voice Interface as a Remedy for Mindless Digital Consumption”

- Association for Consumer Research annual conference, Atlanta, GA, October 2019
- Korea Distribution Association spring conference, Seoul, Korea, April 2019

Yoon, Alyssa and Jongwon Park, “How Incremental Theory Enhances or Reduces Charitable Giving”

- Korean Marketing Association fall conference, Busan, Korea, November 2018
- Association for Consumer Research annual conference, Dallas, TX, October 2018

Shin, Hyunju, Alyssa Yoon, and So-Hyang Yoon “Protecting the Franchise Brand in the Age of Social Media”

- AMS (Academy of Marketing Science) annual conference, Indianapolis, IN, May 2014

Teaching Experience

Instructor, Online Marketing, Presbyterian University and Theological Seminary, Seoul, Korea, June 2021

Instructor, Marketing Management (English course), Korea University, Summer 2018

Teaching Assistant, Marketing Management (Prof. Chan Su Park), Korea University, Fall 2016 – Spring 2018

Industry Experience

Specialist, LG U+, Seoul, Korea, January 2021 – October 2023

Associate, LG U+, Seoul, Korea, April – December 2020

Research Intern, Kantar, Seoul, Korea, July – August 2013

Marketing Intern, Aramark, Tuscaloosa, AL, August – December 2011

Grants and Awards

ACR-Sheth Foundation Conference Travel Scholarship, 2025

Top Award Winner, Hackathon, LG U+, 2023

Student Research Travel Grant, Korea University, 2018 – 2019

National Research Foundation of Korea, 2016

Brain Korea 21 Plus Scholarship, 2015

Graduate Student Research and Travel Support Fund, University of Alabama, 2014

2nd Place, Undergraduate Research Conference, University of Alabama, 2012

Computer Skills

SPSS, R, Python, Qualtrics, MS Office Suite, HTML, CSS