

YeoEun “Yoni” Yoon

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Education

Ph.D. Marketing, Korea University	2015 – Aug. 2026
M.S. Marketing, University of Alabama	2013 – 2014
B.S. Marketing with Honors, Magna Cum Laude, University of Alabama	2009 – 2013

Papers under Revision or Review

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

- Under revision for 2nd round review at *Journal of Consumer Research*

Yoon, Yoni, “Family Voices: When and Why Entrepreneurs’ Families Serve as Effective Brand Messengers”

- Under 1st round review at *Journal of Product & Brand Management*
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Publications

Yoon, Yoni and Hyeyeon Yuk (2026), “Cultural Mismatch in Perceiving Competition: Individualism–Collectivism Effects on Managers and Consumers,” *Journal of Korea Trade*, Forthcoming.

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.

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.

Conference Presentations

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

- American Marketing Association winter academic conference, Madrid, Spain, Feb. 2026
- Association for Consumer Research annual conference, Washington DC, Oct. 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, Oct. 2019
- Korea Distribution Association spring conference, Seoul, Korea, Apr. 2019

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

- Korean Marketing Association fall conference, Busan, Korea, Nov. 2018
- Association for Consumer Research annual conference, Dallas, TX, Oct. 2018

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

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

Teaching Experience

Marketing Management (English), Kangnam University, Seoul, Korea, Spring 2026

Marketing Management (English), Korea University, Seoul, Korea, Summer 2018

Industry Experience

Specialist, LG U+, Seoul, Korea, Apr. 2020 – Oct. 2023

Research Intern, Kantar, Seoul, Korea, Jul. – Aug. 2013

Marketing Intern, Aramark, Tuscaloosa, AL, Aug. – Dec. 2011

Grants and Awards

1st Place, Doctoral Dissertation Competition, Korean Society of Consumer Studies, 2026

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