

TAEHOON PARK

Darla Moore School of Business
University of South Carolina
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Columbia, SC 29208
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EDUCATION

PH.D. Business Administration (Marketing) University of South Carolina	expected May 2018
M.A., General Psychology New York University	2013
M.S., Business Administration Yonsei University	2011
Bachelor of Business Administration Yonsei University	2009

RESEARCH INTERESTS

- Corporate Social Responsibility
- Inferred Value
- Consumer Information Processing
- Lay Belief
- Processing Fluency
- Judgment and Decision Making

PUBLICATION

Park, Taehoon and Moonkyu Lee (2010), "Gender Difference Depending on Product Attribute on Advertisement Effect," *Korean Service Marketing Journal*, 3(2), 51-68.

WORK IN PROGRESS

The Asymmetric Effect of a Firm's Invested Effort in the CSR Campaign (with Elise Chandon Ince and Anastasiya Pocheptsova Ghosh)

CONFERENCE PRESENTATIONS

Park, Taehoon (2016, Feb), “*Warm Glow from Hard to Flow: The Effect of Processing Difficulty on Reaction to Cause-Related Marketing*,” Southeast Marketing Symposium, Starkville, MS.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2017, August), “How Does a CSI Incident Affect Consumers’ Evaluation of a CSR Campaign?,” 125th APA Annual Convention, Washington, DC.

CONFERENCE POSTER PRESENTATIONS

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2017, June), “How Does a CSI Incident Affect Consumers’ Evaluation of a CSR Campaign?,” Marketing and Public Policy Conference, Washington, DC.

Kim, Junghan, Junghyun Kim, and Taehoon Park (2016, Feb), “Affective Reactance to Approaching Brand,” Society for Consumer Psychology Winter Conference, St. Pete Beach, FL.

TEACHING EXPERIENCE

Instructor, *Principles of Marketing*, Moore School of Business, University of South Carolina
Fall 2015 Evaluation 3.94 out of 5.0
Fall 2016 Evaluation 4.26 out of 5.0

AWARDS AND FELLOWSHIPS

Research Grant, Moore School of Business, University of South Carolina, Spring 2016
“The Effect of Processing Difficulty on Corporate Social Responsibility”

Research Grant, Moore School of Business, University of South Carolina, Fall 2016
“The Effect of Overspending on People’s Willingness to Invest Further Effort: The Case of The Self versus Others”

Winner, Beauty Creators League
AMORE PACIFIC, July 2009
Consulting competition for cosmetic company

Highest Honors Student
Yonsei University, Fall 2008

Dean’s List Scholarship
Yonsei University, Fall 2003/ Fall 2007/Spring 2008/ Fall 2008

Honors Student

Yonsei University, Spring 2007/ Spring 2008

Digital Davinci Award

Yonsei School of Business, June 2007

Product concept competition for creating cellular phone

RELEVANT WORKS AND OTHER EXPERIENCE

- Trainee Reviewer at Journal of Consumer Research, 2016 – Now
- Behavioral Lab Coordinator, Moore School of Business, University of South Carolina
2016 Spring – Now
- Research Assistant, Yonsei Consumer Research Team, 2009 – 2010.
Yonsei School of Business, Yonsei University

Developed the Index for Technology Cooperation among corporations
Kmac, July 2010 – Dec. 2010

Established product naming scheme for Sindohrico
MetaBranding BBN, Jan. 2010 – Apr. 2010

Established pet name hierarchy for LG Electronics products
MetaBrandingBBN, Dec. 2009 – Jan. 2010

Developed index for measuring product, cost and service quality
Korea Food Services Corporation and McKey Korea, Aug. 2009 – Dec. 2009
- Conference Coordinator Assistant
Organized and hosted Service Marketing Association conference
Service Marketing Association, May 2009 – Oct. 2010
- Teaching Assistant
Consumer Behavior, Brand Management, Advertising, Experimental Methodology in Marketing
Yonsei University, Mar. 2009 – Jun. 2010

Developed online textbook for executive education program
Credu, Dec. 2009
- Statistics Workshop Participation
Quantitative Analysis Methodology Workshop
Studied statistical analysis, including: regression, factor analysis and path analysis using SPSS.
Korea Social Science Data Archive, Jan. 2010

Special Statistics Lecture Program
Studied statistical analysis, including ANOVA and regression using SPSS
Yonsei Institute of Statistical Science, Feb. 2009

- Graduate Assistant to Chairperson
Prepared annual report and self-evaluation report for Yonsei Business School's the AACSB accreditation, AACSB Committee, Dec. 2007 – Feb. 2008
- Military Service
Military service in the Republic of Korea Army, Jan. 2005 – Jan. 2007