

## **TAEHOON PARK**

Darla Moore School of Business

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### **EDUCATION**

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Ph.D. Business Administration (Marketing)	expected May 2019
<b>University of South Carolina</b>	
M.A., General Psychology	2013
<b>New York University</b>	
M.S., Business Administration	2011
<b>Yonsei University</b>	
Bachelor of Business Administration	2009
<b>Yonsei University</b>	

### **RESEARCH INTERESTS**

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Judgment and Decision Making, Consumer Inference Making, Public Policy, Corporate Social Responsibility

### **TEACHING INTERESTS**

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Marketing Research, Marketing Management, Consumer Behavior, Marketing Communications, Advertising

### **DISSERTATION**

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#### **The Dynamics of Consumer Inferences: How Consumers Evaluate Companies' Engagement in Corporate Social Responsibility**

Chairs: Dr. Elise Chandon Ince and Dr. Anastasiya Ghosh (Co-Chair)

Committee members: Dr. Satish Jayachandran and Dr. Abhijit Guha

Proposal defended on April 25, 2018

ESSAY 1: Insurance against Corporate Social Irresponsibility (in preparation for submission to *Journal of Public Policy and Marketing*)

Essay 1 investigates how consumers react to a CSR campaign by a company who is also involved in a Corporate Social Irresponsibility (CSI) incident. This research demonstrates a moderating role of the temporal order of a CSR campaign and a CSI incident and the invested effort into CSR campaign on consumer reaction to the campaign and the company initiating it. When a

company is involved in both CSR and CSI in the same domain, consumers infer the company's motive for the campaign from the temporal order of the events. Whereas a company's motive seems clear in the CSI-CSR order (to make amends prior to a wrongdoing), the campaign in the opposite order (CSR-CSI) is open to consumers' interpretation of the company's motive. Thus, the company's invested effort in its campaign can reduce consumers' suspicions of its ulterior motive, which, in turn, improves consumer reaction to the campaign, but only when the CSR precedes the CSI.

## ESSAY 2: How Passive Form Messages in CSR Advertisements Improve Consumer Reaction to the CSR Campaign (five studies completed)

Essay 2 shows that when consumers are suspicious about the company's ulterior motive for starting CSR, a passive slogan (e.g., "Social value B is supported by Company A") improves consumers' evaluation of the company and increases consumers' willingness to participate in the campaign compared to an active form slogan (e.g., "Company A supports social value B"). Prior linguistics literature has shown that sentence structure can shift reader's focus away from the main character of the sentence and towards the acted upon agent. Based on this, I demonstrate that focusing on the company in a CSR advertisement can increase suspicion of possible ulterior motives, whereas placing focus on the company's pro-social act (and away from the company) can lead consumers to infer true commitment to the campaign. Thus, passive form messages in a CSR advertisement can improve consumer reaction to the company, and are a cost-effective way for companies to signal commitment to a CSR cause.

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## OTHER WORK

### How Matte Product Surface Enhances Perceived Durability (with Junghan Kim)

Prior literature has shown that different perceptual qualities can be inferred from an object's surface features. We propose that reflected light on an object's surface (glossy vs. matte) can affect perceptions of the product's quality. Visual perception literature (Fleming, Dror, and Adelson 2013) has shown that glossy surface reflects glass, which is a highly fragile material. Extending this work, we propose that glossy and matte product surfaces would be associated with fragility and durability, respectively. Across three studies, we show that a matte (vs. glossy) product surface enhances perceived durability. We also document that a matte (vs. glossy) surface increases consumer perceptions of overall product quality through perceived durability.

Park, Taehoon and Moonkyu Lee (2010), "Gender Difference in Attitudes toward Advertisements Depends on Product Features," *Korean Service Marketing Journal*, 3(2), 51-68.

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## AWARDS AND FELLOWSHIPS

Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Leeds, 2018

Research Grant, Moore School of Business, University of South Carolina, 2016 - \$ 2,000 /2017 - \$3,500 /2018 - \$2,000

Doctoral Student Travel Grant, University of South Carolina Graduate School, Spring 2018

Graduate Research Assistantship, University of South Carolina, 2013-2017

Graduate Research Assistantship, Yonsei University, 2009-2011

Winner, Beauty Creators League (Consulting competition), AMORE PACIFIC, July 2009

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 (New cellphone concept design competition), Yonsei University, June 2007

## **TEACHING EXPERIENCE**

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Instructor, Marketing Research, Moore School of Business, University of South Carolina

Fall 2016 Evaluation 4.26 out of 5.0

Fall 2015 Evaluation 3.94 out of 5.0

Teaching Assistant

Marketing Communications (MBA, University of South Carolina)

Consumer Behavior (Undergraduate, Yonsei University)

Brand Management (Undergraduate, Yonsei University)

Advertising (Undergraduate, Yonsei University)

Experimental Methodology in Marketing (Undergraduate, Yonsei University)

## **CONFERENCE PRESENTATIONS AND POSTERS**

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Park, Taehoon, Anastasiya Pocheptsova Ghosh, and Elise Chandon Ince (2018), "How Passive Form Messages in CSR Advertisement Improve Consumer Reaction to the Campaign," *Association for Consumer Research*, Dallas, TX.

Park, Taehoon, Junghan Kim (2018), "How Matte Product Surface Enhances Perceived Durability," *Association for Consumer Research*, Dallas, TX. \*data blitz

Junghyun Kim, Taehoon Park, and Myungsuh Lim (2018), "Can CSR Save a Firm From a Crisis? A Role of Gratitude in the Buffering Effect of CSR on Consumer Vindictive Behavior," *Association for Consumer Research*, Dallas, TX. \*poster

Park, Taehoon (2018), "How Active Sentences in CSR Advertisement Imply Less Sincere Company's Motive," *Society for Consumer Psychology Winter Conference*, Dallas, TX.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2018), "Insurance against Corporate Social Irresponsibility: Battling Consumer Suspicion," *Society for Consumer Psychology Winter Conference*, Dallas, TX.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2017), "The Asymmetric Effect of a Firm's Invested Effort in the CSR Campaign," *Association for Consumer Research Conference*, San Diego, CA.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2017), "How Does a CSI Incident Affect Consumers' Evaluation of a CSR Campaign?" *125<sup>th</sup> APA Annual Convention*, Washington, DC.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova Ghosh (2017), "How Does a CSI Incident Affect Consumers' Evaluation of a CSR Campaign?" *Marketing and Public Policy Conference*, Washington, DC. \*poster

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

Kim, Junghan, Junghyun Kim, and Taehoon Park (2016), "Affective Reactance to Approaching Brand," *Society for Consumer Psychology Winter Conference*, St. Pete Beach, FL. \* poster

## **SERVICE**

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Reviewer at *Social Influence*, 2018

Trainee Reviewer at *Journal of Consumer Research*, 2016 – present

Behavioral Laboratory Manager, University of South Carolina, Fall 2017 - present

Behavioral Laboratory Coordinator, University of South Carolina, Spring 2016 –Spring 2017

Conference Coordinator Assistant, Service Marketing Association, May 2009 – Oct. 2010

Graduate Assistant to Chairperson, Yonsei University, Dec. 2007 – Feb. 2008

Prepared annual report for Yonsei Business School's AACSB accreditation

## **DOCTORAL COURSEWORK**

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### **Methodology and Statistics**

Advanced Statistics for Business and Economics

Kathleen Marie Whitcomb

Analytical Techniques/ Marketing Decision Making

Subhash Sharma

Experimental Research Methods

Kathleen Marie Whitcomb

Latent Variable Estimation Techniques

Subhash Sharma

Multivariate Analysis of Behavioral Data

Svetlana Shinkareva

Design & Analysis of Experiment

Xiaofeng Steven Liu

Statistical Analysis

Jimy Sanders

### **Marketing Seminars**

Research Methods & Philosophy in Marketing

Randall Rose

Topics in Consumer Research

Alokparna Basu Monga

Marketing Strategy I

Satish Jayachandran

Marketing Strategy II

Kartik Kalaignanam

Topics in Consumer Research (Audit)

Anastasiya Ghosh

## MASTER COURSEWORK

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### **Methodology and Statistics**

Masters Statistics  
Research Methods & Experience

Barry Cohen  
Christian Miner

### **Psychology in Business Setting**

Consumer Behavior  
Personality and Organizational Behavior  
Psychology of Decision Making  
Conflict and Negotiation

Daniel M. Silberman  
Lise Saari  
Bill Battle  
Bill Battle

### **General Psychology**

Principles of Learning  
Psychology of Social Behavior  
Cognitive Psychology

Robert Ausch  
Stacey Lutz  
Scott Barry Kaufman

### **Psychology Seminars**

Special Topics in Psychology: Self-Regulation  
The Relational Self

Peter Gollwitzer  
Gabriele Oettingen  
Susan M. Andersen

**REFERENCES**

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**Elise Chandon Ince**

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Department of Marketing  
Darla Moore School of Business  
University of South Carolina  
Phone: (803) 777-4784  
E-mail: elise.ince@moore.sc.edu

**Anastasiya Ghosh**

Assistant Professor  
Department of Marketing  
Eller College of Management  
University of Arizona  
Phone: (520) 626-3372  
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**Satish Jayachandran**

James F. Kane Professor of Business  
Professor and Department Chair  
Department of Marketing  
Darla Moore School of Business  
University of South Carolina  
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**Abhijit Guha**

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**Priyali Rajagopal**

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