

## **TAEHOON PARK**

Darla Moore School of Business  
University of South Carolina  
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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 of the company' 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.

## OTHER WORK

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### 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.

## AWARDS AND FELLOWSHIPS

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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	Jimmy 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

Barry Cohen

Research Methods & Experience

Christian Miner

### **Psychology in Business Setting**

Consumer Behavior

Daniel M. Silberman

Personality and Organizational Behavior

Lise Saari

Psychology of Decision Making

Bill Battle

Conflict and Negotiation

Bill Battle

### **General Psychology**

Principles of Learning

Robert Ausch

Psychology of Social Behavior

Stacey Lutz

Cognitive Psychology

Scott Barry Kaufman

### **Psychology Seminars**

Special Topics in Psychology: Self-Regulation

Peter Gollwitzer

Gabriele Oettingen

The Relational Self

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  
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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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**Priyali Rajagopal**

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**Anastasiya Ghosh**

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Department of Marketing  
 Eller College of Management  
University of Arizona  
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**Abhijit Guha**

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