

MINA KWON

Marketing Department
College of Business, University of Louisville
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EMPLOYMENT

Assistant Professor, *Marketing*, August, 2015 – current
College of Business, **University of Louisville**, Louisville, KY

EDUCATION

College of Business, **University of Illinois at Urbana-Champaign**, Champaign, IL
Ph.D., *Marketing*, Dec. 2015
Graduate Teacher Certificate, 2014

Graduate School of Arts and Sciences, **Columbia University**, New York, NY
M.A., *Quantitative Methods in the Social Sciences*, 2009

Scranton College, **Ewha Womans University**, Seoul, South Korea
B.A., *International Studies*, Minor: *Professional English*, 2006

University of Waterloo, Ontario, Canada
Exchange student, Faculty of Arts, 2004-2005

RESEARCH INTERESTS

- Subjective feelings, sensorimotor experiences, and embodied cognition
- Role of self in consumer behavior, persuasion, and brands

PUBLICATIONS

Kwon, Mina and Rashmi Adaval (forthcoming) ““Going Against the Flow”: The Effects of Dynamic Sensorimotor Experiences on Consumer Choice,” *Journal of Consumer Research*

Kwon, Mina, Geetanjali Saluja, and Rashmi Adaval (2015), “Who Said What? Effects of Cultural Mindsets on Perceptions of Endorser-Message Relatedness,” *Journal of Consumer Psychology* (equal contribution)

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Kirsten Cowan, Katina Kulow, and Mina Kwon, “Ironic CRM: The Contagious Effects of Cause Related Marketing” (preparing for submission to the *Journal of Consumer Research*, equal contribution, alphabetical order).

Koo, Minkyung*, Mina Kwon*, and Sharon Shavitt “A Weight on Your Shoulders Makes You Pull Your Weight: A Metaphor Perspective on Decisions to Invest Effort in a Team Project” (revising manuscript for submission, * equal contribution)

Kulow, Katina, Kwon, Mina and Michael J Barone "Does Seeing Bad Make You Do Good? The Effect of Identity-Based and Product Factors on Consumer Response to CRM Offers" (revising manuscript, equal contribution)

Kwon, Mina, Rashmi Adaval, and Dolores Albarracín "The Metaphorical Effects of Sensorimotor Resistance on Persuasion" (manuscript in preparation)

PUBLICATIONS IN PROCEEDINGS

Kwon, Mina and Rashmi Adaval, (2013), ""Going Against the Flow" The Metaphorical Effects of Sensorimotor Resistance," in NA - *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research. *Advances in Consumer Research*.

Koo, Minkyung, Mina Kwon, and Sharon Shavitt, (2012), "A weight on your shoulders makes you pull your weight," in NA - *Advances in Consumer Research*, Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 1051-1051.

Kwon, Mina and Rashmi Adaval, (2011), "Do I Listen to you When You are Not Like Me?: The Effects of Priming Self Construal on the Influence of Others," *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Vol. 39, pp. 827.

Kwon, Mina, Tiffany B. White, and Rashmi Adaval (2012), "Creating "We-ness" by Embracing the Brand: A New Look at Self-brand Connection," *Proceedings of Society For Consumer Psychology, Annual Winter Conference*, p.27.

Cele Otnes, Elizabeth Crosby, Mina Kwon, and Sydney Chinchachokchai (2011) ,"The Impact of Aesthetics in Embedded Service Rituals", in E - *European Advances in Consumer Research*, Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN : Association for Consumer Research, Pages: 23.

SELECTED WORK IN PROGRESS

"Embracing the Brand: A New Look at Self-brand Connection" with Tiffany B. White and Rashmi Adaval (two studies completed)

"Bringing Out The Animal in You: The Effects of Priming on Stereotyping" with Erin Younhee Ha and Rashmi Adaval (three studies completed)

CONFERENCE PRESENTATIONS

Kwon, Mina and Rashmi Adaval (2014), "Do I Heed Thee? Effects of Self-Construal on Perception of Source Similarity and Source-Message Relatedness" 23rd Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, March, Nebraska-Lincoln, Nebraska.

Kwon, Mina and Rashmi Adaval (2013), ""Going Against the Flow" The Metaphorical Effects of Sensorimotor Resistance," Association for Consumer Research Conference (working paper), October, Chicago, Illinois.

Koo, Minkyung, Mina Kwon, and Sharon Shavitt (2012), "A weight on your shoulder makes you pull your weight," Association for Consumer Research Conference (competitive paper), October, Vancouver, Canada.

Discussant, 21st Robert Mittelstaedt Doctoral Symposium (2012), University of Nebraska-Lincoln, March, Nebraska-Lincoln, Nebraska.

Kwon, Mina, Tiffany B. White, and Rashmi Adaval (2012), "Creating "We-ness" by Embracing the Brand: A New Look at Self-brand Connection," Society for Consumer Psychology Conference (working paper), February, Las Vegas, Nevada.

Koo, Minkyung, Mina Kwon, and Sharon Shavitt (2012), "Carrying a weight and felt responsibility," Society for Personal and Social Psychology Preconference (working paper), January, San Diego, California.

Kwon, Mina and Rashmi Adaval (2011), "Do I Listen to you When You are Not Like Me?: The Effects of Priming Self Construal on the Influence of Others," Association for Consumer Research Conference (working paper), October, Saint Louis, Missouri.

Otnes, Cele, Elizabeth Crosby, Mina Kwon, and Sydney Chinchanchokchai (2010), "The Impact of Aesthetics in Embedded Service Rituals," ACR-European Conference, Egham, UK.

Kwon, Min A (2008) "The Effect of "Second Life" on Consumer Behavior in the "Real World," Advertising and Consumer Psychology Conference (working paper), Philadelphia, PA

HONORS & AWARDS

- Block Grant, University of Illinois at Urbana-Champaign, 2014
- Robert Mittelstaedt Doctoral Symposium Fellow, University of Nebraska-Lincoln, 2014
- Seymour Sudman Teaching Excellence Award, University of Illinois at Urbana-Champaign, 2013
- Robert Mittelstaedt Doctoral Symposium Fellow (Discussant), University of Nebraska-Lincoln, 2012
- The Dr. Chatuverdi Memorial Student Ambassador Award, University of Illinois at Urbana-Champaign, 2011
- John M. Jones Fellowship, University of Illinois at Urbana-Champaign, 2009–2012, 2013–2014
- QMSS Research Fellowship, Columbia University, 2007–2008
- Jin Scholarship, Ewha Womans University, 2007

TEACHING EXPERIENCE

Instructor

- Consumer Behavior, University of Louisville, Fall 2015 - current
- Principles of Marketing, University of Louisville, Fall 2015 - current
- Independent Study, University of Louisville, Spring 2016

- Marketing Research, University of Illinois at Urbana-Champaign, Fall 2013, Fall 2014
- Principles of Marketing, University of Illinois at Urbana-Champaign, Summer 2012
- Global friends with EGPP, Ewha Leadership Development Center, Korea, June 2007

Teaching Assistant

- International Marketing, University of Illinois at Urbana-Champaign, Spring 2014
- Marketing Communication (MBA), University of Illinois at Urbana-Champaign, 2011-2012
- Principles of Marketing, University of Illinois at Urbana-Champaign, 2009-2010, 2012
- Strategic Management (Graduate), Ewha Womans University, 2007

TEACHING INTERESTS

Principles of Marketing, Consumer Behavior, International Marketing, Marketing Research, Marketing Communication, and Marketing Management

PROFESSIONAL ACTIVITIES AND SERVICE

- *Committee Member*, Student Academic Grievance Committee, University of Louisville (2017 – current)
- *Reviewer*, Summer Society for Consumer Psychology Conference, (2017)
- *Ad hoc Reviewer*, Journal of Cross-Cultural Psychology, (2016)
- *Research Lab Personnel Manager*, University of Louisville, (2015 - current)
- *Trainee Reviewer*, Journal of Consumer Research, (2014)
- *Reviewer*, Association for Consumer Research Conference, (2013)
- *Reviewer*, Society for Consumer Psychology Conference, (2012, 2015)
- *Volunteer*, Society for Consumer Psychology Conference, (2012)
- *Conference Organizing Assistant*, Social and Consumer Psychologists of Illinois (SCPI), UIUC, (May, 2011)
- *Reviewer*, Advertising and Consumer Psychology Conference, (2008)

PROFESSIONAL EXPERIENCE

- **Sun Microsystems Korea**, *Marketing Trainee*, Seoul, South Korea, 2006
- **Samsung Electronics Inc**, Telecommunication Network Business, *Intern*, Seoul, South Korea, Summer 2005

ACADEMIC AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology

REFERENCES

Available upon request