

Jin Chung

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EDUCATION

Ph.D. in marketing <i>University of Texas at Arlington</i>	August 2015 – June 2019
M.S. in marketing research <i>University of Texas at Arlington</i>	August 2013 – May 2015
B.S. in business administration <i>Korea University</i>	March 2009 – May 2013
Study abroad program in marketing <i>California State University, Fresno</i>	January 2011- December 2011

RESEARCH INTERESTS

Time vs. Money	Color Influences
Behavioral Pricing Economy	Liquid Consumption/Sharing
Moral judgments	Perceived Guilt in Consumption

INVITED CONFERENCE PRESENTATIONS

1. Myungjin Chung and Ritesh Saini, "Color Lightness and Inter-Item Hierarchy: When People Associate Darker Colors with Higher Hierarchy Items," Paper will be presented at the *Society of Consumer Psychology* (March 2020).
2. Myungjin Chung and Ritesh Saini, "Powerful Buy Time: Why Social Power Leads to Prioritizing Time over Money," Paper presented at the *Asia-Pacific Association for Consumer Research* (January 2019).

3. Myungjin Chung and Ritesh Saini, "Powerful Buy Time: Why Social Power Leads to Prioritizing Time over Money," Paper presented at the *Association for Consumer Research* (October 2018).
4. Myungjin Chung and Ritesh Saini, "The Color-Hierarchy Congruency Effect, and Its Influence on Consumer Choice," Poster presented at the *Society of Consumer Psychology* (February 2018).
5. Myungjin Chung and Ritesh Saini, "Color Lightness Shapes Hierarchy: When Darker Comes First," Paper presented at the *Association for Consumer Research* (October 2017).
6. Myungjin Chung and Ritesh Saini, "Exploring the Brightness-Hierarchy Congruence Effect: When Darker Comes First," Paper presented at the *Texas Marketing Colloquium* (March 2017).
7. Myungjin Chung and Ritesh Saini, "Exploring the Brightness-Hierarchy Congruence Effect: When Darker Comes First," Paper presented at the *Annual Celebration of Excellence by Students*, University of Texas at Arlington (March 2017).

TEACHING INTERESTS

Consumer Behavior
 Advertising
 Integrated Marketing Communications

Marketing Research
 Marketing Analytics
 Business Statistics

AWARDS, HONORS, AND FELLOWSHIPS

- Outstanding Doctoral Student Travel Stipend, The Association for Consumer Research Conference
- Outstanding Doctoral Student Presentation Award, ACES Conference, University of Texas at Arlington
- Outstanding Doctoral Student, Korean Student Association, University of Texas at Arlington
- Outstanding Graduate Student Fellowship, Carrizo Oil & Gas, Inc, University of Texas at Arlington
- Enhanced Doctoral Teaching Assistantship, The University of Texas at Arlington
- Graduate Teaching Assistantship, The University of Texas at Arlington
- Outstanding Graduate Student Marketing Scholarship, The University of Texas at Arlington

PROFESSIONAL AFFILIATIONS

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Psychology and Marketing, SAU Marketing Club, World Affairs Council of the Quad Cities