

MINJU HAN

(82) 10-8882-2380 | MinjuHan@gmail.com

ACADEMIC POSITIONS

Singapore Management University Assistant Professor of Marketing	2023
Hanyang University Assistant Professor of Marketing	2022

EDUCATION

Yale University Ph.D., Marketing M.A. & M.Phil., Marketing	2021 2019
Brown University A.B., Major: Psychology Social, Personality and Developmental track	2014

RESEARCH INTERESTS

Conceptual Consumption Branding	Consumer Experience Consumer Decision-Making and Choice
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TEACHING INTERESTS

Consumer Behavior Consumer Decision-Making and Choice	Consumer Experience and Well-Being
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PUBLICATIONS (see Appendix for abstracts)

Han, Minju, Guy Voicheck, and Gal Zauberan, "COVID Time: How Quarantine Affects Feelings of Elapsed Time" *Revising for 2nd round review at Journal of the Association for Consumer Research.*

Han, Minju, George Newman, Rosanna Smith, and Ravi Dhar (2022), "The Curse of the Original: How and When Heritage Branding Reduces Consumer Evaluations of Enhanced Products," *Journal of Consumer Research.*

Han, Minju and George Newman (2021), "Seeking Stability: Consumer Motivations for Communal Nostalgia," *Journal of Consumer Psychology.*

SELECT MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

"Great Expectations Make the Pain Last Longer: Attention to a Future Experience Reduces Adaptation to a Negative Experience" with Guy Voicheck and Ravi Dhar. *Under Review at Journal of Personality and Social Psychology.*

Maximilian Gaerth, Minju Han, Ravi Dhar, and Florian Kraus "Busy Minds as the Remedy for Boredom."

"Seeking Authenticity Through Minimalism" with George Newman.

"Imagination as a Source of Anticipatory Utility" with Gal Zauberan and George Newman.

SELECT WORK IN PROGRESS

“Alignable vs. Unalignable Experiential Products and Consumer Choice” with Jared Wong and Gal Zauberger

“Digital Reconstruction and Authenticity” with Guy Voicheck and Gal Zauberger

“Luck, traits and fairness” with Guy Voicheck and Gal Zauberger.

“Augmented Reality and Art: A Field Experiment in Partnership with Local Projects and the Norton Museum of Art” with Gal Zauberger, George Newman, Guy Voicheck, and Sally Shin (field data collection in process).

SELECT HONORS & AWARDS

Teaching Excellence Award, Hanyang University 2022

AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University 2021

Whitebox Advisors Doctoral Fellowship, 2-time PhD Award Winner, Yale University (\$16,000) 2018, 2020

Yale School of Management Graduate Fellowship 2016 - 2021

SELECT CONFERENCE PRESENTATIONS

When You Hope for the Best, It Gets Worse: Mere Chance of Future Improvement Can Impede Adaptation to a Painful Experience (with Guy Voicheck and Ravi Dhar), 2020, *Society for Consumer Psychology*, Huntington Beach, California.

When Context Matters: The Experience of Boredom Under Time Pressure (with Maximilian Gaerth, Ravi Dhar, and Florian Kraus), 2020, *Society for Consumer Psychology*, Huntington Beach, California.

When Heritage Branding Limits Innovation (with Rosanna Smith, George Newman and Ravi Dhar), 2019, *Association of Consumer Research*, Atlanta, Georgia.

The Better Path Not Taken: Goal-Setting Undermines Opportunity Cost Consideration (with Elizabeth Friedman, Guy Voicheck, and Ravi Dhar), 2019, *Association for Consumer Research*, Atlanta, Georgia.

System Justification and the Preference for Atavistic Products (with George Newman), 2018, *Association of Consumer Research*, Dallas, Texas.

TEACHING EXPERIENCE AND SERVICE

Consumer Behavior (rated 97 and 99 out of 100) 2022

Advertising and Promotions Management (rated 100 out of 100) 2022

REFERENCES

George Newman (Dissertation Co-Advisor)
Associate Professor of Management and Marketing
Yale School of Management
George.Newman@yale.edu

Gal Zauberger (Dissertation Co-Advisor)
Joseph F. Cullman 3rd Professor of Marketing
Yale School of Management
Gal.Zauberger@yale.edu

Ravi Dhar
George Rogers Clark Professor of Management and Marketing
Yale School of Management

Rosanna Smith
Assistant Professor
Terry College of Business, University of Georgia
Rosanna.Smith@uga.edu

Ravi.Dhar@yale.edu

APPENDIX : SELECTED ABSTRACTS

Han, Minju, George E. Newman, Rosanna Smith, and Ravi Dhar (2022), “The Curse of the Original: How and When Heritage Branding Reduces Consumer Evaluations of Enhanced Products,” *Journal of Consumer Research*.

Heritage branding is a common marketing strategy that has been shown to increase product appeal. Here, we find that heritage branding can also have potentially negative consequences by leading consumers to resist product changes—even changes that objectively improve a product. Across four studies, we show that when firms engage in heritage branding, product enhancements can decrease perceptions of brand authenticity, leading consumers to evaluate enhanced products less favorably than the original versions of those same products. We demonstrate this effect across a variety of product domains (e.g., cosmetics, cookware, and food products), using online experiments as well as in-person product trials. Moreover, we provide a framework that distinguishes between elements of heritage branding that lead to negative evaluations of product enhancements versus those that do not. Finally, beyond identifying an important boundary condition based on specific aspects of heritage branding, we further show how the negative effects of product enhancements can be ameliorated if brands reframe product enhancements as continuous with the brand’s origins. Together, these studies contribute to existing theory regarding heritage branding and authenticity, while also providing a number of practical recommendations for heritage brands.

Han, Minju and George E. Newman (2021), “Seeking Stability: Consumer Motivations for Communal Nostalgia,” *Journal of Consumer Psychology*.

A number of studies have examined why consumers are drawn to things from their past (personal nostalgia). However, less is known about why consumers desire retro products that were never a part of their personal history (communal nostalgia). For example, a consumer may purchase vinyl records even though she grew up listening to mp3 files. Here we suggest that one reason why consumers may be drawn to communal nostalgia is that it can provide a sense of social stability and permanence. Drawing on System Justification Theory (Jost & Banaji, 1994), we demonstrate that perceived threats to the social system increase consumer demand for communal nostalgia and enhance the pleasure consumers get from certain retro experiences and products. We further show that a retro product’s ability to provide a sense of stability to consumers mediates the effect of system justification on communal nostalgia. Together, these findings suggest that communal nostalgia may be driven by its own unique motivational antecedents that are distinct from personal nostalgia, as individuals seek to connect to aspects of society that are perceived as stable and unchanging.

Han, Minju and George E. Newman, “Seeking Authenticity Through Minimalism,” *Working paper*.

Research on materialism and the concept of Extended Self has advanced our understanding on why consumers desire material possessions and attach meanings to consumption. However, little empirical work to date has explored the psychology of anti-materialism, active avoidance of consumption. In this work, we explore the motivations underlying one form of anti-materialism known as *minimalism*, a practice that is commonly associated with a lifestyle of owning as few things as possible. In examining motivations for minimalism, we build on a growing literature that distinguished between people’s everyday conception of the self versus the aspects of identity that they regard as the most core, or essential—the true self (Newman, Knobe, and Bloom 2014). Specifically, we theorize that, while consumers may readily incorporate material possessions with their daily self-concept, people also hold exactly the opposite view: that their true nature is fundamentally immaterial and nonconsumptive. Thus, one’s motivation to self-authenticate increases minimalistic tendency. Across six studies, we demonstrate that the concept of the true self is seen as fundamentally immaterial and that activating the notion of true self leads consumers to decrease or avoid consumption.

Han, Minju, Guy Voicheck, and Ravi Dhar, “Great Expectations Make the Pain Last Longer: Attention to a Future Experience Reduces Adaptation to a Negative Experience,” *Ready for submission at Journal of Personality and Social Psychology*.

Negative experiences are often part of sequences: travelers sit in cramped airplane seats while thinking about their next connecting flight, and students attend boring lectures expecting to attend other lectures afterward. The results of six studies (N=2,253) reveal that, contrary to their intuition, people adapt to a negative experience at a slower rate if they expect a subsequent experience to be positive. This occurs because expecting a negative feature of an experience to be positive for the subsequent experience inhibits adaptation by sustaining attention on that feature.

Gaerth, Maximilian, **Minju Han**, Ravi Dhar, and Florian Kraus, “Busy Minds as the Remedy for Boredom,” *Under review at Journal of Consumer Psychology*.

While most research on the perception of boredom has focused on the impact of task characteristics, little research has examined how the situational context in which a task is embedded can affect the extent to which the same task is perceived as less boring. We focus on one contextual element—cognitive busyness—and demonstrate that consumers perceive the same task as less boring if they complete it in a state of high cognitive busyness. Building on attentional theory, we find that this effect occurs because consumers who are cognitively busy are more likely to sustain their limited attention on the focal task, which reduces the degree to which they engage in mind wandering. We further show that a lower perception of boredom through reduced mind wandering leads to an important downstream consequence: an increased likelihood of recommending the boring task to others. Together, these findings extend the existing literature by highlighting the alleviating effect that contextual elements can have on the perception of boredom for under-stimulating tasks.

Han, Minju, George E. Newman, and Gal Zauberaman, “Imagination as a Source of Anticipatory Utility,” *Working paper*.

Because pre-consumption imagination is known to have many desirable downstream consequences, much research has focused on finding individual differences and elicitation methods that increase consumers’ use of imagination. However, no work to date has explored whether *what consumers imagine* can change as a function of the product. For example, would a consumer imagine creating better writing when provided with a premium notebook Moleskine than with a basic spiral notebook? In the current research, we find that, at the pre-consumption stage, an inherent property of a product can change the consumption experience consumers imagine having and thereby determine the anticipatory value they directly draw from the imaginative process. That is, consumers indeed imagine creating more creative writing with Moleskine, even though the quality of a notebook is irrelevant to the quality of writings they would create per se. In particular, we focus on a product attribute known as *perceived affordance*—the action possibilities consumers perceive in a product (Gibson, 1966)—and demonstrate that it can significantly alter consumers’ imaginative process. This occurs because consumers extrapolate product affordance they perceive in a product to their imagined creations and performance, leading them to imagine themselves better performing with a product that they perceive as affording better actions. We also show that our theory necessitates the elaborate imaginative process and is distinct from immediate associative processes (e.g., halo effect). We conceptualize this elaborative imagination process as an independent source of anticipatory utility, which can have desirable consumer outcomes at the pre-consumption stage, such as consumer search, self-efficacy, and motivation.