

JIN K. HAN

ADDRESS

Lee Kong Chian School of Business
Singapore Management University
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EXPERTISE

NEW PRODUCTS & INNOVATION

- consumer decision-making
- organizational culture & strategy

BRANDING

- brand leverage
- cross-cultural issues

EDUCATION

1989-1994	COLUMBIA UNIVERSITY Graduate School of Business M.Phil. 1993, Ph.D. 1994 in Marketing	New York City, NY
1985-1989	BROWN UNIVERSITY A.B., Applied Mathematics-Economics	Providence, RI

ACADEMIC POSITIONS

2001 - Present	SINGAPORE MANAGEMENT UNIVERSITY Lee Kong Chian School of Business <i>Professor of Marketing</i> (July 2011 - present) <i>Associate Professor of Marketing</i> (July 2001- June 2011)	Singapore
1993-94 / 1995-2000	THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY School of Business & Management <i>Assistant Professor of Marketing</i>	HK

VISITING & OTHER POSITIONS

2014 - 2015	YONSEI UNIVERSITY	Seoul
2000 - 2001	KDI SCHOOL OF PUBLIC POLICY & MANAGEMENT	Seoul
1994 - 1995	INTERNATIONAL SECURITY COUNCIL	Washington, DC

JOURNAL
PUBLICATIONS

Han, Jin K., Yung Kyun Choi, and Sangman Han (2022), "The Future of Marketing & Advertising in Asia," Journal of Business Research, Vol. 149 (October), 1016-1017.

Han, Sangman, Jin K. Han, Il Im, S.I. Jung, and J.W. Lee (2022), "Mapping Consumer's Cross-Device Usage for Online Search: Mobile- vs. PC-based Search in the Purchase Decision Process," Journal of Business Research, Vol 149 (March), 387-399.

Sohn, Yong Seok, Kun Woo Yoo, and Jin K. Han (2019), "Perceived Product Creativity and Mental Contrasting: Desired Future on Consumers' Product Replacement Decisions," Psychology & Marketing, Vol. 36, No. 1 (January), 41-56.

Han, Jin K., Seh Woong Chung, and Yong Seok Sohn (2018), "What's in a Name? The Impact of Subcategory Salience on Value Perception and Upgrade Intention for Multicategory Products," Psychology & Marketing, Vol. 35, No. 12 (December), 913-922.

Han, Jin K., Yong Seok Sohn, and Kun Woo Yoo (2015), "The Korean Language and the Effects of its Honorifics System in Advertising: Deferential and Informal Speech as Regulatory Prime on Persuasive Impact," Marketing Letters, Vol. 26, No. 3 (September), 321-333.

Sohn, Yong Seok, Jin K. Han, and Sung-Hack Lee (2012), "Communication Strategies for Enhancing the Perceived Fit in the CSR Sponsorship Context," International Journal of Advertising, Vol. 31, No. 1, 133-146.

Chung, Seh Woong, Jin K. Han, and Yong Seok Sohn (2012), "Technological Expectation and Consumer Preferences for Product Form," Journal of Business Research, Vol. 69, No. 9, 1290-1294.

Kim, Namwoon, Jae H. Pae, Jin K. Han, and Rajendra K. Srivastava (2010), "Utilization of Business Technologies: Managing Relationship-Based Benefits for Buying and Supplying Firms," Industrial Marketing Management, Vol. 39, No. 3 (April), 473-484.

Han, Jin K., Seh Woong Chung, and Yong Seok Sohn (2009), "Technology Convergence: When Do Consumers Prefer Converged Products to Dedicated Products?," Journal of Marketing, Vol. 73, No.4, July, 97-108.

Ryu, Gangseog and Jin K. Han (2009), "Word-of Mouth Transmission in Settings with Multiple Opinions: The Impact of Other Opinions on WOM Likelihood and Valence," Journal of Consumer Psychology, Vol. 19, No. 3, July, 403-415.

Meyer, Robert J., Shenghui Zhao, and Jin K. Han (2008), "Biases in Valuation vs. Usage of Innovative Product Features," Marketing Science, Vol. 27, No. 6, Nov/Dec, 1083-1096.

Yoo, Shijin, Seh Woong Chung, and Jin K. Han (2006), "A Durable Replacement Model for Symbolic vs. Utilitarian Consumption: An Integrated Cultural and Socio-Economic Perspective," Global Economic Review, Vol. 35, No. 2, June, 193-206.

Davies, Howard, Jin K. Han, Namwoon Kim, and Jae H. Pae (2004), "Entry Mode and Performance in a Transitional Economy: A Framework for Foreign-Invested Enterprises in China," The Chazen Web Journal of International Business, Special Issue: Global Branding and Global Business, No. 4, Spring, online.

Pae, Jae H., Namwoon Kim, Jin K. Han, and Leslie Yip (2002), "Managing Intra-Organizational Diffusion of Innovations: Impact of Buying Center Dynamics and Environments," Industrial Marketing Management, Vol. 31, No. 8, November, 719-726.

Tavassoli, Nader T. and Jin K. Han (2002), "Auditory and Visual Identifiers in Chinese and English," Journal of International Marketing, Vol. 10, No. 2, 13-28 (lead article).

Kim, Namwoon, Jin K. Han, and Rajendra K. Srivastava (2002), "A Dynamic IT Adoption Model for the SOHO Market: PC Generational Decisions with Technological Expectations," Management Science, Vol. 48, No. 2, February, 222-240.

Tavassoli, Nader T. and Jin K. Han (2001), "Scripted Thought: Processing Korean Hancha and Hangul in a Multimedia Context," Journal of Consumer Research, Vol. 28, No. 3, December, 482-493.

Han, Jin K., Namwoon Kim, and Hong-Bumm Kim (2001), "Entry Barriers: A Dull-, One-, or Two-Edged Sword for Incumbents? Unraveling the Paradox from a Contingency Perspective," Journal of Marketing, Vol. 65, No. 1, January, 1-14 (lead article).

Kim, Namwoon, Rajendra K. Srivastava, and Jin K. Han (2001), "Consumer Decision Making in a Multi-Generational Choice Set Context," Journal of Business Research, Vol. 53, No. 3, 123-136.

Han, Jin K., Namwoon Kim, and Rajendra K. Srivastava (1998), "Market Orientation and Organizational Performance: Is Innovation a Missing Link?," Journal of Marketing, Vol. 62, No. 4, October, 30-45.

Han, Jin K. (1998), "Brand Extensions in a Competitive Context: Effects of Competitive Targets and Product Attribute Typicality on Perceived Quality," Academy of Marketing Science Review, 98 (1), online.

Han, Jin K. and Bernd H. Schmitt (1997), "Product-Category Dynamics and Corporate Identity in Brand Extensions: A Comparison of Hong Kong and U.S. Consumers," Journal of International Marketing, Vol. 5, No. 1, 77-92.

WORK IN PROGRESS

Han, Jin K., Yong Seok Sohn, and Bernd H. Schmitt, "Brand Collaborations: Spillover Effects of a Broadened Mind," under second round of review at Journal of Retailing.

Han, Jin K., Yong Seok Sohn, and Bernd H. Schmitt, Brand Collaborations: The Role of Brand-Breadth Mindset," reject and resubmit at International Journal of Research in Marketing.

Du Plessis, Christilene, Jin K. Han, and Bernd H. Schmitt, "Consumer Fashionology," ready to submit at Journal of Consumer Research.

BUSINESS CASES & TEACHING NOTES

Chang, Dae Ryun and Jin K. Han (2022), "‘No More Uncle:’ Asian Men’s Beauty Care in the Forefront of Gender-Neutral Marketing," Harvard Business Publishing.

Chang, Dae Ryung and Jin K. Han (2022), TEACHING NOTE: "‘No More Uncle:’ Asian Men’s Grooming in Marketing Spotlight," Harvard Business Publishing.

Han, Jin K., Yong Seok Sohn, Sheetal Mittal, and Havovi Joshi (2017), "Paris Baguette: Quintessentially French with Love from Korea," Harvard Business Publishing and listed as Harvard Business Publishing’s BESTSELLER.

Han, Jin K., Yong Seok Sohn, Sheetal Mittal, and Havovi Joshi (2017), TEACHING NOTE: "Paris Baguette: Quintessentially French with Love from Korea," Harvard Business Publishing Reference

BOOKS & CHAPTERS

Reddy, Srini K. and Jin K. Han (eds.) (2019), The Art and Science of Luxury: An Asian Perspective, Centre for Marketing Excellence, SMU.

Reddy, Srini K. and Jin K. Han (eds.) (2017), The Essence of Luxury: An Asian Perspective, Centre for Marketing Excellence, SMU.

Zhao, Shenghui, Robert Meyer, and Jin K. Han (2005), "The Rationality of Consumer Decisions to Adopt and Use Product-Attribute Enhancements: Why We Are Lured by Product Features We Never Use?," Experimental Business Research: Marketing, Accounting and Cognitive Perspective, Vol. III, Rami Zwick and Amnon Rapoport (eds), Dordrecht, The Netherlands: Springer, 1-34.

PUBLICATIONS IN REFEREED PROCEEDINGS

Zhao, Shenghui, Robert J. Meyer, and Jin K. Han (2006), "Overvaluation Bias in the Valuation and Utilization of New Product Attributes," Advances in Consumer Research, Vol. 33, eds., Pechmann, Cornelia and Linda Price, Provo, UT: Association for Consumer Research.

Tavassoli, Nader T. and Jin K. Han (2002), "On the Interaction of Alphabetic and Logographic Words with Sounds and Images," Advances in Consumer Research, Vol. 29, 185-186, eds., Broniarczyk, Susan and Kent Nakamoto, Provo, UT: Association for Consumer Research.

Kim, Namwoon, Jin K. Han, and Rajendra K. Srivastava (1999), "An Initial and Repeat Purchase Logit Model for Multi-Generation Technological Product Markets, Thirty-Second Hawaii International Conference on Systems Sciences (HICSS-32) - The Adoption and Diffusion of Collaborative Systems & Technology Minitrack (1999).

Han, Jin K. (1992), "Involvement and Advertisement Size Effects on Information Processing," Advances in Consumer Research, Vol. 19, eds., John Sherry, Jr. and Brian Sternthal, Provo, UT: Association for Consumer Research, 762-769.

CONFERENCE PRESENTATIONS & HOSTING

Co-Host of LVMH-SMU Luxury Conference in 2018 at SMU.

Co-Host of American Marketing Association's Theory + Practice in Marketing Asia Conference in 2016 at Yonsei University.

Co-Host of LVMH-SMU Luxury Conference in 2016 at SMU.

Co-Host of Columbia Business School & SMU's Centre for Marketing Excellence 2009 March Conference on *BRITE (BRanding, Innovation, and TEchnology) Asia*.

Co-Host of INFORMS Marketing Science Conference XXIX in 2007 at Singapore Management University.

"Presentation by the Host of the 2007 INFORMS Marketing Science Conference," Marketing Science Conference, Pittsburgh, PA, 2006.

Co-Host of SMU's Centre for Marketing Excellence's 2005 February Conference on *Asian Brand Experience*.

"On the Interaction of Alphabetic and Logographic Words with Sounds and Images," at Association for Consumer Research Conference, Austin, TX, 2001.

"An Initial and Repeat Purchase Logit Model for Multi-Generation Technological Product Markets," at HICSS in Hawaii, 1999.

"A Technological Expectation Model for Multi-Generation Hi-Tech Products," at Marketing Science Conference, INSEAD, France, 1998.

"A Cross-National Examination of Attitudes Toward Brands and Branding," at Marketing Science Conference, INSEAD, France, 1998.

"Market Orientation and Organizational Performance: Is Innovation the Missing Link?" at Marketing Science Conference, Berkeley, CA, 1997.

"A Habit-Formation Model of Brand Choice," at Marketing Science Conference, Gainesville, FL, 1996.

"A Comparative Study of U.S. vs. Hong Kong on the Moderating Role of Corporate Reputation on Product Evaluation," at Korean Marketing Association - American Marketing Association Joint Conference, Seoul, Korea, 1995.

"The Reference Preference Model of Brand Choice," at ORSA/TIMS Conference, Detroit, MI, 1994.

"The Moderating Role of Company Reputation on Product Evaluations," at Associations for Consumer Research Conference, Singapore, 1994.

"Involvement and Advertisement Size Effects on Information Processing," at Association for Consumer Research Conference, Chicago, IL, 1991.

RESEARCH GRANTS

Korea Foundation Grant for "Korean Consumer Preferences for High-Tech Convergence Products: Strategic Implications for Brand Equity and Product Replacements."

The Standard Chartered Bank iLab@SMU Grant for "Assessing the Quality Gap between the Firm vs. Customer Perspectives in the Service-Quality Chain."

Wharton – SMU Research Center Grant for "The Role of Demand Heterogeneity in Product Innovation Strategy."

Hong Kong Research Grant Council's Competitive Earmarked Research Grant 1999-2000 Project No. HKUST6034/99H for "Visual and Auditory Cues on Logographic vs. Alphabetic/Phonetic Script Processing." HKD395,000 (approx. USD50,000).

Marketing Science Institute, Cambridge, MA, MSI-Designated Top Priority Research Agenda Grant for "Visual Aspects of Corporate Identity" with Bernd H. Schmitt and Alex Simonson. USD5,000.

HKUST Direct Allocation Grant Project No. DAG98/99.BM60 for "Decoupling Technological Inertia From Preemptive Barriers." HKD65,000 (approx. USD8,400).

HKUST Direct Allocation Grant Project No. DAG97/98.BM36 for "Business Strategies for the Market- and the "Less" Market-Oriented." HKD56,547 (approx. USD7,300).

HKUST Direct Allocation Grant Project No. DAG96/97.BM45 for "Undoing the Wrong-Doings of Brand Extensions." HKD55,000 (approx. USD7,100).

HKUST Direct Allocation Grant Project No. DAG95/96.BM72 for "Order-of-Entry Effects in Brand Extension Decision." HKD50,000 (approx. USD6,400).

HKUST Direct Allocation Grant Project No. DAG93/94.BM38 for "A Cross-Cultural Study of Subjective Norm's Impact on Brand Extension Perceptions." HKD62,700 (approx. USD8,100).

COURSES TAUGHT

- Principles of Marketing/Marketing Management (HKUST, KDI School, SMU)
- Strategic Brand Management (HKUST, KDI School)

HONORS & AWARDS

- Received "Citation of Excellence" Award with the Highest Quality Rating from ANBAR Electronic Intelligence for the paper "Market Orientation and Organizational Performance: Is Innovation a Missing Link?" published in *Journal of Marketing*, Vol. 62, No. 4, October, 1998, 30-45.

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| Spring 1998 | - Dean's Commendation on Teaching Excellence for undergraduate courses. |
| Spring 1997 | - Dean's Commendation on Teaching Excellence for undergraduate courses. |
| Spring 1997 | - Dean's Commendation on Teaching Excellence for MBA courses. |
| 1989-1993 | - Columbia University Doctoral Fellowship. |

SERVICES TO THE UNIVERSITY

- Marketing Area Coordinator
- Academic Director, LVMH-SMU Luxury Brand Initiative
- Market Recruiting Committee/Chair
- University Grievance Committee Chair
- Academic Director, Centre for Marketing Excellence
- Faculty Senate
- The Institute of Services Excellence at SMU (ISES) Research Review Committee

- MBA Programme Advisory Committee
- School of Business Dean's Advisory Group Member
- Executive MBA Programme Committee Member
- Graduate Programme Committee Member
- QAFU Strategy Committee Member
- Grade Review Policy Committee Member

EDITORIAL & PROFESSIONAL SERVICES

- Managing Guest Editor of *Journal of Business Research*, Special Issue: The Future of Marketing & Advertising in Asia 2022.
- Editorial Review Board of *Journal of Marketing* 2008-2014.
- Editorial Review Board of *International Journal of Research in Marketing* 2009-2016.
- Executive Board Member, Korean Marketing Association.
- American Marketing Association's Strategy SIG, VP for Asia-Pacific 2007-2009.
- Editorial Advisory Board of *Asia-Pacific Business Review Journal*
- Co-Host of the INFORMS Marketing Science Conference 2007.
- Reviewing for *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Letters*, *Journal of International Marketing*, *Psychology & Marketing*, *Advances in Consumer Research*, *Journal of Global Marketing*, *Journal of Academy of Marketing Science*, *Hong Kong Journal of Business Management*, *Journal of Asia Pacific Marketing*, *RGC CERG Hong Kong*
- Honorary Advisor and Fellow Accredited, *Institute of Business Administrants*

PERSONAL INFORMATION

- Korean citizen, married with two children.
- Has lived/worked in Korea, U.S., Hong Kong, Norway, Panama, and Singapore.