

# MINKWANG (MK) JANG

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## ACADEMIC APPOINTMENT

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**Singapore Management University Lee Kong Chian School of Business, Singapore**

Assistant Professor of Marketing

2024 - Current

## EDUCATION

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**The University of Chicago Booth School of Business, Chicago, IL, USA**

2024

Ph.D. in Marketing

Certificate in Advanced Quantitative Methods

**University of Pennsylvania, Philadelphia, PA, USA**

2017

*Magna cum laude*

B.S. in Economics (*The Wharton School*) w/ Concentration in Operations, Information, and Decisions

B.A. in Psychology (*College of Arts and Sciences*)

## RESEARCH INTERESTS

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Consumer judgment and decision making, behavioral economics, intertemporal choice

## PUBLICATIONS

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Jang, Minkwang and Oleg Urminsky (2023), "Cross-Period Impatience: Subjective Financial Periods Explain Time-Inconsistent Choices," *Journal of Consumer Research*, 50 (4), 787–809.

- **Ferber Award Winner, 2024** (award for best dissertation-based article published in the Journal of Consumer Research)

## CONFERENCE PRESENTATIONS (Presenter in all listings)

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"Who Likes it More? Consideration Set Size Effect on Inference of Others' Preferences"

- Association for Consumer Research Conference, Paris, France 2024
- Society for Consumer Psychology Annual Conference, San Juan, Puerto Rico 2023
- Society for Judgment and Decision Making Annual Conference, San Diego, CA (*working paper*) 2022

"The Time Framing Effect: How to Encourage Consumption within a Product Lifespan"

- Association for Consumer Research Conference, Paris, France 2024
- Society for the Science of Motivation Annual Meeting, Chicago, IL 2022
- Society for Consumer Psychology Annual Conference, Virtual 2022

“The Downside of Generosity: When More Giving Undermines Connection”

- Society for Judgment and Decision Making Annual Conference, San Francisco, CA (*working paper*) 2023

“Cross-Period Impatience: Subjective Financial Periods Explain Time-Inconsistent Choices”

- Subjective Probability, Utility & Decision Making (SPUDM) Annual Conference, Virtual 2021
- Association for Consumer Research Conference, Virtual 2020
- Society for Consumer Psychology Annual Conference, Huntington Beach, CA 2020
- Society for Judgment and Decision Making Annual Conference, Montréal, Canada 2019

“Entrust Your Future on Others’ Hands: Deferring Choice to a Decision Device When Choosing for the Future”

- Society for Judgment and Decision Making Annual Conference, Virtual 2022
- Association for Consumer Research Conference, Virtual 2021
- Subjective Probability, Utility & Decision Making Annual Conference, Virtual (*working paper*) 2021
- Society for Consumer Psychology Annual Conference, Virtual (*working paper*) 2021
- Society for Judgment and Decision Making Annual Conference, Virtual (*working paper*) 2020

## TEACHING EXPERIENCE

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Consumer Behavior (Undergraduate), Singapore Management University Spring 2025

- **Lee Kong Chian School of Business Dean’s Teaching Honor List** (2024-2025 Academic Year)

## PROFESSIONAL SERVICE

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Coordinator for Consumer Behavior Course, <i>Singapore Management University</i>	2025
Ad Hoc Reviewer, <i>Journal of Consumer Research</i>	2025
Ad Hoc Reviewer, <i>International Journal of Research in Marketing</i>	2024, 2025
Ad Hoc Reviewer, <i>Cognition</i>	2023
Incoming PhD Student Mentor, <i>University of Chicago Booth School of Business</i>	2023
Trainee Reviewer, <i>Journal of Consumer Research</i>	2022
Moderator, <i>ISMS Marketing Science Conference</i>	2022
Reviewer, <i>Society of Consumer Psychology Conference</i>	2021, 2025