

## HAN Jin-Kyung

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**Citizenship:** Korean

## Education

1989 - 1994	Ph.D in Marketing Graduate School of Business, Columbia University
1989 - 1993	M.Phil. in Marketing Graduate School of Business, Columbia University
1985 - 1989	A.B. in Applied Mathematics-Economics Brown University

## Position(s) Held

2010 - Now	Professor of Marketing Lee Kong Chian School of Business Singapore Management University
2010 - 2013	Area Coordinator of Marketing Area Lee Kong Chian School of Business Singapore Management University
2001 - 2010	Associate Professor of Marketing Lee Kong Chian School of Business Singapore Management University
2001 - 2008	Area Coordinator of Marketing Area Lee Kong Chian School of Business Singapore Management University
2004 - Now	Academic Director, Centre for Marketing Excellence Singapore Management University
1993 - 2000	Assistant Professor of Marketing The Hong Kong University of Science and Technology, Hong Kong
1994 - 1995	Senior Research Associate International Security Council, Washington, D.C.

## Visiting Positions

2000 - 2001	Visiting Associate Professor of Marketing School of Public Policy & Management, Seoul
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## **Awards, Recognition and Honors**

- Academic Fellow  
Institute on Asian Consumer Insight, 2011 - Now
- KHU Distinguished International Scholar, 2010
- 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., 1999
- Dean's Commendation on Teaching Excellence for undergraduate courses., 1998
- Dean's Commendation on Teaching Excellence for undergraduate courses., 1997
- Dean's Commendation on Teaching Excellence for MBA courses., 1997

## **Grants**

- Hong Kong Research Grant Council's Competitive Earmarked Research Grant. Project No. HKUST6034/99H for "Visual and Auditory Cues on Logographic vs. Alphabetic/Phonetic Script Processing., 1999 - 2000
- HKUST Direct Allocation Grant Project No. DAG98/99.BM60 for "Decoupling Technological Inertia From Preemptive Barriers." , 1998 - 1999
- HKUST Direct Allocation Grant Project No. DAG97/98.BM36 for "Business Strategies for the Market- and the "Less" Market-Oriented." , 1997 - 1998
- HKUST Direct Allocation Grant Project No. DAG96/97.BM45 for "Undoing the Wrong-Doings of Brand Extensions." , 1996 - 1997
- HKUST Direct Allocation Grant Project No. DAG95/96.BM72 for "Order-of-Entry Effects in Brand Extension Decision." , 1995 - 1996
- HKUST Direct Allocation Grant Project No. DAG93/94.BM38 for "A Cross-Cultural Study of Subjective Norm's Impact on Brand Extension Perceptions." , 1993 - 1994

## **Scholarships**

- Columbia University Doctoral Fellowship, 1989 - 1993

## **Research Interests**

- New Products & Innovation
- Brand Equity

## Journal Article

1. "The Korean Language and the Effects of its Honorifics System in Advertising: Deferential and Informal Speech as Regulatory Prime on Persuasive Impact", by HAN, Jin K.; SOHN, Yong Seok; YOO, Kun Woo, 09/2015, *Marketing Letters*, 26, 3, 321 - 333, 10.1007/s11002-015-9353-2. (Published)
2. "Technological Expectation and Consumer Preferences for Product Form", by CHUNG, Seh-Woong; HAN, Jin-Kyung; SOHN, Yong-Seok, 09/2012, *Journal of Business Research*, 65, 6, 1290 - 1294, 10.1016/j.jbusres.2011.10.032. (Published)
3. "Communication Strategies for Enhancing the Perceived Fit in the CSR Sponsorship Context", by Sohn, Yong Seok; HAN, Jin K.; Lee, Sung-Hack, 01/2012, *International Journal of Advertising*, 31, 1, 133 - 146. (Published)
4. "A Durable Replacement Model for Symbolic vs. Utilitarian Consumption: An Integrated Cultural and Socio-Economic Perspective", by YOO, Shijin; CHUNG, Seh-Woong; HAN, Jin-Kyung, 06/2010, *Global Economic Review*, 35, 2, 193 - 206, 10.1080/12265080600715426. (Published)
5. "Utilization of Business Technologies: Managing Relationship-Based Benefits for Buying and Supplying Firms", by Kim, Namwoon; Pae, Jae H; Han, Jin K.; SRIVASTAVA, Rajendra Kumar, 04/2010, *Industrial Marketing Management*, 39, 3, 473 - 484, 10.1016/j.indmarman.2008.11.004. (Published)
6. "Word-of Mouth Transmission in Settings with Multiple Opinions: The Impact of Other Opinions on WOM Likelihood and Valence", by RYU, Gangseog; HAN, Jin K., 07/2009, *Journal of Consumer Psychology*, 3, 3, 403 - 415, 10.1016/j.jcps.2009.04.003. (Published)
7. "Technology Convergence: When Do Consumers Prefer Converged Products to Dedicated Products?", by HAN, Jin-Kyung; CHUNG, Seh-Woong; SOHN, Yong-Seok, 07/2009, *Journal of Marketing*, 73, 4, 97 - 108, 10.1509/jmkg.73.4.97. (Published)
8. "Biases in Valuation Vs. Usage of Innovative Product Features", by Meyer, Robert J.; Zhao, Shenghui; HAN, Jin K., 01/2008, *Marketing Science*, 27, 6, 1083 - 1096. (Published)
9. "Entry Mode and Performance in a Transitional Economy : A Framework for Foreign-Invested Enterprises in China", by Howard, Davies; Han, Jin K.; Kim, Namwoon; Pae, Jae H., 01/2004, *Chazen Web Journal of International Business, Special Issue : Global Branding and Global Business, No. 4, Spring, online*. (Published)
10. "A Dynamic IT Adoption Model for the SOHO Market: PC Generational Decisions with Technological Expectations", by Kim, Namwoon; Han, Jin K.; SRIVASTAVA, Rajendra Kumar, 02/2002, *Management Science*, 48, 2, 222 - 240, 10.1287/mnsc.48.2.222.252. (Published)
11. "Managing Intraorganizational Diffusion of Innovations Impact of Buying Center Dynamics and Environments", by Han, Jin K.; Namwoon, Kim; Jae, H. Pae; Yip, Leslie, 01/2002, *Industrial Marketing Management*, 31, 8, 719 - 726, 10.1016/s0019-8501(01)00190-0. (Published)
12. "Auditory and Visual Identifiers in Chinese and English", by Tavassoli, Nader T.; Han, Jin K., 01/2002, *Journal of International Marketing*, 10, 2, 13 - 28. (Published)
13. "Scripted Thought: Processing Korean Hancha and Hangul in a Multimedia Context", by Tavassoli, Nader T.; Han, Jin K., 12/2001, *Journal of Consumer Research*, 28, 3, 482 - 493, 10.1086/323735. (Published)
14. "Consumer Decision Making in a Multi-Generational Choice Set Context", by Kim, Namwoon; SRIVASTAVA, Rajendra Kumar; Han, Jin K., 09/2001, *Journal of Business Research*, 53, 3, 123 - 136, 10.1016/s0148-2963(99)00113-7. (Published)

15. "Entry Barriers: A Dull-, One-, or Two-Edged Sword for Incumbents? Unraveling the Paradox from a Contingency Perspective", by Han, Jin K.; Kim, Namwoon; Kim, Hong-Bumm, 01/2001, *Journal of Marketing*, 65, 1, 1 - 14, <http://www.jstor.org/stable/3203402>. (Published)
16. "Market Orientation and Organizational Performance: Is Innovation a Missing Link?", by Han, Jin K.; Kim, Namwoon; SRIVASTAVA, Rajendra Kumar, 10/1998, *Journal of Marketing Research*, 62, 4, 30 - 45, <http://www.jstor.org/stable/1252285>. (Published)
17. "Brand Extensions in a Competitive Context: Effects of Competitive Targets and Product Attribute Typicality on Perceived Quality", by Han, Jin K., 01/1998, *Academy of Marketing Science Review*, 1998, 1, 1. (Published)
18. "Product-Category Dynamics and Corporate Identity in Brand Extensions: A Comparison of Hong Kong and U.S. Consumers", by Han, Jin K.; Bernd H., Schmitt, 01/1997, *Journal of International Marketing*, 5, 1, 77 - 92. (Published)

### Conference Proceedings Article

1. "On the Interaction of Alphabetic and Logographic Words with Sounds and Images", by Tavassoli, Nader T.; HAN, Jin K., 01/2001, *Advances in Consumer Research*, 186 - 187, Association for Consumer Research; 1999. (Published, Peer-Reviewed)
2. "An Initial and Repeat Purchase Logit Model for Multi-Generation Technological Product Markets", by KIM, Namwoon; SRIVASTAVA, Rajendra Kumar; HAN, Jin K., 01/1999, *Proceedings of the 32nd Annual Hawaii International Conference on System Sciences: January 5-8, 1999, Maui, Hawaii*, 1008 - 1019, Maui, HI, USA: IEEE, 10.1109/HICSS.1999.772661. (Published, Peer-Reviewed)
3. "Involvement and Advertisement Size Effects on Information Processing", by HAN, Jin K., 01/1992, *Advances in Consumer Research*, 762 - 769, Provo, UT: Association for Consumer Research; 1999. (Published, Peer-Reviewed)

### Conference Paper

1. "Consumer Preferences for High-Tech Product Forms: Converged or Separate? Evolution of Technology and Reversal of Preferences", by HAN, Jin K.; CHUNG, Seh-Woong; YONG, Seok Sohn, 12/2005, Singapore Marketing Research Roundtable, December 2005, Singapore. (Published, Peer-Reviewed)
2. "The Strategic Role of Product Modularity : A Demand-Side Perspective", by CHUNG, Seh-Woong; Han, Jin K., 06/2003, INFORMS Marketing Science Conference, College Park, 12-15 June 2003, College Park, MD, USA. (Published, Peer-Reviewed)

### Authored Book

1. "Family Life Cycle and Money Management Model", by KOH, Francis; TAN, Thomas; HAN, Jin K., 05/2005. (Published)

### Chapter in Book

1. "The Rationality of Consumer Decisions to Adopt and Use Product-Attribute Enhancements: Why We Are Lured by Product Features We Never Use?", by Zhao, Shenghui; Meyer, Robert J.; HAN, Jin K., 01/2005, In *Experimental Business Research: Marketing, Accounting and Cognitive Perspective*, 1 - 34. (Published)

## Working Paper

1. "Category Descriptors and Brand Naming Decisions in Convergence Products: Subcategory Salience on Willingness-to-Pay and Product Replacement", by HAN, Jin Kyung; CHUNG, Seh-Woong, SOHN, Yong Seok, 12/2015. (Submitted)
2. "Are All Attributes Equally Subject to Feature Fatigue? Assessing the Differential Impact of Utilitarian vs. Hedonic Product Attributes", by HAN, Jin Kyung; CHUNG, Seh-Woong, 01/2014. (In progress)
3. "Attribute Variety-Seeking in Technology-intensive Market: Choosing More of One vs. Less of Many", by HAN, Jin Kyung; CHUNG, Seh-Woong; YONG, Seok Sohn, 01/2014. (In progress)
4. "Word-of Mouth Transmission in Settings with Multiple Opinions: The Impact of Other Opinions on WOM Intention and Strength", by RYU, Gangseog; Feick, Lawrence; Han, Jin K., 08/2005. (Published)
5. "The Enhancement Bias in Consumer Decisions to Adopt and Utilize Product Innovations", by Zhao, Shenghui; Meyer, Robert J.; Han, Jin K., 10/2003. (Published)
6. "Cross-Validation Methods for Predicting IT Purchases of Industrial Buyers: A Small-Sample", by Kim, Namwoon; Han, Jin Kyung, 2015. (In progress)
7. "Assessing the Quality Gap between the Firm vs. Customer Perspectives in the Service-Quality Chain", by Han, Jin Kyung, Yoo, Shijin, 2015. (In progress)
8. "The Enhancement Bias in Consumer Decisions to Adopt and Utilize Product Innovations", by Zhao, Shenghui; Meyer, Robert J.; Han, Jin K., 2015. (In progress)

## Courses Taught - Undergraduate

- Term 1: MKTG101 Marketing, August 2007 - December 2007
- Term 1: MKTG101 Marketing, August 2008 - December 2008
- Term 1: MKTG101 Marketing, August 2009 - December 2009

## Committees

- MBA Program Committee Member, MBA Program Committee, LKCSB, 2008 - Now
- Research Review Committee Member, Research Review Committee, The Institute of Services Excellence at SMU (ISES) Research Review Committee, 2008 - Now
- Faculty Senator, Faculty Senate, SMU, 2009 - Now
- Past Chair, Grievance Commission, SMU, 2010 - Now

## Conference Program Committee and Advisory Services

- Co-Host, BRITE (Branding, Innovation, Technology) Conference, Centre for Marketing Excellence, 2009
- Co-Host, INFORMS Marketing Science Conference, INFORMS, 2007

## **Editorial Boards**

- Editorial Board Member, Editorial Review Board, International Journal of Research in Marketing, July 2009 - Now
- Editorial Board Member, Editorial Review Board, Journal of Marketing, July 2008 - Now

## **Other Services**

- Senior Research Associate (1994-1995)  
International Security Council