

MINJEONG KO

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EDUCATION

- University of Southern California**, Marshall School of Business, United States 2022–present
Ph.D. in Business Administration, Marketing
- Seoul National University**, Business School, Korea 2020
M.S. in Business Administration, Marketing
- Yonsei University**, Underwood Int'l College, Korea 2018
B.S. in Culture and Design Management (CDM) and Business Administration

PUBLICATIONS

Minjeong Ko and Kiwan Park (2022), “The Intelligent Are Full of Doubt: Why Probabilistic Uncertain Advice is Evaluated More Highly Than Certain Advice,” *Korean Journal of Marketing*, 37 (3), 1-26.*

**Granted Annual Best Article Award*

Minjeong Ko and Sangwon Lee (2021), “A Comparative Analysis of OTT Service Reviews Before and After the Onset of the Pandemic Using Text Mining Technique: Focusing on the Emotion-Focused Coping and Nostalgia,” *The Journal of the Korea Contents Association*, 21 (5), 375-388.

MANUSCRIPTS UNDER PREPARATION & REVIEW

Minjeong Ko, Joseph Nunes, and Elisa Solinas, “Pricing in Resale Markets: Why Lower-Priced Goods Tend to Retain More Value,” *manuscript in preparation*.

Minjeong Ko, Yoonkyung Lee, Jaeun Park, and Sowon Hahn, “AI as a Gatekeeper for the Job: Cultural Difference in Attitude to AI Interviewer,” *revising for submission*.

SELECTED WORKS IN PROGRESS

“Impact of Photo Types on Memory Perspective” with Kristin Diehl, Alixandra Barasch and Gal Zauberaman.

CONFERENCE PRESENTATIONS

Minjeong Ko, Joseph Nunes, and Elisa Solinas (2024), “Pricing in Resale Markets: Why Lower-Priced Goods Tend to Retain More Value,” *Society for Consumer Psychology*, Nashville, TN (*Scheduled*)

Minjeong Ko, Yoonkyung Lee, Jaeun Park, and Sowon Hahn (2021), “AI as a Gatekeeper for the Job:

Cultural Difference in Attitude to AI interviewer,” *Korean Society for Cognitive Science*, Seoul, Korea (poster).

Minjeong Ko (2021), “The Signaling Value of Minimalism,” *Korean Society of Consumer Studies*, Seoul, Korea (poster).

Minjeong Ko (2021), “The More Thoughtful You Are, the More Uncertain You Become: When a Probabilistic Uncertain Advice Leads to a Higher Evaluation,” *Association for Consumer Research*, Virtual (poster).

Minjeong Ko (2020), “A Comparative Analysis on the Use of Online Video Service (OTT) Before and After COVID-19 Using Text Mining Technique: Netflix,” *Korean Society of Consumer Studies*, Seoul, Korea (poster).

Minjeong Ko and Kyoungmi Lee (2020), “It is Better to be Unknown Than Known: Mixed Use of Less-Known and Well-Known Luxury Brands Can Elicit Higher Status Inference,” *Association for Consumer Research*, Virtual (poster).

PROFESSIONAL EXPERIENCE

| | |
|--|-----------|
| Teaching Assistant | 2018–2019 |
| Seoul National University, (Instructor: Kyoungmi Lee) | |
| Marketing Management (undergraduate) | |
| Marketing Management (EMBA) | |
| Emotion and Consumer Judgement Seminar (graduate) | |
| CJ GMP | |
| Dong-A Ilbo, University World News, Writing Intern | |
| Columnist and news writer for Dong-A Ilbo, a representative newspaper company in Korea | 2015 |

HONORS & AWARDS

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| Merit-based Scholarship, (Seoul National University) | 2019 |
| K-Hackathon App Development Challenge Excellence Award, (Korean Institute of Information Scientists and Engineers) | 2015 |
| Global Business Review Competition Award, (Korean Scholars of Marketing Science International Conference) | 2015 |
| Art in London Fund Scholarship | 2013 |

SERVICE

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|---|--------------|
| Competitive/Poster Paper Reviewer, Association for Consumer Research Conference | 2022–present |
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PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Korean Marketing Association
Korean Society of Consumer Studies
The Korea Society of Management Information Systems
The Korean Society for Cognitive Science
The Korea Contents Association

RELEVANT COURSEWORK

Courses

Experimental Design and Analysis for Behavioral Science
Marketing Models in Consumer and Business-to-Business Markets
Special Topics
Consumer Behavior Theory and Research
Regression and the General Linear Model
Seminar in Advanced Social Psychology
Advanced Multivariate Statistics
Strategic Marketing Mix Models
Text as Data

Instructor(s)

Kristin Diehl and Erin Frey
Anthony Dukes and Max Wei
Norbert Schwarz
Stephanie Tully
Canan Ipek
Norbert Schwarz
Michael Hurlburt
Lan Luo and Gerard Tellis
Morteza Dehghani

REFERENCES

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Joseph C. Nunes

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