

Yun-Oh Whang, Ph.D.**Assistant Professor of Marketing
Kansas State University****Fall 2006****OFFICE ADDRESS:**

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CONTACT INFORMATION

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EDUCATION

Ph.D.	Marshall School of Business University of Southern California May 2002 Major: Marketing Dissertation Chairperson: Professor C. Whan Park	Los Angeles, CA
M. S. Candidate	Joseph M. Katz Graduate School of Business University of Pittsburgh August 1995 – July 1996 Major: Management of Information Systems (Joined USC doctoral program before completion)	Pittsburgh, PA
M. B. A.	John M. Olin School of Business Washington University August 1993 – May 1995 Concentration: Marketing	Saint Louis, MO
M. S.	Seoul National University March 1985 – February 1987 Major: Astronomy	Seoul, Korea
B. S.	Seoul National University Marsh 1981 – February 1985 Major: Astronomy	Seoul, Korea

RESEARCH INTEREST

Consumer-Brand Relationship
Consumer Information Processing and Decision Making
Cultural and Social Issues in Marketing

e-Consumer
Entertainment Marketing
Sports Marketing

PUBLICATION (PAPER)

Whang, Yun-Oh, Jeff Allen, Niquelle Sahoury, and Haitao Zhang (2004), "Falling in Love with a Product: A Structure of Romantic Consumer-Product Relationship," *Advances in Consumer Research*, Vol. 31, 320-327.

Folkes, Valerie and **Yun-Oh Whang** (2003), "Account-Giving for a Corporate Transgression Influences Moral Judgment: When Those Who "Spin" Condone Harm-Doing," *Journal of Applied Psychology*, Vol. 88(1), 79-86.

Kim, Cue D., Shirish Dant, C. Christopher Lee, and **Yun-Oh Whang** (2001), "Increasing Response Rate in Industrial Mail Surveys: The Effect of Respondent Involvement in Sweepstakes Incentive," *Journal of the Academy of Marketing Studies*, Vol. 5(1), 49-56.

PUBLICATION (CASE)

Badame, Diane and **Yun-Oh Whang** (2000), "The Carson Companies: Building Presence in The Industrial Real Estate Market in Southern California", *Case No. SB002-01*, Los Angeles, CA: Marshall School of Business.

Badame, Diane and **Yun-Oh Whang** (2000), "The Archon Group: Managing The Relationships with A Variety of Service Providers", *Case No. SB003-01*, Los Angeles, CA: Marshall School of Business.

PUBLICATION (BOOK CHAPTER)

Whang, Yun-Oh (2006), "Performance Enhancing Drugs: The Wounds Behind the Glory," in *New Game Plans for College Sport*, ed. Richard Lapchick, Praeger Publishers: Westport, CT.

PUBLICATION (INVITED ARTICLE)

Whang, Yun-Oh (2005), "More Than a Game: Asian and Asian American Athletes in Major Professional Sports," *Harvard Asia Pacific Review*, Vol. 8(1), 45-48.

CONFERENCE PRESENTATION

Allen, Jeff, **Yun-Oh Whang**, Nilesh Patel, Stephanie Zappasodi, Karen Adams, and Torey Brewer (2006), "Triggers of Extraordinary Experiences at a Subcultural Consumption Event," *The International Academy of Business and Public Administration Disciplines, Winter Conference*: Orlando, FL.

Pillai, Rajani Ganesh, **Yun-Oh Whang**, and Judy Harris (2005), "The Role of Self in Evaluation of Advertisements with Highly Attractive Models," *Association for Consumer Research Conference*: San Antonio, TX.

Whang, Yun-Oh, Jeff Allen, Niquelle Sahoury, and Haitao Zhang (2003), "Falling in Love with a Product: A Structure of Romantic Consumer-Product Relationship," *Association for Consumer Research Conference*: Toronto, Canada.

Whang, Yun-Oh, C. W. Park, and Valerie Folkes (2002), "Decision Bias from Anticipating Product Failure: Double Jeopardy, Double Protection, or In-Between," *Association for Consumer Research Conference*: Atlanta, GA.

PAPER UNDER REVIEW

Hong, Seongtae, **Yun-Oh Whang**, Myungsoo Kang, and Jongchil Shin, "Mobile Internet for Information or Entertainment? An Exploratory Study," under review at *Psychology and Marketing*.

ACADEMIC AWARDS AND HONORS

Honorable Mention	Distinguished Research Award Academy of Marketing Studies Allied Academics 2001	Cullowhee, NC
Consortium Fellow	AMA-Sheth Doctoral Consortium University of Western Ontario August 2000	London, Canada
Graduate Fellowship	University of Southern California September 1996 – May 2000	Los Angeles, CA
Dean's Award	University of Southern California September 1996 – May 2000	Los Angeles, CA
Winner	Business Web Site Development Competition In BMIS 2578: Commerce on the Information Highway Joseph M. Katz Graduate School of Business University of Pittsburgh Spring 1996	Pittsburgh, PA
Winner	1995 Olin Cup Business Idea Competition John M. Olin School of Business Washington University April 1995	Saint Louis, MO

TEACHING EXPERIENCE

Consumer Behavior (Undergraduate)	Marketing Management (Undergraduate)
E-Marketing (Undergraduate)	Digital Marketing Management (MBA)
Retail Management (Undergraduate)	Marketing Concepts and Research (MBA)
Sports Marketing (Undergraduate)	Marketing Theory (Ph.D. Seminar)

INVITED TALK

Avante Global, LLC	University of Georgia
Boston Asian Students Intercollegiate Conference	University of Pittsburgh
College of William and Mary	University of San Diego
Kansas State University	University of Southern California
Orange County, Florida	University of Toledo
University of Central Florida	Vanderbilt University
University of Colorado at Boulder	

PROFESSIONAL EMPLOYMENT

President	StarLight Computing Inc. November 1989 – July 1992	Seoul, Korea
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PROFESSIONAL EXPERIENCE

Moderator	Knowledge Exchange Forum Association for Consumer Research October 2004 – present.	http://www.acrwebsite.org
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Reviewer	2006 North American Conference Association for Consumer Research	Orlando, FL
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Reviewer	2005 Conference Society for Marketing Advances	San Antonio TX
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Reviewer	2005 North American Conference Association for Consumer Research	San Antonio, TX
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Session Chair	Roundtable: The Manipulation and Measurement of Regulatory Focus in Consumer Research 2005 North American Conference Association for Consumer Research	San Antonio, TX
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Chair	e-Commerce Track 2004 Summer Marketing Educators Conference American Marketing Association	Boston, MA
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Reviewer	2004 Summer Marketing Educators Conference American Marketing Association	Boston, MA
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Reviewer	2004 Asian-Pacific Conference Association for Consumer Research	Seoul, Korea
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Proposal Reviewer	2004 PSC-CUNY Research Grant Program City University of New York	New York, NY
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Chapter Reviewer	The Internet Encyclopedia (2003) John Wiley and Sons Editor-in-chief: Hossein Bidgoli	New York, NY
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Program Coordinator	Samsung Marketing Leaders Education Program Marshall School of Business University of Southern California August 2000 – September 2000	Los Angeles, CA
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MEMBERSHIP

Association for Consumer Research	Since 1997
American Marketing Association	Since 1997
Society for Consumer Psychology	Since 2000
American Psychology Association	Since 2000
Society for Personality and Social Psychology	Since 2000

PERSONAL

Citizen of South Korea
Served in Korean Army from 1987 – 1989
Married with one child