

Joohyung Park, Ph.D.

Assistant Professor

Department of Retailing, College of Hospitality, Retail, and Sport Management

University of South Carolina

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Education

Ph.D. in Consumer Sciences (2012)	Purdue University, West Lafayette, IN, USA College of Health & Human Sciences Department of Consumer Sciences and Retailing Dissertation: <i>The role of customer participation in customer satisfaction with service recovery</i>
M.S. in International Business (1999)	Sookmyung Women's University, Seoul, Korea Department of Business Administration Thesis: <i>An empirical analysis of Dunning's development path theory of foreign direct investment</i>
B.S. in Business Administration (1997)	Sookmyung Women's University, Seoul, Korea Department of Business Administration

Honors/Awards

Best Conference Paper	2015 American Marketing Association (AMA)/American Collegiate Retailing Association (ACRA) Triennial Conference
2014 Best Journal Article	Family & Consumer Sciences Research Journal, Apparel, Textiles, and Merchandising track
Best Paper Nominee*	2014 American Collegiate Retailing Association (ACRA) Annual Conference * Two papers nominated
One of best papers	2011 American Collegiate Retailing Association (ACRA) Annual Conference.
Best Multimedia Presentation Award	2010 Global Marketing Conference (GMC)
Graduate Fellowship	Sookmyung Women's University (1997)
The 2nd Foundation of Sookmyung Scholarship	Sookmyung Women's University (1996)

Employment History

University of South Carolina, Columbia, SC	Assistant Professor, Department of Retailing, August 2012 – Present
Design Group International Inc., Seoul, Korea	Assistant Manager, Planning Team, February 2000 – March 2003 Manager, Planning Team, April 2003 – August 2005
Korea Marketing Research Institute, Seoul, Korea	Assistant Researcher, Market Research Team, February 1999 – January 2000

Research Interests

Emerging consumer and industry phenomena including customer empowerment through collaboration and technology-enabled engagement, socially responsible consumption, small business CSR and strategy, and consumer's technology use in online/offline retail contexts

Publications

Refereed Journal Articles

1. Brosdahl, D. J. C., Burnsed, K. A., **Park, J.**, & Cohen, A. (Accepted). Reflections in the store window: U.S. women's self-comparisons to mannequins, *Journal of Business Diversity*.
2. **Park, J.**, & Campbell, J. M. (2017). US SMEs' corporate citizenship: collectivism, market orientation, and reciprocity. *Journal of Small Business & Entrepreneurship*, 29(2), 120-139.
3. Campbell, J. M., & **Park, J.** (2017). Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *Journal of Retailing and Consumer Services*, 34, 302-308.
4. Razalan, D. M. Bickle, M.C., **Park, J.**, & Brosdahl, D. (2017). Local retailers' perspectives on social responsibility, *International Journal of Retail & Distribution Management*, 45(2), 211 – 226.
5. **Park, J.**, & Ha, S. (2016). Co-creation of service recovery: Utilitarian and hedonic value and post-recovery responses. *Journal of Retailing and Consumer Services*, 28, 310-316.
6. Campbell, J. M., & **Park, J.** (2016). Internal and external resources of competitive advantage for small business success: Validation across family ownership. *International Journal of Entrepreneurship and Small Business*, 27(4), 505-524.
7. **Park, J.**, Chung, T. L., Hall-Phillips, A., & Anaza, N. A. (2016). Loyalty to Social Ventures in Social Media: The Role of Social Cause Involvement, Identification, and Commitment. *Journal of Nonprofit & Public Sector Marketing*, 28(3), 185-208.
8. Hall-Phillips, A., **Park, J.**, Chung, T. L., Anaza, N. A., & Rathod, S. R. (2016). I (heart) social ventures: Identification and social media engagement. *Journal of Business Research*, 69(2), 484-491.

9. Chung, T. L. D., Anaza, N. A., **Park, J.**, & Hall-Phillips, A. (2016). Who's behind the screen? Segmenting social venture consumers through social media usage. *Journal of Retailing and Consumer Services*, 28, 288-295.
 10. **Park, J.**, & Ha, S. (2014)*. Understanding consumer recycling behavior: Combining the theory of planned behavior and the norm activation model. *Family and Consumer Sciences Research Journal*, 42 (3), 278-291.
- *Best paper in Apparel, Textiles, and Merchandising published in the *Family and Consumer Sciences Research Journal*.**
11. Park, J., Han, H-J., & **Park, J.** (2013). Psychological antecedents and risk on attitudes toward e-customization. *Journal of Business Research*, 66(12), 2252-2559.
 12. **Park, J.**, & Ha, S. (2012). Understanding pro-environmental behavior: A comparison of sustainable consumers and apathetic consumers. *International Journal of Retail & Distribution Management*, 40(5), 388-403.
 13. **Park, J.**, Snell, W., Ha, S., & Chung, T-L. (2011). Consumers' post-adoption of m-services: Interest in future m-services based on consumer evaluation of current m-services, *Journal of Electronic Commerce Research*, 12(3), 165-175.
 14. Ha, S., Chung, T. L., Hamilton, J., & **Park, J.** (2010). Moving beyond acceptance: Exploring Determinants of consumer use of mobile services, *International Journal of Mobile Marketing*, 5(2), 30-42.

Research In Progress

1. **Park, J.**, & Campbell, J. M. (Under 2nd Review). US SMEs' corporate social responsibility toward local community: Stakeholder salience and social identity perspectives, *Journal of Nonprofit & Public Sector Marketing*.
2. Kim, J., **Park, J.**, & Glovinsky, P. L. (Under Revision). Customer involvement, fashion consciousness, loyalty for fast-fashion retailers, *Journal of Fashion Marketing and Management: An International Journal*.
3. **Park, J.**, & Ha, S. (Under Review). Complexity of co-creation in service recovery: Enhanced control, increased effort, and self-serving bias, *European Journal of Marketing*.
4. **Park, J.** (In Progress). Stakeholders' influence on small business's CSR.
5. Shealy, H., **Park, J.**, & Kim, J. (In Progress). An investigation of mannequins' effect on consumer attitude and intention .
6. Kim J. & **Park, J.** (In Progress). Beacon to omni-channel retailing – Technology that syncs the mobile and in-store shopping experience.

Refereed Conference Articles

Article In-print

1. **Park J.**, Park J-K., & Ezell S. (2017) The Impact of Customers' Direct and Indirect Experience on E-Trust. In C. L. Campbell (Eds.), *The Customer is NOT Always Right? Marketing*

Orientations in a Dynamic Business World. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Cham: Springer International Publishing (Contribution 50%).

Abstracts In-print

1. **Park, J.** & Ha, S. (2016). Hedonic bias of co-creation of recovery. *2016 International Conference on Business and Information (BAI) Proceedings, Nagoya, Japan*.
2. **Park, J.** & Ha, S. (2016). The effects of customer product involvement on emotional connectivity, satisfaction, and brand loyalty. *2016 International Conference on Business and Information (BAI) Proceedings, Nagoya, Japan*.
3. Huang, R., Ha, S., & **Park, J.** (2015). Gender differences in consumer-retailer relationship building via retail store attributes. *2015 International Textile and Apparel Association (ITAA) Annual Conference Proceedings, Santa Fe, NM*.
4. Mendoza-Abarca, K. I., **Park, J.**, Hall-Phillips, A., & Mellema, H. (2015). Social venture beneficiaries: A typology and research implications. *Proceedings of the Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA*. (p. 128)
5. **Park, J.**, Chung, T-L., Hall-Phillips, A., & Anaza, N. A. (2014). Antecedents of loyalty toward social ventures: Social cause involvement, identification, and commitment. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference Proceedings, Fort Worth, TX*.
6. Hall-Phillips, A., Chung, T-L., **Park, J.**, Ananza, N. A., & Rathod, S. R. (2014). Exploring supporter-social entrepreneurial firm identification through social media. *Global Research Symposium on Marketing and Entrepreneurship Proceedings, Boston, MA*. (p. 247)
7. **Park, J.** & Ha, S. (2013). The impact of co-created service recovery on customers' justice perceptions. *American Marketing Association (AMA) 2013 Summer Marketing Educators' Conference Proceedings, Boston, MA*.
8. **Park, J.** & Ha, S. (2010). Promoting consumer recycling behavior: Personal norm, awareness of consequences, and the theory of planned behavior. *American Marketing Association (AMA) 2010 Summer Marketing Educators' Conference Proceedings, Boston, MA*.
9. Ha, S., & **Park, J.** (2010). From adoption to diffusion: Determinants of m-service use and diffusion. *2010 Global Marketing Conference Proceedings, Tokyo, Japan*.
10. Ha, S., Chung, T-L., **Park, J.**, Hamilton, J., & Snell, W. (2010). Moving beyond acceptance: Exploring determinants of consumer use of mobile services. *2010 International Textile and Apparel Association (ITAA) Annual Conference Proceedings, Montreal, Canada*.

Refereed Conference Presentations

1. Broisdahl, J.C., Burnsed, K. A., **Park, J.** & Cohen, A. (September 2017). Mannequins and self-image: Exploration of U.S. women's perceptions, *Research Symposium Celebrating the 100th Anniversary of the Department of Consumer, Apparel, and Retail Studies (CARS) at the University of North Carolina at Greensboro (UNCG), Greensboro, NC*.

2. **Park, J.** & Ha, S. (July 2016). Hedonic bias of co-creation of recovery. *2016 BAI International Conference on Business and Information, Nagoya, Japan.*
3. Paige, G., Kim, J., & **Park, J.** (July 2016). The effects of customer product involvement on emotional connectivity, satisfaction, and brand loyalty. *2016 BAI International Conference on Business and Information, Nagoya, Japan.*
4. Cohen, A.J., Brodahl, D.J.C., Burnsed, K.A., & **Park, J.** (March 2016). Reflections in the store window: U.S. women's self-comparisons to mannequins and other women. *Association of Marketing Theory and Practice (AMTP) 2016 Annual Conference, St. Simons, Georgia.*
5. Huang, R., Ha, S., & **Park, J.** (November 2015). Gender differences in consumer-retailer relationship building via retail store attributes. *2015 International Textiles and Apparel Association (ITAA) Conference, Santa Fe, NM.*
6. **Park, J.** & Ha, S. (March 2015). Customer participation in service recovery: The Impact of perceived control and effort. *AMA/ACRA Triennial Conference, Miami, FL.*
7. Campbell, J. & **Park, J.** (March 2015)*. Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *AMA/ACRA Triennial Conference, Miami, FL. *Best Paper Award*
8. **Park, J.** & Ha, S. (October 2014). Impact of intrinsic value of customer co-creation in service recovery. *Association for Consumer Research (ACR) North American Conference, Baltimore, MD.*
9. Mendoza-Abarca, K. I., **Park, J.**, Hall-Phillips, A., & Mellema, H. (July 2014). Social venture beneficiaries: A typology and research implications. *The 27th Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA.*
10. **Park, J.** & Ha, S. (March 2014)*. Impact of co-creation experience on customers' post-recovery responses. *American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX. *Best Paper Nominee*
11. Chung, T-L., Ananza, N. A., **Park, J.**, & Hall-Phillips, A. (March 2014)*. Who's behind the screen? Segmenting social venture consumers through social media usage. *American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX. *Best Paper Nominee*
12. **Park, J.**, Chung, T-L., Hall-Phillips, A., & Anaza, N. A. (January 2014). Antecedents of loyalty toward social ventures: Social cause involvement, identification, and commitment. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, Fort Worth, TX.*
13. **Park, J.** & Ha, S. (October 2013). Emotional value of co-creation: Can co-creation of a service recovery defuse customers' anger? *Association for Consumer Research (ACR) North American Conference, Chicago, IL. Contribution.*
14. Hall-Phillips, A., Chung, T-L., **Park, J.**, Ananza, N. A., & Rathod, S. R. (August 2013). Exploring supporter-social entrepreneurial firm identification through social media. *Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.*

15. **Park, J.** & Ha, S. (August 2013). The impact of co-created service recovery on customers' justice perceptions. *American Marketing Association (AMA) Summer Marketing Educators' Conference, Boston, MA.*
16. **Park, J.** & Ha, S. (March 2011)*. Factors contributing to pro-environmental behaviors: Applying theory of interpersonal behavior. *American Collegiate Retailing Association (ACRA) Conference, Boston, MA.* ***One of the best papers**
17. Ha, S., Chung, T-L., **Park, J.**, Hamilton, J., & Snell, W. (October 2010). Moving beyond acceptance: Exploring determinants of consumer use of mobile services. *International Textile and Apparel Association (ITAA) Annual Meeting, Montreal, Canada.*
18. **Park, J.**, & Ha, S. (October 2010). Promoting consumer recycling: Personal norm, awareness of consequences, and Theory of Planned Behavior, *Ecological Sciences & Engineering Symposium 2010, Purdue University, West Lafayette, IN.*
19. Ha, S., & **Park, J.** (September 2010)*. From adoption to diffusion: Determinants of m-service use and diffusion. *Global Marketing Conference (GMC), Tokyo, Japan.* ***Best Multi-media Presentation Award**
20. **Park, J.** & Ha, S. (July 2010). Promoting consumer recycling behavior: Personal norm, awareness of Consequences, and the theory of planned behavior. *American Marketing Association (AMA) Summer Marketing Educators' Conference, Boston, MA.*

Invited Presentations at Conferences/Symposium

1. **Park, J.** (April 2013). Does co-creation of recovery effectively defuse customers' anger? *College of Hospitality, Retail and Sport Management Symposium 2013, University of South Carolina, Columbia, SC.*

Grants

1. Kim, J. & **Park, J.** (2015). Beacon to Omni-channel retailing – Technology that syncs the mobile and in-store shopping experience. College of Hospitality, Retail, and Sport Management, \$5,000 (Funded).
2. **Park, J.** (2014). Getting started teaching online at USC: A short course for faculty. University of South Carolina, \$750 (Not funded).
3. Bickle, M. C., **Park, J.**, & Burnsed K. A. (2014). Analysis of profit margin segments for future growth. Belfair POA, INC., \$10,693 (Funded).
4. **Park, J.** & Ha, S. (July 2012). Service failure recovery: The moderating role of cultural difference in justice perceptions and satisfaction. Institute on Asian Consumer Insight, \$10,000~\$15,000 (Not Funded).

Teaching

Course Taught/Course Proposals

University of South Carolina, Columbia, SC (August 2012 – Present) | Assistant Professor

- Graduate RETL551 Advanced Retail Business Planning, 3 Credits
RETL725 Shopper in the Retailing Environment
RETL747 Competitive Strategy in Retailing
RETL799 Thesis Preparation
- Undergraduate RETL310 Internet Retailing
RETL351 Small Business Organization and Operation
- Course Proposal RETL 710 Retail E-commerce
RETL J710 Retail E-commerce (Online)
RETL J747 Competitive Strategy in Retailing (Online)

Purdue University, West Lafayette, IN (August 2008 – May 2012)

- Undergraduate CSR282 Customer Relationship Management, Graduate Instructor
CSR401 Buying of Merchandise, Graduate Instructor

CSR401 Buying of Merchandise, Graduate Teaching Assistant (GTA)
CSR209 Introduction to Retail Management, GTA
CSR331 Consumer Behavior, Guest Lecturer
(Topic: Motivation & Emotion)

Students Advising

University of South Carolina, Department of Retailing

- Master's Thesis Co-chair Hannah Shealy, 2016
- Master's Thesis Committee Hannah Wiener, In-progress
Amanda Cohen, 2014
Danielle M. Razalan, 2014
Paige Glovinsky, 2013
Sradha Sheth 2013

Service

University of South Carolina

2014-2017 Department of Retailing Faculty Senate
2015-2016 Department of Retailing Associate/Full Professor Search Committee
2014-2015 Online Master of Retailing Program Development Committee
2013 Department of Retailing Chair Search Committee
Served as a judge for Discovery Day 2013 Forum

Purdue University

2011 Retail Management Faculty Search Graduate Student Committee

Academic Community

Journal/Conference Manuscript Review

2016 – Present	International Journal of Retail and Distribution Management
2016	Journal of Small Business and Entrepreneurship
2015	Information Technology and Management
2014	Journal of Electronic Commerce Research
	Journal of Retailing and Consumer Services
	2015 AMA/ACRA Triennial Conference
2013	Information Technology and Management
	2014 ACRA Annual Conference
2012	Journal of Electronic Commerce Research
	2013 ACRA Annual Conference
	AMA Winter Educator’s Conference
2011	2012 ACRA Annual Conference

Textbook Review

2014	<i>Entrepreneurship</i> , textbook proposal, NY: Oxford University Press
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Professional Development

2016	“Unmuted” Training Program for Faculty & Staff, Office of Equal Opportunity Programs, University of South Carolina
2015	Case Method of Teaching Seminar, 7 Sessions of Case Discussion, Center for Teaching Excellence, University of South Carolina
2014	Workshop on Analytics for Hadoop, IBM at USC
	Workshop on IBM SPSS Predictive Analytics, IBM at USC
	Workshop on Dealing with Disruptive Behaviors, Center for Teaching Excellence, University of South Carolina
	Developing an Online Course: Working Effectively with an Instructional Designer, Center for Teaching Excellence, University of South Carolina
	Beyond the Red Ink: Responding Effectively to Student Writing, Center for Teaching Excellence, University of South Carolina
2012	Blackboard Training Sessions, Blackboard and Educational Software Technologies Institute
	Power Lunch for Columbia Tenure-Track Faculty: Teaching and Research in Tenure and Promotion, Center for Teaching Excellence, University of South Carolina
2009	Student-Teacher Relationship: Building Report with Your Students, Center for Instructional Excellent, Purdue University
	University Policies and Procedures, Center for Instructional Excellent, Purdue University
	Designing Instruction, Center for Instructional Excellent, Purdue University
	Presentation Techniques, Center for Instructional Excellent, Purdue University
	Using Feedback and Assessment, Center for Instructional Excellent, Purdue University
	Engaging Student in Discussion, Center for Instructional Excellent, Purdue University
	Using Subjective Tests, Center for Instructional Excellent, Purdue University
	Dealing with Cheating, Center for Instructional Excellent, Purdue University
	Microteaching Recording/Playback, Center for Instructional Excellent, Purdue University