

Eunyoung Jang, Ph.D.

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Dillard College of Business, Midwestern State University
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EDUCATION

Ph.D., Marketing Oklahoma State University, USA GPA: 3.93/4.00	Aug 2016-May 2021
MBA, Marketing emphasis Soongsil University, South Korea GPA: 4.44/4.50	2011-2013
BBA, Entrepreneurship & Small Business Soongsil University, South Korea GPA: 3.94/4.50	2006-2011

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing Midwestern State University, TX	Fall 2021 - Present
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RESEARCH / TEACHING INTERESTS

Research Interests: Branding, Consumer Well-being, Social Cognition, Technology

Teaching Interests: Digital Marketing, Marketing Analytics, International Marketing, Consumer Behavior, Promotional Strategy, Principles of Marketing, Marketing Strategy

PUBLICATIONS / PAPERS UNDER REVIEW

Jang, Eunyoung and Zachary G. Arens (Forthcoming), "Compensating for Interpersonal Relationships with Brand Relationships: A Two-Dimensional View," *Journal of Business Research*.

Jang, Eunyoung, and Primit Banerjee "Does Shopping Make Lonely Consumers Happy? An Experiential Disadvantage," Under-review, *Journal of Consumer Psychology*.

Choi, Jayoung and **Eunyoung Jang** (2016), "Dilemma of Unrestricted Gift Cards: The Effect of Restricted vs. Unrestricted Gift Cards on Choice Satisfaction and Happiness," *Korean Journal of Consumer Studies*, 27 (5), 277-304.

Choi, Jayoung, Soowon Lee, Chungseok Han, and **Eunyoung Jang** (2012), "The Role of Chronic Regulatory Focus in Online Information Seeking Behavior: Focused on Product Review, the Number of Alternatives and Searching Depth," *Korean Journal of Marketing Management Research*, 17 (3), 1-24.

SELECTED WORKING PAPERS

- Jang, Eunyoung**, Jihoon Jhang, Minjoo Kim, and Kelly Kiyeon Lee, "The Effect of View of God on Consumers' Financial Decision Avoidance"
- Jang, Eunyoung**, "Look at Me! The Effect of An Ad Model's Gaze on Giving to a Charity"
Lee, Choonghyung and **Eunyoung Jang**, "Mood Regulation of Service Employees"
- Jang, Eunyoung** and Zachary G. Arens, "Gaze in an Advertisement and Consumer's Motivation"
- Jang, Eunyoung**, Jennifer Christie Siemens, and Jayoung Choi, "Psychological Motivations of Reacting to Facebook Ad"

CONFERENCE

- Banerjee, Primit and **Eunyoung Jang** (2023), "The Effect of Social Isolation on Purchase Happiness," AMA Winter Academic Conference, Nashville, Feb 10-12.
- Jang, Eunyoung** and Primit Banerjee (2022) "Do Experiential Purchases Make Lonely Consumers Feel Happy?" Society for Marketing Advances (SMA), Charlotte, NC, Nov 1-4.
- Jang, Eunyoung** and Zachary G. Arens (2020) "Are Lonely Consumers Loyal Consumers?" *Association for Consumer Research (ACR)*, Virtual, Oct 1-4.
- Jang, Eunyoung**, Minjoo Kim, Ji Hoon Jhang, and Kelly Lee (2020). "God and Decision Delegation under Limit Situations," American Marketing Association (AMA), San Diego, USA, February 14-16
- Jang, Eunyoung** (2019) "Lonely Consumer's Brand Relationships," *28th Mittelstaedt Doctoral Symposium*, Nebraska, USA, March 28 -30.
- Jang, Eunyoung** and Jayoung Choi (2015), "Do Consumers Feel Pleasure When Purchasing Through Gift-Cards?" *Korean Consumer Association*, Seoul, South Korea, April 25.
- Jang, Eunyoung** and Jayoung Choi (2012), "The Effect of Chronic Regulatory Focus on Online Review and Information Search Behavior by Using Web Log Data," *CEBMM (the International Conference on Economics, Business and Marketing Management)*, Singapore, February 26-27.

TEACHING EXPERIENCE

Instructor, **Midwestern State University, Texas**

MKTG 4423: Marketing Analytics in Practice	Fall 2023
- Course evaluation: 4.89/5	
MKTG 3723: Principles of Marketing	Fall 2023
- Course evaluation: 4.72/5	
MKTG 4643: International Marketing	Fall 2023
- Course evaluation: 4.70/5	
MKTG 4423: Marketing Analytics in Practice	Spring 2023
- Instructor evaluation: 4.86/5, Course evaluation: 4.88/5	
MKTG 3723: Principles of Marketing	Spring 2023
- Instructor evaluation: 4.86/5, Course evaluation: 4.91/5	
MKTG 3723: Principles of Marketing	Fall 2022

- (Face-to-Face) Instructor evaluation: 4.93/5, Course evaluation: 4.90/5
- (Online) Instructor evaluation: 4.88/5 Course evaluation: 4.88/5
- MKTG 4423: Marketing Analytics in Practice Fall 2022
- Instructor evaluation: 4.98/5, Course evaluation: 4.95/5
- MKTG 4643: International Marketing Spring 2022
- Instructor evaluation: 4.95/5, Course evaluation: 4.95/5
- MKTG 3723: Principles of Marketing Spring 2022
- (Section x20) Instructor evaluation: 4.88/5, Course evaluation: 4.94/5
- (Section 201) Instructor evaluation: 4.90/5, Course evaluation: 4.94/5
- (Section 202) Instructor evaluation: 4.98/5, Course evaluation: 5.00/5
- MKTG 3823: Consumer Behavior Fall 2021
- Instructor evaluation: 4.98/5, Course evaluation: 4.94/5
- MKTG 3723: Principles of Marketing Fall 2021
- Instructor evaluation: 4.81/5, Course evaluation: 4.84/5
- MKTG 4643: International Marketing Fall 2021
- Instructor evaluation: 4.93/5, Course evaluation: 4.90/5

Instructor, Oklahoma State University, OK

- MKTG 3433: Promotional Strategy, Instructor (Online) Fall 2020
- Course evaluation: 4.52/5
- MKTG 3433: Promotional Strategy, Instructor Spring 2019
- Instructor evaluation: 4.75/5, Course evaluation: 3.68/4
- MKTG 3433: Promotional Strategy, Instructor Fall 2018
- Instructor evaluation: 4.68/5, Course evaluation: 3.67/4
- * **Outstanding Graduate Teaching Award 2019**

CERTIFICATIONS

Google Analytics Certification, HubSpot Social Media Marketing Certification

HONORS AND AWARDS

- Intramural Research Grant, Midwestern State University, 2021-2022
- Mary Kay Dissertation Proposal Award Winner, Academy of Marketing Science (AMS), 2020
- Outstanding Marketing Doctoral Student, Oklahoma State University, 2020
- AMA-Sheth Foundation Doctoral Consortium Fellow, New York University, 2019
- Outstanding Marketing Doctoral Student, Oklahoma State University, 2019
- Outstanding Marketing Graduate Teaching Associate. Oklahoma State University, 2019
- Phillips Dissertation Fellowship, *Oklahoma State University*, 2019
- Lewis C Corey Distinguished Graduate Fellowship, *Oklahoma State University*, 2018 - 2019
- Alta L. Robertson DuMont Distinguished Graduate Fellowship, *Oklahoma State University*, 2017
- Soongsil Outstanding Student Scholarship, *Soongsil University*, Korea, 2016
- Academic Merit-based Scholarship, *Soongsil University* 2014

Graduate college top tier fellowship, *Soongsil University*, 2011 - 2012

Soongsil Ambassadors Scholarship Award, *Soongsil University*, 2009

Bronze Award in Future Consumer Contest, *Korean Institute for Consumer Education*, 2008

Grand Prize in Undergraduate Advertisement Contest, *Government Information Agency*, 2007

SERVICE

University Service

2021-2023 Outstanding student award selection committee

Marketing faculty search committee

IRB committee

AOL (Assessment of Learning) committee

NCUR (National Conference on Undergraduate Research) review

Reviewer for Journals/Conferences

European Journal of Marketing

Journal of Consumer Affairs

Midwestern Business Economic Review

Summer/Winter AMA

Summer ACR

AMS

INDUSTRY EXPERIENCE

Researcher, Korean Women Entrepreneurs Association (Apr 2013 - May 2014)

- Supervision of a nationwide statistic program on woman-founded businesses
- Management of mentoring program for women entrepreneurs
- Business Consulting

Intern, Marketing Strategy Research Center, (Mar 2008 – December 2009)

- Market research to rebrand Korea International Airport

BUSINESS AND MARKETING PROJECTS

National Research Foundation of Korea (Sep 2010 - Mar 2013)

- Research on Social Media usage patterns
- Support to develop a product recommendation system

The Ministry of Knowledge Economy, Korea (Nov 2011 - Dec 2012)

- Analysis of Social Media marketing trend
- Development of Social Media marketing strategy for small and medium enterprises

Industrial Bank of Korea Economic Research Institute, Nov 2010 - Dec 2012

- Analysis of Korean hidden champion business models
- Writing books (Success Story 2010, 2011, 2012; ISBN 9788996 190943 03320)

REFERENCES

Zachary G. Arens (Advisor)

Associate Professor of Marketing
Oklahoma State University
Stillwater, OK 74078
Office: (405) 744-6349
zachary.arens@okstate.edu

Kevin Voss

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Don and Cathey Humphreys Endowed Chair
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Jihoon Jhang

Assistant Professor of Marketing
University of Central Arkansas
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