

JENNIFER SEOKHWA HONG

Albers School of Business and Economics, Seattle University
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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, 2019 - Present
Albers School of Business and Economics, Seattle University

EDUCATION

Leonard N. Stern School of Business, New York University
Ph.D., Marketing, 2019
M. Phil, Marketing, 2017

New York University
M.A., Psychology, Honors, 2013

University of Chicago
B.A., Economics, 2011

RESEARCH INTERESTS

Consumer Responses to Product Bundling
Motivated Reasoning
Judgment and Decision Making
Goals and Motivation

MANUSCRIPTS UNDER REVIEW & IN PREPARATION

Hong, Jennifer S., and Andrea Bonezzi, "Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,"
Invited revision at Journal of Consumer Research.

Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz, "Proximity Bias: Motivated Effects of Spatial Distance on Probability Judgments,"
Under review at Journal of Experimental Psychology: General.

Hong, Jennifer S., Tom Meyvis, and Andrea Bonezzi, "Compensation versus Spillover Effects in Judgment of Bundled Products,"
In preparation for submission.

Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis, "The Downside of Product Bundle Customization,"
In preparation for submission.

SELECTED RESEARCH IN PROGRESS

- “Hit the Sweet Spot: When and Why Similarity Helps and/or Hurts Bundle Evaluation”
with Jae Young Lee
- “Competitive Compensatory Consumption”
with Andrea Bonezzi
- “Differential Compensatory Responses to Threats to Ideal versus Ought Self”
with Andrea Bonezzi
- “Too Much Information: When Providing Consumers with Solutions to Goals Backfires”
with Youjung Jun
- “The Allure of Slow-Motion in Product Demonstration”
with Johann Melzner and Tom Meyvis
- “When Bunks Elicit Abstract Mindset”
with Yaacov Trope

CHAired SYMPOSIA

- Hong, Jennifer S., (January 2019) “Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World,” *American Marketing Association*, Austin, TX.
- Hong, Jennifer S., (October 2018) “Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World,” *Association for Consumer Research*, Dallas, TX.

CONFERENCE PRESENTATIONS (* denotes presenting author)

- Hong, Jennifer S.*, Andrea Bonezzi, and Tom Meyvis (October 2019), “The Downside of Product Bundle Customization,” *Association for Consumer Research*, Atlanta, GA.
- Hong, Jennifer S.*, Andrea Bonezzi, and Tom Meyvis (February 2019), “The Downside of Product Bundle Customization,” *Society for Consumer Psychology*, Savannah, GA.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (January 2019), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *American Marketing Association*, Austin, TX.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (November 2018), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *Society for Judgment and Decision Making*, New Orleans, LA.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (October 2018), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *Association for Consumer Research*, Dallas, TX.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (February 2018), “Proximity Bias: The Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” *Society for Consumer Psychology*, Dallas, TX.

- Hong, Jennifer S.*, and Andrea Bonezzi (February 2018), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” *Society for Consumer Psychology*, Dallas, TX.
- Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis (February 2018), “Parts in the Whole: Consumer Inference-Making Process in Product Bundling Context,” *Society for Consumer Psychology*, Dallas, TX.
- Hong, Jennifer S.*, and Andrea Bonezzi (May 2017), “The Effect of Self-Construal on Product Bundle Evaluation,” *Trans-Atlantic Doctoral Conference*, London, UK.
- Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (November 2016), “Proximity Bias: The Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” *Society for Judgment and Decision Making*, Boston, MA.
- Hong, Jennifer S., and Andrea Bonezzi (February 2015), “The Effect of Self-Construal on Product Bundle Evaluation,” *Society for Consumer Psychology*, Phoenix, AZ.

HONORS AND AWARDS

- Doctoral Fellowship in Marketing
Leonard N. Stern School of Business, New York University, 2013–2018
- Commendation for Teaching Excellence
Leonard N. Stern School of Business, New York University, 2017
- Honors Scholar
Graduate School of Arts and Science, New York University, 2013
- Research Grant for M.A. Scholar
Graduate School of Arts and Science, New York University, 2012
- Dean’s List
The College, University of Chicago, 2007–2011

TEACHING INTERESTS

- Marketing Management
Marketing Analytics
Consumer Behavior
Marketing Research

TEACHING EXPERIENCE

Leonard N. Stern School of Business, New York University

Instructor

- Consumer Behavior (Undergraduate), Fall 2016
Instructor Evaluation: 6.2 / 7.0 (course average: 5.6 / 7.0)

Teaching Fellow

- Consumer Behavior (Undergraduate, MBA, and Executive MBA), Prof. Tom Meyvis
Winter 2017, Spring 2017, Spring 2016
Judgment and Decision Making (Pre-College), Prof. Adam Alter and Tom Meyvis
Summer 2016

Graduate School of Arts and Science, New York University

Teaching Assistant

Statistics for Behavior Sciences, Prof. Elizabeth Bauer, Spring 2012

Teaching Assistant Evaluation: 4.7 / 5.0

ACADEMIC SERVICE

Service to the Field

Trainee Reviewer: *Journal of Consumer Research*, 2016

Conference Reviewer: Association for Consumer Research, 2017, 2018; American Marketing Association 2018; Society for Consumer Psychology, 2016, 2017, 2018

Service to the Department

Behavioral Lab Coordinator & Research Assistant Coordinator

Leonard N. Stern School of Business, New York University, 2014-2018

Undergraduate Thesis Supervisor: Oliva Hu (Class of 2015)

Leonard N. Stern School of Business, New York University, 2015

Service to the University

Strategic Planning Committee

Albers School of Business and Economics, Seattle University, 2019 – 2020

Panel Speaker to Prospective Applicants, Ph.D. Program Open House

Leonard N. Stern School of Business, New York University, 2014–2018

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Society for Judgment and Decision Making (SJDM)