

JENNIFER SEOKHWA HONG

Albers School of Business and Economics, Seattle University
901 12th Avenue Pigott Hall 524, Seattle, WA 98122
jhong@seattleu.edu | +1 206 296 5745

ACADEMIC EMPLOYMENT

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

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, Honors, 2011

RESEARCH INTERESTS

Persuasion Knowledge
Goals and Motivation

Product Bundling
Aesthetics and Visual Perception

REFEREED PUBLICATIONS

Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (in press). "Proximity Bias: Interactive Effect of Spatial Distance and Outcome Valence on Probability Judgments," *Journal of Consumer Psychology*, <https://doi.org/10.1002/jcpy.134>.

Hong, Jennifer S. and Mathew S. Isaac (2021). "Location, Location, Location: The Effect of Clutter on the Evaluation and Aesthetic Judgment of Off-Premise Signage," *Interdisciplinary Journal of Signage and Wayfinding*, 5(1), 20–40.

MANUSCRIPTS UNDER REVIEW & IN PREPARATION

Pena, Martin J., Mathew S. Isaac, and Jennifer S. Hong, "Descending with Decimals: Consequences of the Decimal-Reduction Association on Attribute Weighting and Consumer Choice"

Hong, Jennifer S., and Jae Young Lee, "Hit the Sweet Spot: When and Why Similarity Helps and/or Hurts Bundle Evaluation"

Hong, Jennifer S., "Competitive Compensatory Consumption: The Effect of Transactional Context on

Compensatory Consumption”

Hong, Jennifer S., and Andrea Bonezzi, “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation”

Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis, “The Downside of Product Bundle Customization”

Hong, Jennifer S., Tom Meyvis, and Andrea Bonezzi, “Compensation versus Spillover Effects in Judgment of Bundled Products”

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.

REFEREED CONFERENCE PRESENTATIONS (* DENOTES PRESENTING AUTHOR)

Hong, Jennifer S.*, and Jae Young Lee (February 2022), “Hit the Sweet Spot: When and Why Similarity Helps and/or Hurts Bundle Evaluation,” *Society for Consumer Psychology*, Virtual

Pena, Martin J., Mathew S. Isaac*, and Jennifer S. Hong (August 2021), “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *Society for Consumer Psychology*, Tucson, AZ.

Pena, Martin J., Mathew S. Isaac*, and Jennifer S. Hong (January 2021), “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *American Marketing Association*, Virtual.

Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (October 2020), “The Effect of Mere Physical Distance on Wishful Thinking: How Proximity and Valence Interactively Affect Probability Judgment,” *Association for Consumer Research*, Paris, France.

Hong, Jennifer S.*, and Andrea Bonezzi (October 2020), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation.” *Association for Consumer Research*, Paris, France.

Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis (November 2019), “The Downside of Product Bundle Customization,” *Society for Judgment and Decision Making*, Montreal, Canada.

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.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (2020), “The Effect of Mere Physical Distance on Wishful Thinking: How Proximity and Valence Interactively Affect Probability Judgment.” in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 410-411.

Hong, J. S., and Andrea Bonezzi (2020), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 408-409.

Hong, Jennifer S., Tom Meyvis, and Andrea Bonezzi (2019), “Parts in the Whole: Compensation Versus Spillover Effects in Judgments of Bundled Products,” in *NA - Advances in Consumer Research Volume 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 629-630.

Hong, Jennifer S., Andrea Bonezzi and Tom Meyvis (2019), “The Downside of Product Bundle

Customization,” in *NA - Advances in Consumer Research Volume 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 627-628.

Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (2018), “Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” in *NA - Advances in Consumer Research Volume 46*, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 293-297.

HONORS AND AWARDS

Albers Summer Research Fellowship
Seattle University, 2020–2022

AACSRE Emerging Fellowship Award
Academic Advisory Council for Signage Research and Education, 2020–2022

Doctoral Fellowship in Marketing
Leonard N. Stern School of Business, New York University, 2013 – 2018

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

Principles of Marketing	Marketing Analytics
Consumer Behavior	Marketing Research

TEACHING EXPERIENCE

Albers School of Business and Economics, Seattle University

Instructor
Introduction to Marketing (Undergraduate)
Marketing Strategy (MBA)
Marketing Analytics (Undergraduate & MBA)

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 EXPERIENCE (CONTD.)

Leonard N. Stern School of Business, New York University

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

Ad Hoc Reviewer: Journal of Consumer Research, 2021-2022
Conference Reviewer: Association for Consumer Research, Society for Consumer Psychology,
American Marketing Association

Service to the Department

Undergraduate Thesis Supervisor: Amanda Dang (Class of 2023)
Albers School of Business and Economics, Seattle University, 2023
Sports and Entertainment Marketing Tenure-Track Search Committee
Albers School of Business and Economics, Seattle University, 2021
Marketing Instructor Search Committee
Albers School of Business and Economics, Seattle University, 2021
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

CAMCOM
Albers School of Business and Economics, Seattle University, 2021-2023
Co-Host, Albers Scholarship Seminar Series
Albers School of Business and Economics, Seattle University, 2021-2023
Release Time Taskforce
Albers School of Business and Economics, Seattle University, 2021-2022
Strategic Planning Committee
Albers School of Business and Economics, Seattle University, 2019-2020
Panelist, 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)