

# MIN JUNG KOO

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## EMPLOYMENT

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Associate Professor of Marketing with Tenure (2015-present)  
SKK Graduate School of Business, Sungkyunkwan University

Assistant Professor of Marketing (2009-2015)  
SKK Graduate School of Business, Sungkyunkwan University

Visiting Faculty  
MIT, Sloan School of Management (Fall 2010)

## EDUCATION

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*Ph.D.*, Marketing, The University of Chicago, Booth School of Business (2009)

*M.B.A.*, The University of Chicago, Booth School of Business (2009)

*B.A.*, Psychology and English Literature, Yonsei University, Korea (2002)

## RESEARCH INTERESTS

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Consumer Behavior with a special focus on Goals and Motivations  
Social Cognition, Self-Regulation, Group Goals and Social Influences  
Charitable giving, Prosocial Behavior, Gift giving, Self and Identity

## ACADEMIC HONORS AND AWARDS

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Young Researcher Award, National Research Foundation of Korea & Elsevier, 2018  
Research Excellence Award, SKK Graduate School of Business, 2016  
Teaching Excellence Award, SKK Graduate School of Business, 2014  
Research Excellence Award, SKK Graduate School of Business, 2011  
Winner 2009 ISCON (International Social Cognition Network) Best Social Cognition  
Paper for "Dynamic of Self-Regulation: How (Un)accomplished Goal Actions  
Affect Motivation"  
Kilts Center for Marketing Doctoral Fellow, 2008-2009  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2008  
Converse Consortium Fellow, 2008  
Judgment and Decision Making SPSP Preference Travel Award, 2007  
Haring Symposium Fellow, 2007  
The University of Chicago, Graduate School of Business Fellowship, 2004-present  
The University of Chicago, the Division of the Social Sciences Fellowship, 2002-2003

## PUBLICATIONS

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Koo, Minjung, Suyeon Jung, Mauricio Palmeira, and Kyeongheui Kim (forthcoming), "The Timing of Help: Receiving Help Toward the End (vs. Beginning) Undermines Psychological Ownership and Subjective Well-Being," *Journal of Personality and Social Psychology*.

Adelle X. Yang, Minjung Koo, and Jaewon Hwang (in press), "Remember Me, Will You?: Overusing Material Gifts for Interpersonal Memory Management," *Journal of Consumer Psychology*.

Palmeira, Mauricio, Minjung Koo, and Hyun-ah Sung (2022), "You Deserve the Bad (or Good) Service: The Role of Moral Deservingness in Observers' Reactions to Service Failure (or Excellence)," *European Journal of Marketing*, 56 (3), 653-676.

Koo, Minjung, Ayelet Fishbach, and Hye Kyung Park (2021), "What to Say to Round Up More Donors, or Bigger Donations," *Motivation Science*, 7 (3), 291-305.

Koo, Minjung, Hengchen Dai, Ke Michael Mai, and Camilla E. Song (2020), "Anticipated Temporal Landmarks Undermine Motivation for Continued Goal Pursuit," *Organizational Behavior and Human Decision Processes*, 161, 142-157.

- Best Paper Award Finalist, 2019 Academy of Management Managerial and Organizational Cognition (MOC) Division Best Paper Competition

Koo, Minjung, and Ayelet Fishbach (2016), "Giving the Self: Increasing Commitment and Generosity through Giving Something That Represents One's Essence," *Social Psychological and Personality Science*, 7 (4), 339-348.

Hur, Julia D., Minjung Koo, and Wilhelm Hoffman (2015), "When Temptations Come Alive: How Anthropomorphism Undermines Consumer Self-Control," *Journal of Consumer Research*, 42 (2), 340-358.

Fishbach, Ayelet, Minjung Koo, and Stacey R. Finkelstein (2014), "Motivation Resulting From Completed and Missing Actions," *Advances in Experimental Social Psychology*, Vol. 50, AESP, UK: Academic Press, 257-308.

Koo, Minjung, and Ayelet Fishbach (2012), "The Small-Area Hypothesis: Effects of Progress Monitoring on Goal Adherence," *Journal of Consumer Research*, 39 (3), 493-509.

Fishbach, Ayelet, Marlone D. Henderson, and Minjung Koo (2011), "Pursuing Goals with Others: Group Identification and Motivation Resulting From Things Done Versus Things Left Undone," *Journal of Experimental Psychology: General*, 140, 520-534 (Equal Authorship)

Koo, Minjung, and Ayelet Fishbach (2010), "The Silver Lining of Standing in Line: Queuing Increases Value of Products," *Journal of Marketing Research*, 47 (4), 713-724.

- Featured in the Dong-A Daily News, Jan 5, 2012
- Summarized in Dong-A Business Review, Issue 1, No. 96, Jan 2012

Koo, Minjung, and Ayelet Fishbach (2010), "Climbing the Goal Ladder: How Upcoming Actions Increases Level of Aspiration," *Journal of Personality and Social Psychology*, 99 (1), 1-13. (Lead Article)

Fishbach, Ayelet, Ying Zhang, and Minjung Koo (2009), "The Dynamics of Self-regulation," *European Review of Social Psychology*, 20, 315-344.

Koo, Minjung and Ayelet Fishbach (2008), "Dynamics of Self-Regulation: How (Un)accomplished Goal Actions Affect Motivation," *Journal of Personality and Social Psychology*, 94 (2), 183-195. (Lead Article)

- Winner ISCON Award for Best Social Cognition Paper published in 2008

## WORK UNDER REVIEW AND REVISION

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Yan, Li, Xue (Phyllis) Wang, Minjung Koo, and Hean Tat Keh, "Before or After? The Order Effect of Donors' Personally Identifiable Information on Donation Amount," under review at *Journal of Marketing*

Julia D. Hur, Wilhelm Hoffman, and Minjung Koo, "Blaming McDonald's: Anthropomorphized Temptations, Failed Self-Control, and Support for Paternalistic Intervention," invited for a revision at *Psychological Science*

## INVITED TALKS

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Carnegie Mellon University  
Cornell University  
Singapore Management University  
Stanford University  
University of Michigan  
University of Southern California  
Korea University  
Fudan University, China  
Tulane University  
Yonsei University, Korea  
Service Design National Conference (2012)  
China Europe International Business School (CEIBS), China  
University of Hong Kong  
Korea University (Psychology Department)  
Yonsei University, Korea  
Chinese University of Hong Kong (2015)  
IE School of Business, Spain (2016)  
Universidad Autónoma de Madrid, Spain (2016)  
University of Chicago (2016)

## CONFERENCE PRESENTATIONS

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"When Helping Hurts More: Receiving Help Toward the End (vs. Beginning)

Undermines Psychological Ownership and Consumer Well-being," Paper presented at the annual meeting of *Association for Consumer Research*, Atlanta, GA, October, 2019.

"Self-Giving: When Giving is Associated with Self," Special talk presented at 11st Triennial Invitational Choice Symposium, Cambridge, MD, May, 2019.

"More Givers or More Giving: Using Appeals to Increase Participation Rate versus Average Contribution," with Ayelet Fishbach, and Hye Kyung Park. Paper presented at the *European Association for Consumer Research*, Ghent, Belgium, June, 2018.

"Giving More or More Giving: When the Appeal Determines the Pattern of Charitable Giving," with Ayelet Fishbach, and Hye Kyung Park. Paper presented at the annual meeting of *Association for Consumer Research*, San Diego, CA, October, 2017.

"Blaming McDonald's: Anthropomorphized Temptations, Failed Self-Control, and Support for Paternalistic Intervention," with Julia D. Hur, and Wilhelm Hoffman. Paper presented at the annual meeting of *Association for Consumer Research*, Berlin, Germany, October, 2016.

"The Small-Area Hypothesis: Effects of Progress Monitoring on Goal Adherence," with Ayelet Fishbach. Paper presented at the annual meeting of the *Association for Psychological Science*, New York, NY, May, 2015

"Double or Nothing?: How Observing Another's Prosocial Goal Pursuit Impacts Motivation to Give," with Jane J. Park, and Joel M. Evans. Paper presented at the annual meeting of *Society for Consumer Psychology*, Phoenix, AZ, February, 2015

"When Temptations Come Alive: How Anthropomorphism Undermines Consumer Self-Control," with Julia D. Hur and Wilhelm Hoffman. Paper presented at the annual meeting of *Association for Consumer Research*, Chicago, IL, October, 2013

"The Role of Goal Engagement in Self-Regulation," with Angela Y. Lee and Aparna A. Labroo. Paper presented at the annual meeting of *Association for Consumer Research*, Chicago, IL, October, 2013

"Are We There Yet? Goal-based Approach to Service Design." Invited talk at *Service Design National Conference*, Seoul, Korea, July, 2012.

"The Small-Area Hypothesis: Proportional Valuation of Goal Progress and Reward Programs," with Ayelet Fishbach. Paper presented at the annual meeting of *Association for Consumer Research*, Jacksonville, FL, October, 2010

"Climbing the Goal Ladder: How Upcoming Actions Increase Level of Aspiration," with Ayelet Fishbach. Paper presented at the annual meeting of *Association for Consumer Research*, Jacksonville, FL, October, 2010

"Dynamics of Self-Regulation: How Completed Versus Remaining Goal Actions Affect Motivation," with Ayelet Fishbach. ISCON Best Paper Award, presented at Social Cognition Preconference of the *Society of Personality and Social Psychology*, Las Vegas, NE,

January, 2010

"Focus Single-Mindedly on Your Goal: Successful Self-Control and Regulatory Focus," Paper presented at the annual meeting of *Society for Consumer Psychology*, San Diego, CA, February, 2009

"Group Goals and Sources of Motivation: When Others Don't Get the Job Done, I (Might) Pick Up the Slack," Paper presented at the annual meeting of *Association for Consumer Research*, San Francisco, CA, October, 2008

"Dynamics of Self-Regulation: How Actions To-Date Versus To-Go Affect Goal Pursuit," with Ayelet Fishbach. Paper presented at the annual meeting of the *Association for Psychological Science*, Chicago, IL, May, 2008.

"How to Increase Contributions to a Group Goal," with Ayelet Fishbach and Marlone D. Henderson. Poster presented at the inaugural meeting of the *Society for the Study of Motivation*, Chicago, IL, May, 2008.

"Standing in Line: Inferring Value from the People Behind," with Ayelet Fishbach. Paper presented at the annual meeting of the *Society for Consumer Psychology*, New Orleans, LA, February, 2008

"How to Increase Contributions to a Group Goal," with Ayelet Fishbach and Marlone D. Henderson. Poster presented at the 3<sup>rd</sup> Judgment and Decision-Making Preconference of the *Society of Personality and Social Psychology*, Albuquerque, NM, February, 2008.

"Dynamics of Self-Regulation: How (Un)accomplished Goal Actions Affect Motivation," with Ayelet Fishbach. Paper presented at the annual meeting of the *Association for Consumer Research*, Memphis, TN, October, 2007

"When Do Accomplished Versus Unaccomplished Actions Increase Goal Adherence: A Matter of Goal Commitment," with Ayelet Fishbach. Paper presented at the 37<sup>th</sup> *Albert Haring Symposium*, Bloomington, IN, April, 2007.

"When Do Accomplished Versus Unaccomplished Actions Increase Goal Adherence: A Matter of Goal Commitment," with Ayelet Fishbach. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN, January, 2007.

"Standing in Queues: How the People Ahead and Behind Affect Perceived Value and Effort," with Ayelet Fishbach. Poster presented at the 2<sup>nd</sup> *Judgment and Decision-Making Preconference of the Society of Personality and Social Psychology*, Memphis, TN, January, 2007.

"Against the Odds: Prevention Focus Stands Firm in the Face of Temptations," with Aparna A. Labroo and Angela Y. Lee. Paper presented at the annual meeting of the *Association for Consumer Research*, Orlando, FL, September, 2006.

## PROFESSIONAL SERVICE

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**Editorial Review Board:**

*Journal of Consumer Research*, 2014-present

*Marketing Letters*, 2018-present

**Reviewer for Peer-Review Journals:**

*Journal of Consumer Research*

*Journal of Personality and Social Psychology*

*Psychological Science*

*Social Psychological and Personality Science*

*Motivation and Emotion*

*Journal of Economic Psychology*

*Journal of Experimental Social Psychology*

*Journal of Experimental Psychology: Applied*

*Journal of Consumer Psychology*

*European Journal of Marketing*

*Organizational Behavior and Human Decision Processes*

**Academic Conference Committee:**

*Program Committee*, Association for Consumer Research, North America Conference, 2019-present

*Competitive Paper Review Board*, Association for Consumer Research, North America Conference, 2013-2018

*Program Committee*, Association for Consumer Research, Asian-Pacific Conference, 2015

**INDUSTRY SERVICE**

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**Positions in Industry:**

*Advisor*, Plant & Mechanical Contractors Financial Cooperative of Korea, 2021-present

*Advisor*, Korea Federation of Savings Bank, 2021-present

*Consulting Professor*, Havas Worldwide, Seoul, Korea, 2016-2021

*Advisor*, LG Electronics, Seoul, Korea, 2015-2016

*Advisor*, Hyundai Motors (Youth Marketing), Seoul, Korea, 2014-2015

*Advisor*, The Salvation Army (non-profit), Seoul, Korea, 2014-2018

*Project Consultant*, Red Cross (non-profit), Seoul, Korea, 2014-2018

*Advisor*, Genesis Group (brand consulting), Seoul, Korea, 2010-2011

*Advisor*, B&H Communications, Seoul, Korea, 2010-2011

*Advisor*, Compassion International (non-profit), Seoul, Korea, 2009-2013

**Past Industry Experience:**

*Strategic Planner*, Publicis New York (Advertising), New York, NY, 2003

*Survey Researcher*, Gallup International, Seoul, Korea, 2001-2002

*Research Assistant*, Publicis Asia (Advertising), Seoul, Korea, 1999-2000

**TEACHING**

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**SKK Graduate School of Business, Full-time, Part-time, & Executive MBA (all in**

## **English)**

*Brand Management* (2010-present)  
*Advanced Brand Management* (2010-present)  
*Consumer Behavior* (2010-2014)  
*Social Value Marketing* (2011-present)  
*Applied Business Project* (2019-present)

## **Global Business Administration, Sungkyunkwan University (all in English)**

*Current Topics in Marketing* (2011-2013)

## **Industry Teaching**

*ESG Marketing*, various corporations and organizations (Federation of Korean Industries, SBI Savings Bank, Korea Ginseng Corporation etc.)  
*Strategic Brand Management*, Samsung Electronics Dispatchers Program, 2017-present  
*Integrated Marketing Communications*, Samsung Electronics Global Online Program (Material Development & Recording), 2017-present  
*Digital & Social Marketing*, Samsung Electronics Global Online Program (Curation of Online Courses), 2018  
*Social Value Marketing*, various corporations (CJ group, LG electronics, Woori Bank, Crown, Hanhwa group, etc.)  
*Future of Luxury Brand*, various corporations (Samsung Securities, Archegos Finance Group, GSK Pharmaceutical, etc.)

## **Teaching Assistant, The University of Chicago, Booth School of Business**

*Marketing Strategy* (Prof. Ann L. McGill), MBA course, 2006-2008  
*Managerial Decision Making* (Prof. Christopher K. Hsee), MBA course, 2005-2007

## **ADVISING**

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### **Graduate Advisees:**

Jane Jeongin Park, 2012-2013 (*City University of Hong Kong, Assistant Professor*)  
Hye Kyung Park (*Sogang University*)  
Jaewon Hwang (*Dissertation Committee, Sejong University, Lecturer*)

### **Undergraduate Advisees:**

Eun-Young Song 2013-2016 (*City University of Hong Kong, Assistant Professor*)