

# Eunmi Jeon

Marketing Ph. D.

## EDUCATION

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Integrated M.S./Ph.D. in Marketing, Sungkyunkwan University, South Korea	Feb, 2021
M.S., Oriental painting, Hongik University, South Korea	Feb, 2013
B.S., Oriental painting, Hongik University, South Korea	Feb, 2010

## RESEARCH INTERESTS

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Artificial Intelligence, Generative AI, Chatbot, Metaverse, Social Networks, Color Marketing, Visual Perception, Sensory Experience, Art and Aesthetics

## PUBLICATIONS

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Jaisang Jay Kim, Youngjung Park and Eunmi Jeon (2025), Consequences of Metaverse Avatar Realism: How Monetary Interventions Crowd Out Eco-Friendly Behavior, **International Journal of Human-Computer Interaction**

Eunmi Jeon and Jaisang Jay Kim (2025), "Luxury Brands and the Ideal Victim Paradox: Moderating Role of Social Comparison," **Social Science Quarterly**

Mijin Kwon, Eunmi Jeon and Youngjee Han (2024) "The Social Side of Color: How Social Exclusion Influences Preferences for Color Combination," **Psychology & Marketing**, 41(7), 1649-1667.

Eunmi Jeon, Youngjee Han, and Myungwoo Nam (2020), "How You See Yourself Influences Your Color Preference: Effects of Self-Construal on Evaluations of Color Combinations," **Psychology & Marketing**, 37(7), 980-994.

Eunmi Jeon, Myungwoo Nam and Jinzhe Yan (2023), "The Effect of Color Lightness on Nonheteronormative-themed Advertising Evaluation," **Social Science Quarterly**, 104(4), 816-828.

[The Publication List of Korean Citation Index]

Eunmi Jeon and Sujeong Hong (2023), "AI vs. Humans: How Implicit Self-Theory Shapes Consumer Evaluations on Financial Investment Advice," **Journal of Consumer Studies**, 34(5), 143-156.

Eunmi Jeon (2023), "The Influence of Anthropomorphism on Consumer Willingness to Provide Personal Information to Chatbots," **Journal of Consumption Culture** 26(4), 243-254

Kim, Hakkyun, Youngjee Han, and Eunmi Jeon (2019), "You Want More When You Have Something in Your Hand," **Asia Marketing Journal**, 20(4), 49-64.

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Eunmi Jeon, Youngjee Han, and Hyunjin Woo (2020), "The Effect of Product Experience Through Virtual Reality on Product Evaluation," *Asia Marketing Journal*, 21(4), 45-57.

Eunmi Jeon, Ah Rom Ryu, and Myungwoo Nam (2020), "The Effects of Regulatory Focus on Need for Touch and the Moderating Role of Haptic Information," *Journal of Consumer Studies*, 31(1), 91-111.

Eunmi Jeon and Myungwoo Nam (2020), "Warm or Cold? The Effect of Color Temperature of Logo on Evaluation of For-Profits and Nonprofits," *Journal of Korean Marketing Association*, 35(4), 74-96.

Kim, Hakkyun and Eunmi Jeon (2020), "The Effects of Implicit Self-Theory on Consumers' Reaction to Service Failure," *Journal of Consumer Studies*, 31(6), 123-138.

## PAPERS UNDER REVIEW & WORKING PAPER

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Eunmi Jeon and Jaisang Kim, "When Time is Crucial: Exploring the Effects of Compensation Type and Anthropomorphic Chatbots on Service Satisfaction"

- Status: Three studies completed, under review to *Journal of Research in Interactive Marketing*

Jaisang Kim and Eunmi Jeon, "AI Outcomes: Boon or Bane? Comparing Non-profit and For-profit Organizations"

- Status: Two studies completed, Study 3 design in progress

## CONFERENCE PRESENTATIONS (\* indicates presenter)

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**Eunmi Jeon\*** and Jaisang Kim (March 2024), "AI Outcomes: Boon or Bane? Comparing Non-profit and For-profit Organizations," *Society for Consumer Psychology*, Working Paper Session, Nashville, Tennessee, USA.

**Eunmi Jeon** and Jaisang Kim\* (Oct 2023), "Justice Delayed, Justice Denied": The Effect of Anthropomorphic Chatbot Intervention in Service Recovery and Compensation Strategies," *Association for Consumer Research*, Working Paper Session, Seattle, WA, US

**Eunmi Jeon\*** and Myungwoo Nam (June 2018), "Warm or Cold? The Effect of Color Temperature of Logo on Evaluation of For-profits and Nonprofits," *European Association for Consumer Research*, Working Paper Session, Ghent, Belgium.

**Eunmi Jeon\*** and Myungwoo Nam (June 2018), "The Effects of Self-Construal on Evaluations of Brand Logo Colors," *European Association for Consumer Research*, Working Paper Session, Ghent, Belgium.

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**Eunmi Jeon\***, Hakkyun Kim, and Jungyun Kang (August 2017), “The Effect of Color Saturation on Satiating: High Saturation Increases Satiating of the Product,” *American Marketing Association*, Working Paper Session, San Francisco, CA, USA.

**Eunmi Jeon\*** and Myungwoo Nam (February 2016), “The Effects of Color Lightness on Ethical Behavior,” *Society for Consumer Psychology*, Working Paper Session, St. Pete Beach, FL, USA.

**Eunmi Jeon\*** and Myungwoo Nam (Oct 2016), “Can the Color Value Affect Perceptions on Homosexual Images?” *Association for Consumer Research*, Working Paper Session, Berlin, Germany.

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## HONORS AND AWARD

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Dean’s Award for Research Excellence, School of Management, SKKU, 2021

Best Paper Consumer Korean Society for Consumer Studies Spring Conference, 2023

Best Paper Korean Consumption Cultural Association Spring Conference, 2023

Fund Scholarship, Korea National Research Foundation (\$39,000 annually), 2022 – present.

The Broman Foundation for Research and Entrepreneurship (343.800 SEK), 2024

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## TEACHING INTERESTS

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Marketing Management, Digital Marketing, Consumer Behavior, Marketing Strategy, Marketing Communication

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## TEACHING EXPERIENCE

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Instructor, Sungkyunkwan University

- Marketing Management, Undergraduate course, Summer 2022

Overall Rating: 4.9/5.0

- Marketing Management, Undergraduate course, Spring 2024

Overall Rating: 4.8/5.0

- Visual Communication Research, Graduate program, Summer 2022

Overall Rating: 4.7/5.0

- Marketing Strategy, Undergraduate course, Spring 2022

Overall Rating: 4.9/5.0