

JaeHwan Kwon

Hankamer School of Business, Baylor University
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EDUCATION

Ph.D., Marketing, University of Iowa, 2015
M.S., Integrated Marketing, New York University, 2010
M.B.A., Yonsei University (*Seoul, Korea*), 2007
B.S., Earth and Environmental Sciences, Korea University (*Seoul, Korea*), 2004

ACADEMIC POSITIONS

2021 – present Associate Professor of Marketing, Hankamer School of Business, Baylor University
2015 – 2021 Assistant Professor of Marketing, Hankamer School of Business, Baylor University

SELECTED JOURNAL PUBLICATIONS

Lingjiang, Tu, JaeHwan Kwon, and Huachao Gao (2022), “Heart or Mind? The Impact of Power Distance Belief on the Persuasiveness of Education Ads,” *Journal of Marketing Research*, 59 (1), 173–90.

Park, Hanyong and JaeHwan Kwon (2022), “The Numerical Precision Effect: How Precision of Attribute Information Affects Adoption of New Technology Products,” *Journal of Consumer Psychology*, 32 (1), 69–76.

Nayakankuppam, Dhananjay, Joseph Priester, JaeHwan Kwon, Leigh Anne Novak, and Richard Petty (2018), “Construction and Retrieval of Evaluative Judgments: The Attitude Strength Moderation Model,” *Journal of Experimental Social Psychology*, 76 (May), 54–66.

Kwon, JaeHwan and Dhananjay Nayakankuppam (2015), “Strength Without Elaboration: The Role of Implicit Self-Theories in Forming and Accessing Attitude,” *Journal of Consumer Research*, 42 (2), 316–39.

OTHER JOURNAL PUBLICATIONS

Pyo, Tae-Hyung, JaeHwan Kwon, Thomas Gruca, and Dhananjay Nayakankuppam (2021), “Contagious Endowment Effects Across Transactions,” *European Journal of Marketing*, 55 (8), 2122–45.

Shrivastava, Sunaina, Gaurav Jain, JaeHwan Kwon, and Dhananjay Nayakankuppam (2021), “Impact of Embodiment on Attitude Strength,” *Journal of Consumer Marketing*, 38 (5), 495–513.

Sean Yim, Young H. Bae, Hyunwoo Lim, and JaeHwan Kwon (2019), “The Role of Marketing Capability in Linking CSR to Corporate Financial Performance: When CSR Gives Positive Signals to Stakeholders,” *European Journal of Marketing*, 53 (7), 1333–54.

Moon, Sangkil, JaeHwan Kwon, Sang-Uk Jung, and Young H. Bae (2018), “The Impact of Individual Differences in Weather Sensitivity,” *International Journal of Market Research*, 60 (1), 104–17.

Kim, Hae-Ryong, Minsu Park, Seungjae Yun, and JaeHwan Kwon (2017), “How Network Externality Leads to the Success of Mobile Instant Messaging Business,” *International Journal of Mobile Communications*, 15 (2), 144–61.

Kwon, JaeHwan and Dhananjay Nayakankuppam (2016), “Two Different Views on the World Around Us: The World of Uniformity versus Diversity,” *PLoS ONE*, 11 (12): e0168589, doi:10.1371/journal.pone.0168589.

Kwon, JaeHwan, Yuri Seo, and Dongwoo Ko (2016), “Effective Luxury Brand Advertising: The ES–IF Matching (Entity-Symbolic vs. Incremental-Functional) Model,” *Journal of Advertising*, 45 (4), 459–71.

Kwon, JaeHwan, Moonkyu Lee, and Hae-Ryong Kim (2015), “Does a Creative Designer Necessarily Translate into Creative Design?: Exploring Factors Facilitating the Creativity of a New Product,” *Creativity and Innovation Management*, 24 (4), 675–92.

OTHER PROFESSIONAL PUBLICATIONS

Sean Yim, Young H. Bae, Hyunwoo Lim, and JaeHwan Kwon (2020), “The Secret to Linking CSR to Financial Profitability,” *Keller Center Research Report*, 13 (4).

Kwon, JaeHwan, Yuri Seo, and Dongwoo Ko (2017), “Connecting Luxury Homes with Right-Minded Consumers,” *Keller Center Research Report*, 10 (4).

Kwon, JaeHwan and Dhananjay Nayakankuppam (2016), “Understanding Client Attitudes,” *Keller Center Research Report*, 9 (2).

AWARDS AND HONORS

Professors Institute Fellow, 2019

Young Researcher Award, Hankamer School of Business, 2018

AMA-Sheth Foundation Doctoral Consortium, Faculty Fellow, 2017

Young Investigator Development Program and Award, Baylor University, 2016 (\$25,000)

Rising Stars, Baylor University, 2015

Behavioral Research Grant, Qualtrics, 2015

Beta Gamma Sigma, 2015

Ballard and Seashore Dissertation Proposal Award, University of Iowa, 2014 (\$20,000)

AMA-Sheth Foundation Doctoral Consortium Fellow, 2014

Murthy Memorial Prize for Excellence in Teaching, University of Iowa, 2014

James F. Jakobsen Conference Award Winner, *1st prize in Social Science Research*, 2014

Haring Doctoral Symposium Fellow, 2014

Mittelstaedt Doctoral Symposium Fellow, 2013

Hyundai Motors Marketing Forum & Competition, *award winner*, 2005 (\$10,000)

Amore Pacific Marketing Strategy Competition Award, *runner-up*, 2005

CONFERENCE PRESENTATIONS/PROCEEDINGS

Park, Hanyong, JaeHwan Kwon, and Rajesh Bagchi, “The Numerical Precision Effect: How Precision of Attribute Information Affects Adoption of New-Technology Products,” *Association for Consumer Research*, Paris, France (Virtual), 2020.

Shrivastava, Sunaina, Gaurav Jain, JaeHwan Kwon, and Dhananjay Nayakankuppam, “Data... the 'Hard' and 'Soft' of it: Impact of Embodied Metaphors on Attitude Strength,” *Association for Consumer Research*, Dallas, TX, 2018.

Shrivastava, Sunaina, Gaurav Jain, JaeHwan Kwon, and Dhananjay Nayakankuppam, “Embodied States Bias Judgments of Information Quality,” *Society for Judgment and Decision Making*, New Orleans, LA, 2018.

Tae-Hyung Pyo, JaeHwan Kwon, Thomas Gruca, and Dhananjay Nayakankuppam, “It Was Mine, I Tell You: Reclaiming Lost Endowment,” *Society for Consumer Psychology*, Dallas, TX, 2018.

JaeHwan Kwon, Claire Heeryung Kim, Dhananjay Nayakankuppam, and Adam Duhachek, “Mindset and Political Ideology: The ID–ER Model,” *Society for Consumer Psychology*, Dallas, TX, 2018.

Tae-Hyung Pyo, JaeHwan Kwon, Thomas Gruca, and Dhananjay Nayakankuppam, “Contagious Endowment Effect: Dynamics in Reclaiming Lost Endowment,” *Society for Judgment and Decision Making*, Vancouver, B.C., 2017.

JaeHwan Kwon, Claire Heeryung Kim, Dhananjay Nayakankuppam, and Adam Duhachek, “Your Lay Beliefs about Personality Predict Your Political Ideology,” *Association for Consumer Research*, San Diego, CA, 2017.

Tae-Hyung Pyo, JaeHwan Kwon, Thomas Gruca, and Dhananjay Nayakankuppam, “Contagious Endowment Effect,” *Association for Consumer Research*, Berlin, Germany, 2016.

JaeHwan Kwon and Dhananjay Nayakankuppam, “Biased Motivation in Evaluative Judgments and Decisions,” *Association for Consumer Research*, New Orleans, LA, 2015.

JaeHwan Kwon and Dhananjay Nayakankuppam, “Two Different Views on the World Around Us: The World of Uniformity versus Diversity,” *Association for Consumer Research*, New Orleans, LA, 2015.

JaeHwan Kwon, Dongwoo Ko, and Yuri Seo, “The Influence of Implicit Self-Theories on Consumer Evaluations of Luxury Brand Appeals in Advertising,” *Global Fashion Management Conference*, Florence, Italy, 2015.

JaeHwan Kwon and Dhananjay Nayakankuppam, “Biased Motivation in Evaluative Judgments and Decisions,” *Society for Consumer Psychology*, Phoenix, AZ, 2015.

JaeHwan Kwon, and Dhananjay Nayakankuppam, and William Hedgcock, “I believe This is a Strong-Enough Attitude,” *Society for Consumer Psychology*, Phoenix, AZ, 2015.

JaeHwan Kwon and Dhananjay Nayakankuppam, "A Big Fish in a Little Pond: The Influence of Implicit Self-Theory on Statistical Inference," *Jakobsen Conference*, University of Iowa, Iowa City, IA, 2014.

JaeHwan Kwon, and Dhananjay Nayakankuppam, and William Hedgcock, "Strong Attitudes Without Elaboration: The Threshold Difference Effect," *Association for Consumer Research*, Chicago, IL, 2013.

JaeHwan Kwon and Dhananjay Nayakankuppam, "Do You Believe in Love at First Sight? I Do: Implicit Self-Theories and Attitude Strength," *Association for Consumer Research*, Vancouver, B.C., 2012.

JaeHwan Kwon and Dhananjay Nayakankuppam, "Do You Believe in Love at First Sight? I Do: The Role of Implicit Self-Theories in Forming and Accessing Attitude," *Society for Consumer Psychology*, Las Vegas, NV, 2012.

JaeHwan Kwon, Moonkyu Lee, Hae-Ryong Kim, "More than New, Creative Design Solution: Factors Necessary for Delivering a Creative Design in the New Product Development Process," *Association for Consumer Research*, Saint Louis, MO, 2011.

INVITED TALKS

Marketing Seminar, University of Texas at Arlington, October 2021

Marketing Summer PhD. Seminar, University of Iowa, August 2019

Texas Marketing Research Colloquium, Baylor University, March 2017

Marketing Research Conference, University of Texas at Arlington, March 2016

Haring Symposium, Indiana University, April 2014

TEACHING

Marketing Research (undergrad), Baylor University, Spring 2016 – present

Intro to Marketing (undergrad, discussion section), University of Iowa, Fall 2012 – Spring 2014

PROFESSIONAL SERVICES

Editorial Review Board: *Asia Marketing Journal*, 2021 – current

European Journal of Marketing, 2019 – current

Journal of Psychological Research, 2019 – current

Journal of Marketing Thought, 2018 – current
