

## KWON JUNG

KDI School of Public Policy and Management  
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### CURRENT POSITION

KDI School of Public Policy and Management, KOREA  
Professor

### EDUCATION

University of Illinois, Urbana - Champaign  
Ph.D. in Business Administration, 1990 ~ 1996  
Major: Marketing, Minor: Psychology

Yonsei University, Seoul, Korea  
Master of Business Administration, 1985 ~ 1987  
Major: Marketing

Yonsei University, Seoul, Korea  
Bachelor of Business Administration, 1981~ 1985  
Major: Marketing

### WORK EXPERIENCES

KDI School of Public Policy and Management  
Associate Dean for Academics & Student Affairs, 2019-2021  
MPPM Program Chair, 2020-2021  
MPM Program Chair, 2016-2017  
Associate Dean for Academics & Student Affairs, 2012-2015  
MBA Program Chair, 2004 ~ 2007  
Professor, Since 2011  
Associate Professor, 2002 ~ 2010  
Assistant Professor, 2001 ~ 2002

University of California at San Diego  
Visiting Scholar, 2017~2018

University of Illinois at Urbana-Champaign  
Visiting Scholar, 2007~2008

National University of Singapore  
Assistant Professor, 1996 ~ 2001

L.G. Ad Inc. (An Ad agency in Korea), 1988 ~ 1990  
Account Executive: (June 1989 ~ June 1990)

Researcher: (August 1988 ~ May 1989)

Korean Army

Officer Candidate, 1987 ~ 1988

**OTHER EXPERIENCES: Academics**

Korean Marketing Management Association (한국마케팅관리학회)

A member of the board of directors (2010.5~2011.4)

Korean Marketing Association (한국마케팅학회)

A member of the board of directors (2005.3~2008.2)

Korean Ethics Management Association (한국윤리경영학회)

A member of the board of directors (2004.3~2006.2)

Korean Consumption Culture Association (한국소비문화학회)

A member of the board of directors (2003.5~2007.12)

**OTHER EXPERIENCES: Consulting**

- [1] CDMA Market Introduction Project with M1 (1997, Singapore)
- [2] Readership-related Lifestyle Segmentation Project with National Library Board (1999, Singapore)
- [3] Customer Satisfaction Project with Tecwha (2000, Singapore)
- [4] Corporate Social Responsibility Strategy after Privatization Project with KT's (Korea Telecom) (2001, Korea)
- [5] Living-related Lifestyle Segmentation Project with Hyundai Construction Co (2004, Korea)
- [6] Couponing in Korean Market Project with Cocofun (2005, Korea)
- [7] Korea Sustainability Index Development Project with Korea Standards Association (2010, Korea)

**RESEARCH**

Refereed Journals

- [1] Jung, Kwon and Jihye Jung (2022), "Lifestyle Segmentation of Older Koreans: A Longitudinal Comparison of Segments and Life Satisfaction," *Asia Pacific Journal of Marketing and Logistics*, Vol 34 (1), 3-30
- [2] Jung, Kwon and Moonyoung Kang (2021), "Understanding Credit Card Usage Behavior of Elderly Korean Consumers for Sustainable Growth: Implications for Korean Credit Card Companies," *Sustainability*, 13 (7), 3817
- [3] Jung, Kwon, Stephan Haggard and Changyong Choi (2019), "Value Systems and Adaptation: A Typology of North Korean Defectors," *International Journal of Korean Unification Studies*, Vol. 28 (2), 67-96
- [4] Jung, Kwon and Changyong Choi (2018), "Values, Adaptation and Life Satisfaction of North Korean Refugees," *KDI Review of the North Korean Economy*, Vol. 20 (4), 41-63
- [5] Kang, Moon Young and Kwon Jung (2015), "The Effect of Online External Reference Price on Perceived Price, Store Image and Risk," *The Journal of Business Inquiry*, Vol. 14 (1), 41-58
- [6] Jung, Kwon, Yoon C. Cho, and Sun Lee (2014), "Online Shoppers' Response to Price Comparison Sites," *Journal of Business Research*, Vol. 67 (10), 2079-2087.

- [7] Prem Shamdasani and Kwon Jung (2011), "Relationship Quality between In-Groups and Out-Groups," *International Business & Economics Research Journal*, Vol. 10, 33-51.
- [8] Jung, Kwon and Boon Young Lee (2010), "Online versus Offline Coupon Redemption Behaviors," *International Business & Economics Research Journal*, Vol. 9 (12), 23-36.
- [9] Jung, Kwon and Leslie Tey (2010)," Searching for Boundary Conditions for Successful Brand Extensions," *Journal of Product & Brand Management*, Vol.19 (4/5), 276-285.
- [10] Nguyen, Thi Tuyet Mai, Kwon Jung, and Siok Kuan Tambayah (2009), "Measuring Status Orientation: Scale Development and Validation in the Context of a Transitional Economy," *Journal of Marketing Theory & Practices*, Vol. 17 (2), 175-187.
- [11] Cote, Joshep, Siew Meng Leong, Swee Hoon Ang, Sujian Tan, Kwon Jung, Ah Keng Kau, Chantika Pornpitakpan (2008), "Understanding Consumer Animosity in an International Crisis: Nature, Antecedents, and Consequences," *Journal of International Business Studies*, Vol. 39 (2), 996-1009.
- [12] Jung, Kwon and Winston Lee (2006), "Cross-Gender Brand Extensions: Effects of Gender of Brand, Gender of Consumer, and Product Type on Evaluation of Cross-Gender Extensions," *Advances in Consumer Research*, Vol. 33, 67-74.
- [13] Jung, Kwon and Ah Keng Kau (2004), "Culture's Consequence on Consumer Behaviors: Differences in Ethnic Groups in a Multiracial Asian Country", *Advances in Consumer Research*, Vol. 31, 366-372.
- [14] Ang, Swee Hoon, Kwon Jung, Ah Keng Kau, Siew Meng Leong, Chanthika Pornpitakpan and Soo Jiuan Tan (2004), "Animosity towards Economic Giants: What the Little Guys Think," *Journal of Consumer Marketing*, Vol. 21 (3), 190-207.
- [15] Kau, Ah Keng, Swee Hoon Ang, Yih.Hwai Lee, Kwon Jung, Doreen Kum, Elison Lim and Michael Houston (2003), "Beyond the Bamboo Curtain: Initial Results of a Large-Scale Asian Consumer Behavior Study", *Asian Journal of Marketing*, Vol. 9 (1), 21-30.
- [16] Nguyen, Thi Tuyet Mai, Kwon Jung, Garold Lantz, and Sandra Loeb (2003), "An Exploratory Investigation into Impulse Buying Behavior in a Transitional Economy: A Study of Urban Consumers in Vietnam", *Journal of International Marketing*, Vol. 11 (2), 13-35.
- [17] Kau, Ah Keng, Kwon Jung, and Jochen Wirtz (2003), "Segmentation of Library Visitors in Singapore: An Empirical Analysis", *Library Management*, Vol. 24 (1/2), 20-33.
- [18] Jung, Kwon, Swee Hoon Ang, Siew Meng Leong, Soo Jiuan Tan, Chanthika Pornpitakpan, and Ah Keng Kau (2002), "A Typology of Animosity and Its Cross-National Validation", *Journal of Cross-Cultural Psychology*, Vol.33 (6) November, 525-539.
- [19] Tan, Soo Jiuan, Jochen Wirtz, Kwon Jung and Ah Keng Kau (2001), "'Singaporean's Attitudes Towards Work, Pecuniary Adherence, Materialism, Feminism, Environmental Consciousness and Media Credibility", *Singapore Management Review*, Vol. 23 (1), 59-86.
- [20] Kau, Ah Keng, Kwon Jung, Soo Jiuan Tan and Jochen Wirtz (2000), "The Influence of Materialistic Inclination on Life Satisfaction: An Empirical Analysis", *Social Indicators Research*, Vol. 49 (3), 317-333.
- [21] Jung, Kwon, Jochen Wirtz, Ah Keng Kau and Soo Jiuan Tan (1999), "The Seven Faces of Singaporeans: A Typology of Singapore Consumers and Their Aspirations and Life Satisfaction", *Asia Pacific Journal of Management*, Vol. 16 (2), 229-248.
- [22] Coupey, Eloise and Kwon Jung (1996), "Forming and Updating Product Category Perceptions: The Influence of Goal and Discrepancy", *Psychology and Marketing*, Vol. 3 (7), 695-713.

#### Books

- [1] Kau, Ah Keng, Kwon Jung, Tambaya Siok Kuan and Soo Jiuan Tan (2004), "*Understanding Singaporeans: Values, Lifestyle, Aspirations, and Consumption Behaviors*", World Scientific Publishing Co.

Book Chapters

- [1] Jung, Kwon and Ah Keng Kau (2006), "Chinese Consumer's Evaluation of Hybrid Products: Effects of Decomposition, Brand and Ethnocentrism," in *Creating Images and the Psychology of Marketing Communication*, Lynn R. Kahle and Chung-Hyun Kim (eds.), Lawrence Erlbaum Associates, 141-158.
- [2] Jung, Kwon (1998), "Clustering of Singaporeans", in *Seven Faces of Singaporeans*, by Ah Keng Kau, Jochen Wirtz and Soo Juian Tan, Prentice-Hall Inc., 223-261.

Book Reviews

- [1] Jung, Kwon (1998), "Book Review: Korean Management: Global Strategy and Cultural Transformation by Kae H. Chung, Hak Chong Lee and Ku Hyun Jung", in *Research & Practice in Human Resource Management*, Vol. 6 (1), 107-108.

Working Papers

- [1] Jung, Kwon (2019), A Typology and Life Satisfaction of Older Koreans: A Longitudinal Comparison, *KDI School Working Paper Series* 19-12.
- [2] Jung, Kwon, Suntae Oh, Changyong Choi, and Taijoon Lee (2017), An Exploratory Study to Examine Incorporation of Sustainable Development Trend in Market Orientation Strategy, *KDI School Working Paper Series* 17-05.
- [3] Jung, Kwon (2010), Credit Card Usage Behaviors among Elderly Koreans, *KDI School Working Paper Series* 10-06.
- [4] Jung, Kwon (2010), Four Faces of Silver Consumers: A Typology, Their Aspiration, and Life Satisfaction of Older Korean Consumers *KDI School Working Paper Series* 10-02.
- [5] Jung, Kwon (2009), Are Entrepreneurs and Managers Different? Values and Ethical Perceptions of Entrepreneurs and Managers, *KDI School Working Paper Series* 09-18.
- [6] Lee, Sun and Kwon Jung (2008), Effects of Price Comparison Site on Price and Value Perceptions in Online Purchases, *KDI School Working Paper Series* 08-01.
- [7] Jung, Kwon and Lesley Tay (2007), Extending the Fit Hypothesis in Brand Extensions: Effects of Situational Involvement, Consumer Innovativeness, and Extension Incongruity on Evaluation of Brand Extensions, *KDI School Working Paper Series* 07-06.
- [8] Jung, Kwon and Clement Lim (2006), Impulse Buying Behaviors on the Internet, *KDI School Working Paper Series* 06-09.
- [9] Jung, Kwon and Boon Young Lee (2005), Coupon Redemption Behaviors among Korean Consumers: Effects of Distribution Method, Face Value, and Benefits on Coupon Redemption Rates in Service Sector, *KDI School Working Paper Series* 05-14.
- [10] Ah Keng Kau and Kwon Jung (2004), Culture's Consequences on Consumer Behavior, National University of Singapore Research Paper Series, *Research Paper Series #2004-001 (MKTG)*, Faculty of Business Administration, National University of Singapore.
- [11] Tan, Soo Juian, Jochen Wirtz, Ah Keng Kau and Kwon Jung (1998), "Are Singaporeans Self- or Others-Regarding?- Findings from a Large-Scale LifeStyle Study", *Research Paper Series #98-65*, Faculty of Business Administration, National University of Singapore.
- [12] Kau, Ah Keng, Jochen Wirtz, Kwon Jung, Tan Soo Juian and Kwon Jung (1998), "An Empirical Examination of the Influence of Materialistic Inclination on Values & Life Satisfaction", *Research Paper Series #98-64*, Faculty of Business Administration, National University of Singapore.
- [13] Kau, Ah Keng, Jochen Wirtz, Tan Soo Juian and Kwon Jung (1998), "A Large-Scale Life-Style Study of Singaporeans: A Demographic Analysis of Life Satisfaction", *Research Paper Series #98-15*, Faculty of Business Administration, National University of Singapore.
- [14] Wirtz, Jochen, Kwon Jung, Tan Soo Juian and Ah Keng Kau (1998), "A Large-Scale Life-Style Study of Singaporeans: A Typology of Singapore Consumers", *Research Paper Series #98-04*, Faculty of Business Administration, National University of Singapore.
- [15] Kwon Jung (1996), "Line Extension Versus New Brand Name Introduction: Effects of

New Product's Discrepancy and Relationship to an Existing Brand on the Information Process of New Product Evaluation", *Unpublished Doctorate Dissertation, University of Illinois at Urbana-Champaign*.

- [16] Coupey, Eloise and Kwon Jung (1993), "Influence of Category Structure on Brand Positioning and Choice", *Faculty Working Paper, University of Illinois at Urbana-Champaign*.
- [17] Kwon Jung (1987), "The Effects of Expectations on the Postpurchase Evaluation and Satisfaction", *Unpublished Master's Thesis, Yonsei University, Seoul, Korea*.

#### Other Publications

- [1] Kahle, Lynn R., Ah Keng Kau, Siok-Kuan Tambyah, Soo-Jiuan Tan, and Kwon Jung (2005), *Religion, Religiosity, and Values: Implications for Consumer Behavior*, The La Londe Conference in Marketing Communications and Consumer Behavior, 249-259.
- [2] Nguyen, Thi Tuyet Mai, Kwon Jung, and Siok Kuan Tambayah (2005), "Measuring Status Orientation: Scale Development and Validation in the Context of a Transitional Economy (Abstract)", *Asia-Pacific Advances in Consumer Research*, Vol.6, eds. Young-Won Ha and Youjae Yi, Duluth (MN: Association for Consumer Research), 218-219.
- [3] Prem Shandasini and Kwon Jung (2003), "Relationship Quality in Personal Life Insurance Services: A Comparison between Chinese In-group and Out-groups," *2003 AMA Summer Educators' Proceedings: Enhancing Knowledge Development in Marketing*, (August 15-18, Chicago), 37-38.
- [4] Nguyen, Thi Tuyet Mai, Kwon Jung, Garald Lantz and Sandra Loeb (2002), "An Exploratory Investigation into Impulse Buying Behavior in a transitional Economy: A Study of Urban Consumers in Vietnam (Abstract)", *Asia Pacific Advances in consumer Research*, Vol. 5, eds. Rami Zwick and Ping Tu, Provo (UT: Association for Consumer Research), 359.
- [5] Nguyen, Thi Tuyet Mai, Kwon Jung, Garald Lantz and Sandra Loeb (2002), "Factors Influencing Impulse Buying Behaviors in a Transitional Economy: An Exploratory Study of Urban Consumers in Vietnam (Abstract)", *Advances in Consumer Research*, Vol. 29, eds. Punam Keller and Dennis Rook, Provo (UT: Association for Consumer Research).
- [6] Hsu, Chung-kue, Carol Motley and Kwon Jung (2000), "The Celebrity Endorser and Product Image Congruence: To Be or Not To Be Congruent? Two Perspectives from the Match-Up Hypothesis and Mandler's Model (Abstract)", *Proceedings of 1999 AMA Winter Marketing Educators' Conference*, ed. Anil Menon and Arun Sharma, Chicago (IL: American Marketing Association).
- [7] Kwon Jung, Ah Keng Kau and Chung Kue Hsu (1999), "Extending the Match-Up Hypothesis in Celebrity Advertising: The Effects of Celebrity and Product Incongruity and a Moderating Role of Consumers' Optimum Stimulation Level", *Advances in Consumer Research*, Vol. 26, eds. Eric J. Arnold and Linda M. Scott, Provo (UT: Association for Consumer Research, 267).
- [8] Kwon Jung, Jochen Wirtz, Ah Keng Kau and Soo Jiuan Tan (1998), "A Typology of Singapore Consumers from a Life Style Study (Abstract)", *Asia Pacific Advances in consumer Research*, Vol. 3, eds. Kent B. Monroe and Kineta Hung, Provo (UT: Association for Consumer Research).
- [9] Tan, Soo Jiuan, Kwon Jung, Jochen Wirtz and Ah Keng Kau (1998), "The Clustering of Asia: A Look at Lifestyle Clusters in Asian Countries (Abstract)", *Asia Pacific Advances in consumer Research*, Vol. 3, eds. Kent B. Monroe and Kineta Hung, Provo (UT: Association for Consumer Research).
- [10] Kau, Ah Keng, Tan Soo Jiuan, Jochen Wirtz and Kwon Jung (1998), "Life Satisfaction in Singapore: A Demographic Analysis", *Proceedings of International Conference on Quality Of Life in Cities: Issues and Perspectives*, Vol. 2, 312-321.
- [11] Hsu, Chung-kue and Kwon Jung (1997), "Consumer's Susceptibility to Reference Group Influences in the USA and Singapore: A Comparison between an Individualistic and a

Collectivistic Culture”, Proceedings of the *Sixth Symposium on Cross-Cultural Consumer and Business Studies*, 61-67.

- [12] Jung, Kwon, Jochen Wirtz, Ah Keng Kau and Soo Jiu Tan (1997), “Seven Faces of Singapore: Initial Findings from a Large-scale Representative Life Style Study”, Proceedings of the *Eighth Biennial World Marketing Congress*, Vol. 8, eds. Samsinar MD. Sidin and Ajay K. Maurai, 416-418 (Kuala Lumpur, Malaysia, Academy of Marketing Science).
- [13] Jung, Kwon and David Gardner (1994), “Marketing Strategy for the Multinational Firms from Newly Industrialized Countries in the Global Competition”, *The First Annual Conference of Korean Business Studies* Proceeding.
- [14] Coupey, Eloise and Kwon Jung (1993), “Influence of Category Structure on Brand Positioning and Choice (Abstract)”, *Development in Marketing Science*, Vol. 16, eds. Michael Levy and Dhruv Grewal, Coral Gables, FL, Academy of Marketing Science, 7.

## OTHER ACTIVITIES

### Presentations

- [1] Jung, Kwon and Jihye Jung (2011), “Four Faces of Silver Consumers: A Typology, Their Aspiration, and Life Satisfaction of Older Korean Consumers,” presented at AMA Winter Marketing Educator’s Conference 2011, Austin, TX, Feb 18-20.
- [2] Jung, Kwon and Ah Keng Kau (2010), “Values and Ethical Perceptions between entrepreneurs and Managers,” presented at AMA Summer Marketing Educators’ Conference 2010, Boston, MA, August 13-16, 2010.
- [3] Jung, Kwon and Winston Lee (2005), “Cross-Gender Brand Extensions: Effects of Gender of Brand, Gender of Consumer, and Product Type on Evaluation of Cross-Gender Extensions”, presented at *2005 Advances in Consumer Research Conference*, San Antonio, Texas, Sep. 29-Oct. 2, 2005.
- [4] Jung, Kwon and Ah Keng Kau (2003), "Culture's Consequence on Consumer Behaviors: Differences in Ethnic Groups in a Multiracial Asian Country," presented at *2003 Advances in Consumer Research Conference*, Toronto, Canada, Oct 9-12, 2003
- [5] Prem Shamdasani and Kwon Jung (2003), "Relationship Quality in Personal Life Insurance Services: A Comparison between Chinese In-group and Out-groups," presented at *2003 AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Chicago, IL, August 15-18, 2003
- [6] Jung, Kwon and Ah Keng Kau (2003), "Chinese Consumer's Evaluation of Hybrid Products: Effects of Decomposition, Brand and Ethnocentrism," presented at *2003 Advertising and Consumer Psychology Conference*, June 5-7, Seoul, Korea
- [7] Kwon Jung (2002), “Clustering of Singaporeans: A Comparison between 1996 and 2001 Clusters”, presented at *The Seminar on Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*, 2 August, Swissotel Merchant Court Hotel, Singapore, Marketing Institute of Singapore
- [8] Kwon Jung (2001), “Knowing the Consumer Better: Demographic Trends and Lifestyle Segmentation Approaches”, presented at *Strategic Planning Offsite of Citibank Senior Management Group*, April 23, Singapore
- [9] Kwon Jung, Ah Keng Kau, and Chock Fang Wong (1998), “Extending the Match-Up Hypothesis in Celebrity Advertising: The Effects of Celebrity and Product Incongruity and a Moderating Role of Consumers' Optimum Stimulation Level” , presented at *1998 ACR Conference*, 1-4 October, Montreal, Canada
- [10] Kwon Jung, Jochen Wirtz, Ah Keng Kau and Soo Jiu Tan (1998), “A Typology of Singapore Consumers from a Life Style Study”, presented at *1998 ACR Asia-Pacific*

- Conference, 18-20 June, Grand Stanford Harbor View Hotel, Hong Kong*
- [11] Kwon Jung, Jochen Wirtz, Ah Keng Kau and Soo Jiu Tan (1997), "Seven Faces of Singapore: Initial Findings from a Large-scale Representative Life Style Study", presented at *the Eighth Biennial World Marketing Congress, June 1997, Kuala Lumpur, Malaysia*
  - [12] Kwon Jung and David Gardner (1994), "Marketing Strategy for the Multinational Firms from Newly Industrialized Countries in the Global Competition", presented at *the First Annual Conference of Korean Business Studies, November 1994, San Francisco, California*
  - [13] Coupey, Eloise and Kwon Jung (1993), "Influence of Category Structure on Brand Positioning and Choice", presented at *the Academy of Marketing Science Conference, May 1993, Miami Beach, Florida*

## **DISTINCTIONS & AWARDS**

1992-1993, Stellner Fellowship in Business Administration, University of Illinois  
1990-1992, J.M. Jones Fellowship in Business Administration, University of Illinois  
1986-1987, Graduate School Scholarship, Yonsei University  
1983-1984, University Scholarship, Yonsei University  
2017, 2012, 2006, Best Teaching Award, KDI School of Public Policy & Management