

NARI YOON

Monfort College of Business
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ACADEMIC POSITION

Monfort College of Business, University of Northern Colorado August 2022 – Present
Assistant Professor of Marketing

EDUCATION

Kelley School of Business, Indiana University June 2022
Ph.D. in Business (Concentration in Marketing, Minor in Psychology)

Seoul National University, Seoul, Republic of Korea February 2015
M.S. in Business Administration (Concentration in Marketing)

Hankuk University of Foreign Studies, Seoul, Republic of Korea February 2013
B.B.A. in Business Administration

RESEARCH INTERESTS

Consumer-Brand Relationship, Social Media, Consumers' Technology Use, Social Influence, Emotion
Methodology: Virtual Reality Simulations, Eye Tracking, Biometric Measures

WORKING PAPERS

Yoon, Nari and Raymond R. Burke, "Capturing and Keeping the Customer Experience: The Effect of Photo Cues on Remembered Enjoyment and Future Intentions," manuscript in preparation for submission to *Journal of Marketing*

Yoon, Nari, Jenny G. Olson, and Adam Duhachek, "When Our Companies Have Eyes for Other Consumers: New Customer Promotions Enhance Switching Intentions Among Existing Customers," manuscript in preparation for submission to *Journal of Consumer Research*

Yoon, Nari and H. Shanker Krishnan, "Feeling Pride or Feeling Envy: Differential Inspiration from Others' Achievement," manuscript in preparation for submission to *Journal of Consumer Research*

Yoon, Nari and Mansur Khamitov, “When Being Irrelevant is Relevant: How Relative Relevance of Brands’ Social Media Posts Impacts Brand Perception,” manuscript in preparation for submission to *Journal of Consumer Research*

RESEARCH IN PROGRESS

Yoon, Nari, Mansur Khamitov, and Aaron Barnes, “Hands Off My Brand: Strong Self-Brand Connection and Psychological Threat,” data collection in progress

Yoon, Nari and Rom Y. Schrift, “The Dislikes of Likes: When Getting Many ‘Likes’ Backfires,” data collection in progress

Yoon, Nari and Rom Y. Schrift, “No Reward for Writing Reviews: The Effect of Reward for Positive Reviews on Consumers’ Repurchase Intentions,” data collection in progress

CONFERENCE PRESENTATIONS (* denotes presenter)

***Yoon, Nari** and Mansur Khamitov, “When Being Irrelevant is Relevant: How Relative Relevance of Brands’ Social Media Posts Impacts Brand Perception,” *Association for Consumer Research Conference*, Denver, CO (October, 2022)

***Yoon, Nari** and Raymond R. Burke, “Capturing and Keeping the Customer Experience: The Effect of Photos on Remembered Enjoyment,” *Association for Consumer Research Conference*, Denver, CO (October, 2022)

***Yoon, Nari** and Raymond R. Burke, “Capturing and Keeping the Customer Experience: The Effect of Photos on Remembered Enjoyment,” *Society for Consumer Psychology Conference (Poster)*, Virtual (March, 2021)

***Yoon, Nari** and Mansur Khamitov, “Hands Off My Brand: Strong Self-Brand Connection and Psychological Threat,” *Association for Consumer Research Conference*, Paris, France – Moved to Virtual (October, 2020)

***Yoon, Nari** and Raymond R. Burke, “Capturing and Keeping the Customer Experience: The Effect of Photos on Remembered Enjoyment,” *50th Haring Symposium*, Indiana University, Bloomington, IN (April, 2020)

***Yoon, Nari**, Jenny G. Olson, and Adam Duhachek, “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” *Association for Consumer Research Conference*, Atlanta, GA (October, 2019)

***Yoon, Nari** and H. Shanker Krishnan, “I Am So Proud of You! The Effect of Vicarious Pride on Preferences for Self-Improvement Product,” *Association for Consumer Research Conference (Poster)*,

Atlanta, GA (October, 2019)

***Yoon, Na Ri**, Jenny G. Olson, and Adam Duhachek, “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” *Society for Consumer Psychology Conference (Poster)*, Savannah, GA (March, 2019)

***Yoon, Na Ri**, Jenny G. Olson, and Adam Duhachek, “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” *Association for Consumer Research Conference (Poster)*, Dallas, TX (October, 2018)

***Yoon, Na Ri** and H. Shanker Krishnan, “I Am So Proud of You! The Effect of Vicarious Pride on Preferences for Self-Improvement Product,” *Society for Consumer Psychology Conference (Poster)*, Dallas, TX (February, 2018)

***Yoon, Na Ri**, “The Effect of Inferred Chances for Reaffiliation on Socially Excluded Consumers’ Response to Scarcity Appeals,” *Society for Consumer Psychology Conference (Poster)*, St. Pete Beach, FL (February, 2016)

CHAired SYMPOSIA

Yoon, Nari and Jenny G. Olson, Special Session Co-Chairs, “How Could You Do That?! Consumers’ Differential Reactions to Companies Treating Others Badly...or Better,” *Association for Consumer Research Conference*; Atlanta, GA (October, 2019)

TEACHING EXPERIENCE

Instructor, **[BAMK 360] Introduction to Marketing**, Monfort College of Business, University of Northern Colorado, Fall 2022

- Class size: 30 students (in person)

Instructor, **[BAMK 361] Consumer Behavior**, Monfort College of Business, University of Northern Colorado, Fall 2022

- Class size: 32 students (in person)

Instructor, **[M300] Introduction to Marketing**, Kelley School of Business, Indiana University, Spring 2022

- Class size: 104 students (online)

Instructor, **[M300] Introduction to Marketing**, Kelley School of Business, Indiana University, Spring 2020

- Class size: 84 students (in person & online)

Instructor, **[M300] Introduction to Marketing**, Kelley School of Business, Indiana University, Spring

2019

- Class size: 92 students (in person)

Teaching Assistant / Guest Lecturer, **[M405] Consumer Behavior** (*Instructor: Jenny G. Olson*), Kelley School of Business, Indiana University, Spring 2021

- Class size: 45 students (online)

Teaching Assistant (Tutor), **Writing Center in College English Program**, Seoul National University, Republic of Korea, March 2014 – February 2015

TEACHING INTERESTS

Technology in Marketing, Digital/Social Media Marketing, Brand Management, Marketing Communications

GRANTS, HONORS, AND AWARDS

Data Funding Grant, Kelley School of Business, Indiana University (\$5,600), 2021

- Target Project Applied: “When Our Companies Have Eyes for Other Consumers: New Customer Promotions Enhance Switching Intentions Among Existing Customers”

Doctoral Fellow (Presenter), *50th Haring Symposium*, Indiana University, Bloomington, IN, 2020

Winner, Shark Tank Idea Competition, Doctoral Symposium, *Association for Consumer Research Conference*, Atlanta, GA, 2019

Winner, Marketing Science Institute (MSI) 2018-2020 Research Priorities Research Grant Competition (\$10,000), 2019

- Target Project Applied: “Capturing and Keeping the Customer Experience: The Effect of Photo Cues on Remembered Enjoyment and Future Intentions”

Doctoral Fellow (Discussant), *28th Annual Robert Mittelstaedt Doctoral Symposium*, University of Nebraska, Lincoln, NE, 2019

Winner, Idea Contest, *Consumer Behavior CLIK Conference*, University of Louisville, Louisville, KY, 2018

Doctoral Fellowship, Kelley School of Business, Indiana University, 2016 – 2022

Research Funds (\$3,000), Kelley School of Business, Indiana University, 2016

Dean’s Fellowship (\$2,000), Kelley School of Business, Indiana University, 2016

Teaching Assistant Scholarship, Seoul National University, 2014

Model UN Conference Award, United Nations Association of the Republic of Korea, 2011

Academic Excellence Scholarship, Hankuk University of Foreign Studies, 2009 – 2010

English Excellence Scholarship, Hankuk University of Foreign Studies, 2009

SERVICE ACTIVITIES

Student Success Committee, Monfort College of Business, University of Northern Colorado, 2022

Trainee Reviewer for Journal of Consumer Research, 2021

Reviewer for American Marketing Association Conference, 2020, 2021, 2022, 2023

Competitive Paper Reviewer for Society for Consumer Psychology, 2018, 2019, 2020, 2021

Chair, Korean Doctoral Students Association, Kelley School of Business, Indiana University, 2019 – 2021

Doctoral Student Organizer, Haring Symposium, Kelley School of Business, Indiana University, 2018

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology