

## Sean (Hyunkyu) Jang

Governors State University, University Park, Illinois,  
hjang@govst.edu / 708-534-4943

### EMPLOYMENT

---

Governors State University, University Park, Illinois Assistant Professor of Marketing, August 2017 – current

### EDUCATION

---

University of Texas at Austin, Austin, TX	Marketing, Ph.D. 2017
Columbia University, New York City, NY	MBA program, January 2012 to May 2012
Seoul National University, Seoul, South Korea	Marketing, M.S. 2012
ESSEC Business School, Paris, France	Exchange student, January 2006 to March 2006
Seoul National University, Seoul, South Korea	Business Administration, B.A. 2005

### PUBLICATIONS

---

- Jang, Hyunkyu (2023), "Impact of Airbnb host profile photos on guest star ratings based on cultural differences in China and the U.S.," *Journal of Cross-Cultural Psychology*, forthcoming.
- Jang, Hyunkyu and Wujin Chu (2022), "The effect of message features on donations in donation-based crowdfunding," *Journal of Consumer Behaviour*, 21(6), 1464–1477.
- Jang, Hyunkyu (2022), "Perspective-taking of a similarly-situated single victim increases donations for multiple victims," *Journal of Philanthropy and Marketing*, 27(4), e1743.
- Jang, Hyunkyu (2022), "Cuteness mediates the effect of happy facial expressions on empathy and charitable donations," *International Review on Public and Nonprofit Marketing*, 19, 675–689.
- Jang, Hyunkyu (2022), "Judging an Airbnb booking by its cover: how profile photos affect guest ratings," *Journal of Consumer Marketing*, 36(4), 371–382.
- Jang, Hyunkyu and Julie R. Irwin (2021), "Answering for yourself versus others: Direct versus indirect estimates of charitable donations," *Psychology & Marketing*, 38(3), 397–415.
- Jang, Hyunkyu (2021), "The effect of children's facial expressions in eliciting benevolent behavior for child sponsorships versus one-time donations," *Journal of Social Marketing*, 11(4), 342–356.
- Jang, Hyunkyu (2021), "The effect of color in Airbnb listings on guest ratings," *Advances in Hospitality and Tourism Research*, 9(2), 467–483.
- Jang, Hyunkyu and Wujin Chu (2012), "Are consumers acting fairly toward companies? An examination of Pay-What-You-Want pricing," *Journal of Macromarketing*, 32(4), 348–360. \*Lead article.
- Chu, Wujin, Meeja Im, and Hyunkyu Jang (2012), "Overconfidence and emotion regulation failure: How overconfidence leads to the disposition effect in consumer investment behaviour," *Journal of Financial Services Marketing*, 17(1), 96–116.

### CONFERENCE PRESENTATIONS (\* denotes presenter)

---

- Jang\*, Hyunkyu (2020), "Increasing Donations for Multiple Victims," *Association for Consumer Research Conference*, Virtual conference.

- Jang\*, Hyunkyu (2019), "The effect of children's facial expressions on donations in the context of child sponsorship versus one-time donation," *Association for Consumer Research Conference*, Atlanta, GA.
- Jang\*, Hyunkyu (2019), "The effect of children's facial expressions in eliciting charitable donations in the context of child sponsorship versus one-time donations," *American Marketing Association Summer Academic Conference*, Chicago, IL.
- Jang\*, Hyunkyu (2019), "The influence of child photos on donations in the context of child sponsorship: effective fundraising for sustainable support of children in poverty," *Macromarketing Conference*, Cleveland, OH.
- Jang\*, Hyunkyu, Raj Raghunathan, and Julie Irwin (2014), "Why reward both (vs. reward me) referral schemes are more likely to succeed for experiential vs. material purchases," *Association for Consumer Research*, Baltimore, MD.
- Jang\*, Hyunkyu and Raj Raghunathan, and Julie Irwin (2014), "Saving face while making money: Why reward both (vs. reward me) referral schemes are more likely to succeed for experiential vs. material purchases," *Society for Consumer Psychology Conference*, Miami, FL.
- Raghunathan\*, Raj, Hyunkyu Jang, and Robin Soster (2014), "Negativity dominance: The paradoxical co-existence of spontaneous negative mental chatter and positivity bias," *Society for Consumer Psychology Conference*, Miami, FL.
- Raghunathan\*, Raj, Hyunkyu Jang, Heath Cleveland, and Daniela Herrera (2014), "Rise and Shine!: Does the mood in which you wake up color your mood for the rest of the day?" *Society for Consumer Psychology Conference*, Miami, FL.
- Jang\*, Hyunkyu and Kyoungmi Lee (2013), "Combating physiological determinism: People with a strong belief in free will regulate their food cravings more in response to hormonal explanations for food cravings," *Association for Psychological Science Conference*, Washington, DC.

## **TEACHING EXPERIENCE**

---

### **Instructor, Governors State University**

- Introduction to Marketing, Undergraduate, Spring 2023 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2023 (4.6/5)
- Marketing Research, Undergraduate, Spring 2023 (5.0/5)
- Marketing Research, Undergraduate, Fall 2022 (4.8/5)
- Consumer Behavior, Undergraduate, Fall 2022 (4.5/5)
- Marketing Channel Management, Undergraduate, Fall 2022 (5.0/5)
- Managing Market Strategies, Undergraduate, Summer 2022 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2022 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2022 (4.7/5)
- Marketing Research, MBA & Undergraduate, Spring 2022 (4.6/5)
- Marketing Research, Undergraduate, Fall 2021 (4.5/5)
- Consumer Behavior, Undergraduate, Fall 2021 (4.6/5)
- Marketing Channel Management, Undergraduate, Fall 2021 (5.0/5)
- Introduction to Marketing, Undergraduate, Summer 2021 (4.7/5)
- Introduction to Marketing, Undergraduate, Spring 2021 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2021 (4.7/5)
- Marketing Research, MBA & Undergraduate, Spring 2021 (4.5/5)
- Marketing Research, Undergraduate, Fall 2020 (5.0/5)
- Consumer Behavior, Undergraduate, Fall 2020 (4.7/5)
- Marketing Channel Management, Undergraduate, Fall 2020 (4.8/5)

- Managing Market Strategies, Undergraduate, Summer 2020 (5.0/5)
- Introduction to Marketing, Undergraduate, Summer 2020 (4.7/5)
- Introduction to Marketing, Undergraduate, Spring 2020 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2020 (4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2020 (4.4/5)
- Marketing Research, MBA & Undergraduate, Spring 2020 (4.4/5)
- Marketing Research, Undergraduate, Fall 2019 (5.0/5)
- Consumer Behavior, Undergraduate, Fall 2019 (4.7/5)
- Marketing Channel Management, Undergraduate, Fall 2019 (4.6/5)
- Managing Market Strategies, Undergraduate, Summer 2019 (Instructor score: 5.0/5)
- Introduction to Marketing, Undergraduate, Summer 2019 (Instructor score: 4.2/5)
- Introduction to Marketing, Undergraduate, Spring 2019 (Instructor score: 4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2019 (Instructor score: 4.3/5)
- Marketing Research, Undergraduate, Spring 2019 (Instructor score: 4.0/5)
- Marketing Channel Management, Undergraduate, Fall 2018 (Instructor score: 4.8/5)
- Introduction to Marketing, Undergraduate, Fall 2018 (Instructor score: 4.6/5)
- Consumer Behavior, Undergraduate, Fall 2018 (Instructor score: 4.6/5)
- Managing Market Strategies, Undergraduate, Summer 2018 (Instructor score: 4.7/5)
- Introduction to Marketing, Undergraduate, Spring 2018 (Instructor score: 4.8/5)
- Introduction to Marketing, Undergraduate, Spring 2018 (Instructor score: 4.6/5)
- Marketing Research, MBA & Undergraduate, Spring 2018 (Instructor score: 4.4/5)
- Introduction to Marketing, Undergraduate, Fall 2017 (Instructor score: 4.8/5)
- Marketing Channel Management, Undergraduate, Fall 2017 (Instructor score: 4.7/5)

**Instructor**, University of Texas at Austin

- Principles of Marketing, Undergraduate, Fall 2015 (Instructor score: 4.5/5)

**Teaching Assistant**, University of Texas at Austin

- Principles of Marketing-Honors, Undergraduate, Dr. Leigh McAlister, Fall 2012, Fall 2014, & Fall 2016
- Consumer Behavior in a Digital World, Undergraduate, Dr. Adrian F. Ward, Spring 2017
- Creativity and Leadership, MBA Course, Dr. Raj Raghunathan, Spring 2013 & Spring 2016
- Principles of Marketing, Undergraduate, Dr. Jade DeKinder, Spring 2015

## **AWARDS AND HONORS**

---

**Award**

- College of Business Outstanding Performance Award, Governors State University, Spring 2023
- College of Business Research Award, Governors State University, Spring 2022

**Research grant & Scholarship**

- College of Business Faculty Grant for Research Project, Governors State University, 2022-2023
- College of Business Faculty Grant for Research Project, Governors State University, 2021-2022
- College of Business Faculty Grant for Research Project, Governors State University, 2020-2021
- College of Business Faculty Grant for Research Project, Governors State University, 2019-2020
- College of Business Faculty Grant for Research Project, Governors State University, 2018-2019
- University Research Grant, Governors State University, 2018-2019
- College of Business Faculty Grant for Research Project, Governors State University, 2017-2018
- Bonham Fund Scholarship, University of Texas at Austin, 2014-2016
- Marrow Scholarship, University of Texas at Austin, 2013

## **SERVICE**

---

### **Ad-hoc Reviewer**

- Psychology & Marketing
- Current Issues in Tourism
- Journal of Hospitality and Tourism Technology
- Visual Communication
- Journal of Pacific Rim Psychology
- Asia Pacific Journal of Tourism Research
- American Marketing Association (AMA) Academic Conference

### **College-level service**

- Faculty and Student Development committee (Fall 2017 ~ present)
  - Committee co-chair (Spring 2023)
  - Research Seminars sub-committee, co-chair (Fall 2021 ~ present)
- Faculty search committee (Spring 2022)
- Faculty search committee (Fall 2018)
- Assurance of Learning committee (Spring 2018)
- Faculty search committee (Fall 2017)

### **University-level service**

- University Faculty Senate (Fall 2022 ~ present)
- Faculty Senate Executive Committee (Fall 2022 ~ present)
- Policy Monitoring Committee (Fall 2020 ~ present)

## **WORK EXPERIENCE**

---

McKinsey & Company

2006-2009