

MINAH H. JUNG

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POSITION

Assistant Professor, New York University, Stern School of Business, Marketing Group, 2015-Present
Visiting Scholar, Carnegie Mellon University, Tepper School of Business, Summer 2016

RESEARCH INTERESTS

Judgment and Decision-Making
Social Preferences
Emotion
Persuasion

EDUCATION

University of California, Berkeley, Haas School of Business, Ph.D. in Marketing, 2015
University of Chicago, B.A. in Economics, 2001

HONORS AND GRANTS

Hillel-Einhorn New Investigator Award, Society for Judgment and Decision Making, 2016
Center for Global Economy and Business, Faculty Research Award, Stern School of Business, 2016
Dissertation Award, UC Berkeley, Haas School of Business, 2014-2015
Graduate Research Fellowship, National Science Foundation, 2011-2014
Doctoral Consortium Fellow, AMA-Sheth Foundation, 2014
Garwood Center for Corporate Innovation Research Grant, UC Berkeley-Haas, 2012-2014
Gratitude Dissertation Research Award, Greater Good Center, 2012-2013
Greater Good Science Fellowship Award, Greater Good Center 2012
Travel Award, UC Berkeley Graduate Division, 2012-2013
Summer Research Grant, UC Berkeley Graduate Division, 2012
Behavioral Lab Research Grant, UC Berkeley-Haas, 2010-2014
X-Lab Research Grant, UC Berkeley-Haas, 2011

PUBLICATIONS

Referred Publications

Jung, Minah H., Leif D. Nelson, Uri Gneezy, and Ayelet Gneezy (2017). Signaling Virtue: Charitable Behavior under Consumer Elective Pricing, *Marketing Science*.

Jung, Minah H., Hannah Perfecto, and Leif D. Nelson (2016). Anchoring Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings. *Journal of Marketing Research*.

Jung, Minah H., Leif D. Nelson, Ayelet Gneezy, and Uri Gneezy (2014). Paying More When Paying for Others. *Journal of Personality and Social Psychology*, 107, 413-413.

WORKING PAPERS

Jung, Minah H. and Clayton R. Critcher, How Encouraging Niceness Can Incentivize Nastiness: An Unintended Consequences of Advertising Reform, *Journal of Marketing Research* (invited revision).

Jung, Minah H., Clayton R. Critcher, Phoebe Wong and Leif D. Nelson, "Re-examining Loss Aversion" (*manuscript in preparation*)

Jung, Minah H., Fausto Gonzalez, and Clayton R. Critcher, "Perspective-taking Influences Our Subjective Experience" (*manuscript in preparation*)

SELECTED RESEARCH IN PROGRESS

Jung, Minah H., Alice Moon, and Leif D. Nelson. Everyone's Having More Fun Than Me: Overestimating Others' Enjoyment.

Gonzalez, Fausto, Minah H. Jung, and Clayton R. Critcher, "Emotional Intensification When Feeling Responsible for Others' Emotional Experience"

Jung, Minah H. and Leif D. Nelson, "When Is It Better to Give? Kindness, Happiness, and Reciprocity in the Chain of Giving"

Jung, Minah H., Silvia Saccardo, Leif D. Nelson, and Ayelet Gneezy, "Are People Really Trying to Burnish Their Self-image? When Looking Generous Looks Like Showing-off"

PRESENTATIONS (* presenter)

INVITED TALKS

Social Psychology Lab, The New School, New York, NY (April, 2017)

Trope Lab, Social Psychology Department, New York University, NY (April, 2017)

Four School Conference, New York, NY (April, 2017)

Hebrew University, Jerusalem, Israel (December 2016)

Bocconi University, Behavioral Research Camp, Milan, Italy (October 2016)

Carnegie Mellon University, Tepper School of Business (July 2016)

Disney Research, Pittsburgh (July 2016)

Cornell University, Johnson School of Management (November 2015)

University of Florida, Warrington School of Business (November 2014)

Carnegie Mellon University, Tepper School of Business (November 2014)

University of Pennsylvania, Wharton School of Business (October 2014)

New York University, Stern School of Business (October 2014)

Columbia University, Graduate School of Business (October 2014)

University of Southern California, Marshall School of Business (September 2014)

Erasmus University, Rotterdam School of Management (September 2014)

Conference Presentations (* presenter)

2017

Boston JDM Day, Boston, MA, 2017*

Society for Consumer Psychology, San Francisco, CA, 2017

2016

Society of Judgment and Decision Making Conference, Hillel-Einhorn Award Talk, Boston, MA, 2016*

Association for Consumer Research, Berlin, Germany, 2016*

Winter Judgment and Decision Making Conference, Chicago, 2016*

Behavioral Decision Research in Management, Toronto, Canada, 2016

Society for Consumer Psychology, St. Pete's Beach, FL, 2016

Choice Symposium, Lake Louise, Canada, 2016*

2015

Association for Consumer Research, New Orleans, LA, 2015*

2014

Society for Judgment of Decision Making, Long Beach, CA, 2014

Future Institute Ten Year Forecast, San Jose, CA, 2014*

Society for Consumer Psychology, Miami, FL, 2014*

Association for Consumer Research, Chicago, IL, 2014*

European Association for Decision Making, Salzburg, Austria 2014

Behavioral Decision Research in Management, London, UK, 2014

Society for Consumer Psychology, Miami, FL, 2014*

2013

Field Experiment Conference, San Diego, CA, 2013

Winter Decision Making Symposium, San Francisco, CA, 2013

Gratitude Research Workshop, Berkeley, CA, 2013*

Greater Good Fellowship Annual Meeting, Berkeley, CA, 2013*

Society for Consumer Psychology, San Antonio, TX, 2013*

Association for Consumer Research, Vancouver, TX, 2013*

2012

Society for Personality and Social Psychology, San Diego, CA, 2012

TEACHING

Introduction to Marketing, Undergraduate Students, NYU Stern, 2016-

PROFESSIONAL EXPERIENCE

ABC News, Primetime, News Magazine Production, New York, 2002-2005

Court TV, Investigative Special Reports Production, New York, 2005-2006

Minah H. Jung

Public Broadcasting Service (PBS), NOVA ScienceNow, News Production, New York, 2006-2007
Home Box Office (HBO), Marketing, Special Markets Promotion, New York, 2007-2009
CBS Corporation, Showtime, Business Development, New York, 2009-2010

PROFESSIONAL ACTIVITIES

Ad-hoc Reviewer

Journal of Marketing Research
Journal of Experimental Psychology: Applied
Management Science
Marketing Science
Psychological Science
Social Psychological and Personality Science

Organizational Affiliation

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology