

# MINAH H. JUNG

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## POSITION

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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

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Judgment and Decision-Making  
Social Preferences  
Emotion

## EDUCATION

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University of California, Berkeley, Haas School of Business, Ph.D. in Marketing, 2015  
New York University, Leonard N. Stern School of Business, M.B.A., 2009  
University of Chicago, B.A. in Economics, 2001

## HONORS AND GRANTS

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MSI Research Grant, 2017  
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, 2017  
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

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### *Referred Publications*

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

Jung, Minah H., Leif D. Nelson, Uri Gneezy, and Ayelet Gneezy (2017). Signaling Virtue: Charitable Behavior under Consumer Elective Pricing, *Marketing Science*, 36(2), 187-194.

Jung, Minah H., Hannah Perfecto, and Leif D. Nelson (2016). Anchoring Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings. *Journal of Marketing Research*, 53(3), 354-368.  
-Winner, Hillel-Einhorn New Investigator Award, 2016

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., Clayton R. Critcher, Phoebe Wong and Leif D. Nelson, "How do values appear in a decision sample?" (*manuscript in preparation*)

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

Munz, Kurt, Minah H. Jung, and Adam Alter, "Donating To a Teacher with the Same Name: A Field Experiment in Personalization" (*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"

Powell, Emily, Minah H. Jung, Eyal Pe'er, and Joachim Vosgerau, "Separating Pain and Pleasure of Giving"

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

Liu, Xiao, Minah H. Jung, and Leif D. Nelson, "Long-term sustainability of pay-what-you-want pricing"

### **PRESENTATIONS** (\* presenter)

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### **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**

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

## **PROFESSIONAL EXPERIENCE**

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ABC News, Primetime, News Magazine Production, New York, 2002-2005  
Court TV, Investigative Special Reports Production, New York, 2005-2006  
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**

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### *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