

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

EDUCATION

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

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 AND MANUSCRIPTS

Jung, M. H., & Critcher, C. R. (2018). How Encouraging Niceness Can Incentivize Nastiness: An Unintended Consequence of Advertising Reform. *Journal of Marketing Research*, 55, 147-161.

Jung, M. H., Nelson, L. D., Gneezy, U., & Gneezy, A. (2017). Signaling Virtue: Charitable Behavior Under Consumer Elective Pricing. *Marketing Science*, 36(2), 187-194.

Jung, M. H., Perfecto, H., & Nelson, L. D. (2016). Anchoring in 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, M. H., Nelson, L. D., Gneezy, A., & Gneezy, U. (2014). Paying more when paying for others. *Journal of Personality and Social Psychology*, 107(3), 414.

Manuscripts under revision

Munz, K., Jung, M. H., & Alter, A. (invited revision). Donating to a Teacher with the Same Name: A Field Experiment in Personalization

Jung, M. H., Gonzalez, F., & Critcher, C. R. (invited revision). The Vicarious Construal Effect: Seeing and Experiencing the World through Different Eyes

Manuscripts submitted for publication

Jung, M. H., Critcher, C. R., Wong, P., & Nelson, L. D. (under review). Evaluations Are Inherently Comparative, But Are Compared To What?: Advancing Decision by Sampling

Manuscripts in preparation (data collection complete)

Gonzalez, F., Jung, M. H., & Critcher, C. R. Emotional Intensification When Feeling Responsible for Others' Emotional Experience

Jung, M. H., Moon, A., & Nelson, L. D. Overestimation Bias in Others' Values and Preferences

Jung, M. H., Liu, X., & Nelson, L. D. Consumers' Long-term Social Preferences

Powell, E., Jung, M. H., & Nelson, L. D. When Is It Better to Give? Kindness, Happiness, and Reciprocity in the Chain of Giving

Saccardo, S., Jung, M. H., Gneezy, A. & Nelson, D. L. Social and Self Signaling in the Field

Jung, M. H., Smeets, P., Stoop, J., & Vosgerau, J. Does Higher Social Class Really Predict Increased Unethical Behavior?

Selected research in progress

Powell, E., Jung, M. H., Pe'er, E., & Vosgerau, J. Donating in the future

O'Donnell, M., Jung, M. H., & Critcher, C. R. Self-Deprecation and Impression Management

Liu, X., Jung, M. H., Nelson, L. D. Human and Artificial Intelligence: Disclosure of Privacy and Preferences in Digital Markets

Ng, W., Li, S. & Jung, M. H. Gaming and Job Search

PRESENTATIONS (* presenter)

Invited Presentations

University of California, San Diego, CA (Scheduled)
Korea Advanced Institute of Science and Technology (Scheduled)
National University of Singapore, Singapore (February, 2018)
ShanghaiTech University, Shanghai, China (February, 2018)
Chinese European International Business School, Shanghai, China (January, 2018)
Behavioral Insight Group, Brooklyn, NY (July, 2017)
The New School, Social Psychology Lab, New York, NY (April, 2017)
New York University, Social Psychology Department, 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)

2018

Society for Personality and Social Psychology, Atlanta, GA
Society for Consumer Psychology, Dallas, TX

2017

Society of Judgment and Decision Making Conference, Vancouver, Canada*
Association for Consumer Research, San Diego, CA
Boston JDM Day, Boston, MA*
Society for Consumer Psychology, San Francisco, CA

2016

Society of Judgment and Decision Making Conference, Hillel-Einhorn Award Talk, Boston, MA*
Association for Consumer Research, Berlin, Germany*
Winter Judgment and Decision Making Conference, Chicago*
Behavioral Decision Research in Management, Toronto, Canada
Society for Consumer Psychology, St. Pete's Beach, FL
Choice Symposium, Lake Louise, Canada*

2015

Association for Consumer Research, New Orleans, LA*

2014

Society for Judgment of Decision Making, Long Beach, CA
Future Institute Ten Year Forecast, San Jose, CA*
Society for Consumer Psychology, Miami, FL*
Association for Consumer Research, Chicago, IL*
European Association for Decision Making, Salzburg, Austria
Behavioral Decision Research in Management, London, UK, 2014
Society for Consumer Psychology, Miami, FL, 2014*

2013

Field Experiment Conference, San Diego, CA
Winter Decision Making Symposium, San Francisco, CA
Gratitude Research Workshop, Berkeley, CA*
Greater Good Fellowship Annual Meeting, Berkeley, CA*
Society for Consumer Psychology, San Antonio, TX*
Association for Consumer Research, Vancouver, TX*

2012

Society for Personality and Social Psychology, San Diego, CA

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
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 SERVICE

Society for Judgment and Decision Making

Einhorn Award Committee, 2017~2019 (Chair, 2018)

Journal Reviewer

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

Minah H. Jung

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