

Joohyung Park, Ph.D.

Master of Retail Innovation Program Director
Associate Professor
Department of Retailing, College of Hospitality, Retail, and Sport Management
University of South Carolina
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Education

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| Ph.D. in Consumer Sciences | Purdue University, West Lafayette, IN, USA College of Health & Human Sciences Department of Consumer Sciences and Retailing Dissertation: <i>The role of customer participation in customer satisfaction with service recovery</i> |
| M.S. in International Business | Sookmyung Women's University, Seoul, Korea Department of Business Administration |
| B.S. in Business Administration | Sookmyung Women's University, Seoul, Korea Department of Business Administration |

Honors/Awards

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|---|---|
| Best Conference Paper | 2015 American Marketing Association (AMA)/American Collegiate Retailing Association (ACRA) Triennial Conference |
| 2014 Best Journal Article | Family & Consumer Sciences Research Journal, Apparel, Textiles, and Merchandising track |
| Best Paper Nominee* | 2014 American Collegiate Retailing Association (ACRA) Annual Conference * Two papers nominated |
| One of the best papers | 2011 American Collegiate Retailing Association (ACRA) Annual Conference. |
| Best Multimedia Presentation Award | 2010 Global Marketing Conference (GMC) |
| Graduate Fellowship | Sookmyung Women's University (1997) |
| The 2 nd Foundation of Sookmyung Scholarship | Sookmyung Women's University (1996) |

Employment History

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|---|----------------------------|
| University of South Carolina, Columbia, SC | |
| Master of Retail Innovation Program Director | Spring 2024 – Current |
| Associate Professor, Department of Retailing | Fall 2018 – Current |
| Undergraduate Program Director | Fall 2019 – Spring 2022 |
| Assistant Professor, Department of Retailing | Fall 2012 – Spring 2018 |
| Design Group International Inc., Seoul, Korea | |
| Manager, Planning Team | April 2003 – August 2005 |
| Assistant Manager, Planning Team | February 2000 – March 2003 |

Research Interests

Digital transformation and customer engagement in the context of retail and service management

Publications

Refereed Journal Articles

1. **Park, J.**, Yu, H., & Kim, K. (2024). Exploring consumer value in meal kit delivery: A mixed-method approach. *Journal of Consumer Behaviour*, 1-19. <https://doi.org/10.1002/cb.2352>
2. **Park, J.**, & Ha, S. (2022). Collaboration in service recovery: Control, effort, and self-serving bias. *Services Marketing Quarterly*, 43(1), 87-109. <https://doi.org/10.1080/15332969.2021.1986617>
3. Rosenbaum, M. S., Kim, K., Ramirez, G. C., Orejuela, A. R., & **Park, J.** (2021). Improving well-being via adaptive reuse: transformative repurposed service organizations. *The Service Industries Journal*, 41(3-4), 223-247. <https://doi.org/10.1080/02642069.2019.1615897>
4. Watanabe, N. M., Kim, J., & **Park, J.** (2021). Social network analysis and domestic and International retailers: An investigation of social media networks of cosmetic brand. *Journal of Retailing and Consumer Services*, 58, 102301. <https://doi.org/10.1016/j.jretconser.2020.102301>
5. **Park, J.**, & Campbell, J. M. (2018). U.S. small business's philanthropic contribution to local community: Stakeholder salience and social identity perspectives. *Journal of Nonprofit & Public Sector Marketing*, 30(3), 317-342. <https://doi.org/10.1080/10495142.2018.1452823>
6. Kim, J., **Park, J.**, & Glovinsky, P. L. (2018). Customer involvement, fashion consciousness, and loyalty for fast-fashion retailers. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 301-316. <https://doi.org/10.1108/JFMM-03-2017-0027>
7. Brosdahl, D. J. C., Burnsed, K. A., **Park, J.**, & Cohen, A. (Accepted). Reflections in the store window: U.S. women's self-comparisons to mannequins, *Journal of Business Diversity*.
8. **Park, J.**, & Campbell, J. M. (2017). US SMEs' corporate citizenship: collectivism, market orientation, and reciprocity. *Journal of Small Business & Entrepreneurship*, 29(2), 120-139.
9. Campbell, J. M., & **Park, J.** (2017). Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *Journal of Retailing and Consumer Services*, 34, 302-308.
10. Razalan, D. M. Bickle, M.C., **Park, J.**, & Brosdahl, D. (2017). Local retailers' perspectives on social responsibility, *International Journal of Retail & Distribution Management*, 45(2), 211 – 226.
11. **Park, J.**, & Ha, S. (2016). Co-creation of service recovery: Utilitarian and hedonic value and post-recovery responses. *Journal of Retailing and Consumer Services*, 28, 310-316.
12. Campbell, J. M., & **Park, J.** (2016). Internal and external resources of competitive advantage for small business success: Validation across family ownership. *International Journal of Entrepreneurship and Small Business*, 27(4), 505-524.
13. **Park, J.**, Chung, T. L., Hall-Phillips, A., & Anaza, N. A. (2016). Loyalty to Social Ventures in Social Media: The Role of Social Cause Involvement, Identification, and Commitment. *Journal of Nonprofit & Public Sector Marketing*, 28(3), 185-208.

14. Hall-Phillips, A., **Park, J.**, Chung, T. L., Anaza, N. A., & Rathod, S. R. (2016). I (heart) social ventures: Identification and social media engagement. *Journal of Business Research*, 69(2), 484-491.
15. Chung, T. L. D., Anaza, N. A., **Park, J.**, & Hall-Phillips, A. (2016). Who's behind the screen? Segmenting social venture consumers through social media usage. *Journal of Retailing and Consumer Services*, 28, 288-295.
16. **Park, J.**, & Ha, S. (2014)*. Understanding consumer recycling behavior: Combining the theory of planned behavior and the norm activation model. *Family and Consumer Sciences Research Journal*, 42 (3), 278-291. ***Best paper in Apparel, Textiles, and Merchandising published in the Family and Consumer Sciences Research Journal.**
17. Park, J., Han, H-J., & **Park, J.** (2013). Psychological antecedents and risk on attitudes toward e-customization. *Journal of Business Research*, 66(12), 2252-2559.
18. **Park, J.**, & Ha, S. (2012). Understanding pro-environmental behavior: A comparison of sustainable consumers and apathetic consumers. *International Journal of Retail & Distribution Management*, 40(5), 388-403.
19. **Park, J.**, Snell, W., Ha, S., & Chung, T-L. (2011). Consumers' post-adoption of m-services: Interest in future m-services based on consumer evaluation of current m-services, *Journal of Electronic Commerce Research*, 12(3), 165-175.
20. Ha, S., Chung, T. L., Hamilton, J., & **Park, J.** (2010). Moving beyond acceptance: Exploring Determinants of consumer use of mobile services, *International Journal of Mobile Marketing*, 5(2), 30-42.

Research In-progress

1. **Park, J.**, Ha, S., & Campbell, J. M. (Under review). E-grocery on demand: Consumer characteristics, barriers, and resistance, *International Review of Retail, Distribution, and Consumer Research*.
2. Dinger, B., Byun, S., & **Park, J.** (Under review). Integrating AI into curricula: Project-based learning in digital entrepreneurship, *International Journal of Fashion Design, Technology and Education*
3. Online food delivery consumer typology (Data analysis in progress)

Refereed Conferences

Articles In-print

1. **Park J.**, Park J-K., & Ezell S. (2017) The Impact of Customers' Direct and Indirect Experience on E-Trust. In C. L. Campbell (Eds.), *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Cham: Springer International Publishing.

Abstracts In-print

1. **Park, J.**, Ha, S. & Campbell, J.M. (2024). *Grocery on-demand? Not for me! 2024 ACRA/AMA Conference Proceedings, Michigan, USA.*

2. **Park, J.** (2020). Small Business Owners'/Managers' CSR decision toward local community: personal, social and business considerations, *2020 Global Marketing Conference Proceedings*.
3. Kim, J, **Park, J.** & Weiner, H. (2020). Investigating consumer purchase intention of ethically produced fashion products. *2020 Global Marketing Conference Proceedings. Seoul, Korea*.
4. **Park, J.** & Ha, S. (2016). Hedonic bias of co-creation of recovery. *2016 International Conference on Business and Information (BAI) Proceedings, Nagoya, Japan*.
5. **Park, J.** & Ha, S. (2016). The effects of customer product involvement on emotional connectivity, satisfaction, and brand loyalty. *2016 International Conference on Business and Information (BAI) Proceedings, Nagoya, Japan*.
6. Huang, R., Ha, S., & **Park, J.** (2015). Gender differences in consumer-retailer relationship building via retail store attributes. *2015 International Textile and Apparel Association (ITAA) Annual Conference Proceedings, Santa Fe, NM*.
7. Mendoza-Abarca, K. I., **Park, J.**, Hall-Phillips, A., & Mellema, H. (2015). Social venture beneficiaries: A typology and research implications. *Proceedings of the Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA. (p. 128)*
8. **Park, J.**, Chung, T-L., Hall-Phillips, A., & Anaza, N. A. (2014). Antecedents of loyalty toward social ventures: Social cause involvement, identification, and commitment. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference Proceedings, Fort Worth, TX*.
9. Hall-Phillips, A., Chung, T-L., **Park, J.**, Ananza, N. A., & Rathod, S. R. (2014). Exploring supporter-social entrepreneurial firm identification through social media. *Global Research Symposium on Marketing and Entrepreneurship Proceedings, Boston, MA. (p. 247)*
10. **Park, J.** & Ha, S. (2013). The impact of co-created service recovery on customers' justice perceptions. *American Marketing Association (AMA) 2013 Summer Marketing Educators' Conference Proceedings, Boston, MA*.
11. **Park, J.** & Ha, S. (2010). Promoting consumer recycling behavior: Personal norm, awareness of Consequences, and the theory of planned behavior. *American Marketing Association (AMA) 2010 Summer Marketing Educators' Conference Proceedings, Boston, MA*.
12. Ha, S., & **Park, J.** (2010). From adoption to diffusion: Determinants of m-service use and diffusion. *2010 Global Marketing Conference Proceedings, Tokyo, Japan*.
13. Ha, S., Chung, T-L., **Park, J.**, Hamilton, J., & Snell, W. (2010). Moving beyond acceptance: Exploring determinants of consumer use of mobile services. *2010 International Textile and Apparel Association (ITAA) Annual Conference Proceedings, Montreal, Canada*.

Refereed Conference Presentations

1. **Park, J.**, Ha, S. & Campbell, J.M. (2024). *Grocery on-demand? Not for me! 2024 ACRA/AMA Conference Proceedings, Michigan, USA*.

2. **Park, J.** (Nov. 2020). Small Business Owners'/Managers' CSR decision toward local community: personal, social and business considerations, *2020 Global Marketing Conference at Seoul (Virtual Conference)*.
3. Kim, J, **Park, J.** & Weiner, H. (Nov. 2020). Investigating consumer purchase intention of ethically produced fashion products. *2020 Global Marketing Conference at Seoul (Virtual Conference)*.
4. **Park, J.** & Ha, S. (2018, July). Mitigating Attributional Bias through Customer Engagement in Service Recovery. *2018 Global Marketing Conference, July 26-29, Tokyo, Japan*.
5. Watanabe, N., Kim, J., & **Park, J.** (2018, July). Social Network Analysis for Sephora and Ulta Beauty: A use of Eco-centred and Whole Network Analysis. *2018 Global Marketing Conference, July 26-29, Tokyo, Japan*.
6. Shealy, H., **Park, J.**, & Kim, J. (2018, June). Mannequins' Effect on Consumer Envisioning, *2018 AMA/ACRA 3rd Triennial conference. June 6-8, Toronto, Canada*.
7. Rosenbaum, M. S., Kim, K., Ramirez, G. C., Rodriquez-Orejuela, A., & **Park, J.** (2018. June). The (Transformative) Temporary Third Place, *SERVSIG 2018 Opportunities for Services in a Challenging World. June 14-16, Paris, France*.
8. Brodahl, J.C., Burnsed, K. A., **Park, J.** & Cohen, A. (September 2017). Mannequins and self-image: Exploration of U.S. women's perceptions, *Research Symposium Celebrating the 100th Anniversary of the Department of Consumer, Apparel, and Retail Studies (CARS) at the University of North Carolina at Greensboro (UNCG), Greensboro, NC*.
9. **Park, J.** & Ha, S. (July 2016). Hedonic bias of co-creation of recovery. *2016 BAI International Conference on Business and Information, Nagoya, Japan*.
10. Paige, G., Kim, J., & **Park, J.** (July 2016). The effects of customer product involvement on emotional connectivity, satisfaction, and brand loyalty. *2016 BAI International Conference on Business and Information, Nagoya, Japan*.
11. Cohen, A.J., Brodahl, D.J.C., Burnsed, K.A., & **Park, J.** (March 2016). Reflections in the store window: U.S. women's self-comparisons to mannequins and other women. *Association of Marketing Theory and Practice (AMTP) 2016 Annual Conference, St. Simons, Georgia*.
12. Huang, R., Ha, S., & **Park, J.** (November 2015). Gender differences in consumer-retailer relationship building via retail store attributes. *2015 International Textiles and Apparel Association (ITAA) Conference, Santa Fe, NM*.
13. **Park, J.** & Ha, S. (March 2015). Customer participation in service recovery: The Impact of perceived control and effort. *AMA/ACRA Triennial Conference, Miami, FL*.
14. Campbell, J. & **Park, J.** (March 2015)*. Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *AMA/ACRA Triennial Conference, Miami, FL. *Best Paper Award*

15. **Park, J.** & Ha, S. (October 2014). Impact of intrinsic value of customer co-creation in service recovery. *Association for Consumer Research (ACR) North American Conference, Baltimore, MD.*
16. Mendoza-Abarca, K. I., **Park, J.**, Hall-Phillips, A., & Mellema, H. (July 2014). Social venture beneficiaries: A typology and research implications. *The 27th Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA.*
17. **Park, J.** & Ha, S. (March 2014)*. Impact of co-creation experience on customers' post-recovery responses. *American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX.*
***Best Paper Nominee**
18. Chung, T-L., Ananza, N. A., **Park, J.**, & Hall-Phillips, A. (March 2014)*. Who's behind the screen? Segmenting social venture consumers through social media usage. *American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX.* ***Best Paper Nominee**
19. **Park, J.**, Chung, T-L., Hall-Phillips, A., & Anaza, N. A. (January 2014). Antecedents of loyalty toward social ventures: Social cause involvement, identification, and commitment. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, Fort Worth, TX.*
20. **Park, J.** & Ha, S. (October 2013). Emotional value of co-creation: Can co-creation of a service recovery defuse customers' anger? *Association for Consumer Research (ACR) North American Conference, Chicago, IL.* Contribution.
21. Hall-Phillips, A., Chung, T-L., **Park, J.**, Ananza, N. A., & Rathod, S. R. (August 2013). Exploring supporter-social entrepreneurial firm identification through social media. *Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.*
22. **Park, J.** & Ha, S. (August 2013). The impact of co-created service recovery on customers' justice perceptions. *American Marketing Association (AMA) Summer Marketing Educators' Conference, Boston, MA.*
23. **Park, J.** & Ha, S. (March 2011)*. Factors contributing to pro-environmental behaviors: Applying theory of interpersonal behavior. *American Collegiate Retailing Association (ACRA) Conference, Boston, MA.* ***One of the best papers**
24. Ha, S., Chung, T-L., **Park, J.**, Hamilton, J., & Snell, W. (October 2010). Moving beyond acceptance: Exploring determinants of consumer use of mobile services. *International Textile and Apparel Association (ITAA) Annual Meeting, Montreal, Canada.*
25. **Park, J.**, & Ha, S. (October 2010). Promoting consumer recycling: Personal norm, awareness of consequences, and Theory of Planned Behavior, *Ecological Sciences & Engineering Symposium 2010, Purdue University, West Lafayette, IN.*
26. Ha, S., & **Park, J.** (September 2010)*. From adoption to diffusion: Determinants of m-service use and diffusion. *Global Marketing Conference (GMC), Tokyo, Japan.* ***Best Multi-media Presentation Award**
27. **Park, J.** & Ha, S. (July 2010). Promoting consumer recycling behavior: Personal norm, awareness of Consequences, and the theory of planned behavior. *American Marketing Association (AMA) Summer Marketing Educators' Conference, Boston, MA.*

Professional Presentation

1. Campbell, J. M. & **Park, J.** (2019, March). Creating a bridge between specialty crop farms and e-commerce. Workshop, Phillips Market Center, SC USA.

Grants

1. Campbell, J. M. & **Park, J.** (2018). Creating a bridge between specialty crop farms and e-commerce. The U.S. Department of Agriculture (USDA), Specialty Crop Block Grant (\$47,210, funded)
2. Kim., J., Shapiro, S., **Park, J.** & Watanabe, N. (2018). Examining the Role of Celebrity Endorsers in Social Media Brand Engagement. College of Hospitality, Retail, and Sport Management, Interdisciplinary Faculty Grant (\$4,440, funded).
3. Kim, J. & **Park, J.** (2015). Beacon to Omni-channel retailing – Technology that syncs the mobile and in-store shopping experience. College of Hospitality, Retail, and Sport Management (\$5,000, Funded).
4. Bickle, M. C., **Park, J.**, & Burnsed K. A. (2014). Analysis of profit margin segments for future growth. Belfair POA, INC. (\$10,693, funded).
5. **Park, J.** & Ha, S. (July 2012). Service failure recovery: The moderating role of cultural difference in justice perceptions and satisfaction. Institute on Asian Consumer Insight (10,000~\$15,000, not funded).

Teaching

Course Taught/Course Proposals

University of South Carolina, Columbia, SC (2012 – Present)

- Graduate
 - RETL551 Advanced Retail Business Planning
 - RETL725 Shopper in the Retailing Environment
 - RETL747 Competitive Strategies in Retailing
 - RETL798 Directed Study in Retailing
 - RETL799 Thesis Preparation
- Undergraduate
 - RETL462 Merchandise Management Strategies
 - RETL310 Internet Retailing
 - RETL351 Small Business Organization and Operation
 - RETL268 Principles of Fashion Merchandising
 - RETL116 Fashion Through the Ages: 1800 A.D. to Present
- Course Proposal
 - RETL 710 Retail E-commerce (F2F & Online)
 - RETL 747 Competitive Strategies in Retailing (Online)

Purdue University, West Lafayette, IN (2008 – 2012)

- Undergraduate
 - CSR282 Customer Relationship Management, Graduate Instructor
 - CSR401 Buying of Merchandise, Graduate Instructor

CSR401 Buying of Merchandise, Graduate Teaching Assistant (GTA)
CSR209 Introduction to Retail Management, GTA
CSR331 Consumer Behavior, Guest Lecturer
(Topic: Motivation & Emotion)

Students Advising

- Master's Thesis Co-chair Hannah Shealy, 2016
- Master's Thesis Committee
Nuri Seo 2021
Jaclyn Newbert, 2021
Hannah Wiener, 2016
Amanda Cohen, 2014
Danielle M. Razalan, 2014
Paige Glovinsky, 2013
Sradha Sheth 2013
- Undergraduate Independent Study Emma Sherman, 2022

Service

University of South Carolina

2024 Spring - Current Graduate Director
2024 Retailing Assistant Professor Search Committee Member (2 positions)
2022 Retailing Assistant Professor Search Committee Chair
2022 SPTE Assistant Professor Search Committee Member
2022 College of HRSM Online Programs Committee Member
2020-2022 College of HRSM Scholarship Committee Member
2019-2022 Department of Retailing Undergraduate Director
2018-2020 College of HRSM Social Committee Member
2020 College of HRSM Teacher of the Year Committee Member
2020 College of HRSM Course & Curricular Committee Chair
2019 Retailing Chair Search Committee Member
2019 Retailing Instructor Search Committee Member
2017-2019 Retailing Course & Curricular Committee Representative
2014-2017 Department of Retailing Faculty Senate
2015-2016 Retailing Associate/Full Professor Search Committee
2014-2015 Online Master of Retailing Program Development Committee
2013 Department of Retailing Chair Search Committee

Purdue University

2011 Retail Management Faculty Search Graduate Student Committee

Academic Community

Journal Editor

Co-Guest Editor for the special on "Retail Transformation: Customer Experience and Engagement in the Age of AI," *International Journal of Retail, Distribution and Consumer Research*.

Journal Editorial Review Board

Journal/Conference Manuscript Review
Services Marketing Quarterly
Family & Consumer Sciences Research Journal
Journal of Consumer Marketing
International Journal of Retail and Distribution Management
Journal of Business Research
Journal of Global Fashion Marketing
Journal of Fashion Marketing and Management
Journal of Small Business and Entrepreneurship
Information Technology and Management
Journal of Electronic Commerce Research
Journal of Retailing and Consumer Services
Information Technology and Management
Journal of Electronic Commerce Research
2020 AMA/ACREA Triannual Conference
2020 Global Marketing Conference
2015 AMA/ACRA Triennial Conference
2014 ACRA Annual Conference
2013 ACRA Annual Conference
2012 AMA Winter Educator’s Conference
2012 ACRA Annual Conference

Textbook Review

Entrepreneurship, textbook proposal, NY: Oxford University Press

Professional Development

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| 2024 | Engaging Faculty in Programmatic Assessment Workshop, CTE Blackboard Learn Ultra Course Seminar |
| 2023 | Hootsuite, a social media marketing platform certificate |
| 2020 | NVivo 12 Training by University of Hull (Youtube) Blackboard Collaborate: New Student Orientation Facilitation Training Wix Faculty Training |
| 2019 | Google Analytics for Beginners Certificate JDA ICON Confernce, May 7 ~ 9, Dallas, US Qualtrics Seminar JDA Online Training for Allocation, Category Management, Planogram Generator, and SpacePlanning |
| 2018 | Wix Training for USC Faculty & Staff, Wix.com Discrimination and harassment prevention training by University of South Carolina |
| 2016 | “Unmuted” Training Program for Faculty & Staff, Office of Equal Opportunity Programs, University of South Carolina |
| 2015 | Case Method of Teaching Seminar, 7 Sessions of Case Discussion, Center for Teaching Excellence, University of South Carolina |
| 2014 | Workshop on Analytics for Hadoop, IBM at USC Workshop on IBM SPSS Predictive Analytics, IBM at USC Workshop on Dealing with Disruptive Behaviors, Center for Teaching Excellence, University of South Carolina |

- Developing an Online Course: Working Effectively with an Instructional Designer, Center for Teaching Excellence, University of South Carolina
Beyond the Red Ink: Responding Effectively to Student Writing, Center for Teaching Excellence, University of South Carolina
- 2012 Blackboard Training Sessions, Blackboard and Educational Software Technologies Institute
Power Lunch for Columbia Tenure-Track Faculty: Teaching and Research in Tenure and Promotion, Center for Teaching Excellence, University of South Carolina
- 2009 Student-Teacher Relationship: Building Report with Your Students, Center for Instructional Excellent, Purdue University
University Policies and Procedures, Center for Instructional Excellent, Purdue University
Designing Instruction, Center for Instructional Excellent, Purdue University
Presentation Techniques, Center for Instructional Excellent, Purdue University
Using Feedback and Assessment, Center for Instructional Excellent, Purdue University
Engaging Student in Discussion, Center for Instructional Excellent, Purdue University
Using Subjective Tests, Center for Instructional Excellent, Purdue University
Dealing with Cheating, Center for Instructional Excellent, Purdue University
Microteaching Recording/Playback, Center for Instructional Excellent, Purdue University