

JIN HO YUN

Guthrie Hall 212, 1261 International Mall, Las Cruces, NM 88001

drjyun@nmsu.edu | <https://drjyun.github.io/> | [Google Scholar](#)

ACADEMIC EMPLOYMENT

NMSU College of Business School, New Mexico State University

Assistant Professor of Marketing, 2025-present

The Wharton School, University of Pennsylvania

Visiting Research Fellow, Wharton Neuroscience Initiative, 2025-Present

Post-Doctoral Research Fellow, Wharton Neuroscience Initiative, 2022-2025

EDUCATION

SKK Business School, Sungkyunkwan University (SKKU), Seoul

Ph.D. in Marketing (with Dean's Award) 2021

RESEARCH INTERESTS

AI Marketing | Consumer Neuroscience | New Technologies | Branding | Advertising

UNDER REVIEW / WORKING PAPERS

1. **Yun, Jin Ho**, Shiri Melumad, Feng Sheng, and Michael Platt, “Neural Brand Homophily,” invited for 3rd-round review at *Journal of Marketing Research*, Media Coverage: [The Atlantic](#), [Big Think](#).
2. **Yun, Jin Ho** and Michael Platt, “Quantifying TV Context-Advertising Congruence,” [[SSRN](#)], invited for 2nd-round review at *Journal of Marketing Research*.
3. **Yun, Jin Ho**, Sohvi Heaton, JuiHsuan Wong, Peter Klein, and Michael Platt, “Brain Signals from New Ventures Predict Entrepreneur Fundraising Success”, [[SSRN](#)], under 2nd-round review at *PloS One*.
4. **Yun, Jin Ho**, Robert Meyer, Xiangyu Jiang, and Michael Platt, “Leveraging AI to Evaluate Commercial Success: Application to TV vs. Digital Ads,” [[SSRN](#)], in preparation for *Marketing Science*.
5. **Yun, Jin Ho** and Michael Platt, “Why Brands Come to Mind: A Neural and Behavioral Account of Market Success,” [[SSRN](#)], in preparation for *Journal of the Association for Consumer Research*.
6. **Yun, Jin Ho**, Sohvi Heaton, Dino Levy, and Michael Platt, “Beyond Simplicity: Visual Complexity and Neurophysiological Insights into Consumer Valuation,” in preparation for *Journal of the Association for Consumer Research*.
7. Pauwels, Koen, Karin Teichmann, Oliver Kill, Hannes Datta, Harald van Heerde, and 200 authors (incl. **Jin Ho Yun**), “Meta-Scientific Research in Marketing: Brand Price Elasticity”, in preparation for *International Journal of Research in Marketing*.

PUBLICATIONS

1. Melumad, Shiri and **Jin Ho Yun**, “Experimental Evidence of the Effects of Large Language Models versus Web Search on Depth of Learning,” [[SSRN](#)], *PNAS Nexus*, Media Coverage: [The Wall Street Journal](#).
2. **Yun, Jin Ho**, Yaeri Kim, and Eun-Ju Lee (2022), “ERP Study of Liberals’ and Conservatives’ Moral Reasoning Processes: Evidence from South Korea,” *Journal of Business Ethics*, 176, 723-739. FT50.

3. **Yun, Jin Ho**, Eun-Ju Lee, and Dong Hyun Kim (2021), “Behavioral and Neural Evidence on Consumer Responses to Human Doctors and Medical Artificial Intelligence,” *Psychology & Marketing*, 38(4), 610-625.
4. Zhang, Jing, **Jin Ho Yun**, and Eun-Ju Lee (2021), “Brain Buzz for Facebook? Neural Indicators of SNS Content Engagement,” *Journal of Business Research*, 130(June), 444-452.
5. **Yun, Jin Ho**, Philip J Rosenberger III, and Kristi Sweeney (2020), “Drivers of Soccer Fan Loyalty: Australian Evidence on the Influence of Team Brand Image, Fan Engagement, Satisfaction and Enduring Involvement,” *Asia Pacific Journal of Marketing and Logistics*, 33(3), 755-782.
6. **Yun, Jin Ho**, Jing, Zhang, and Eun-Ju Lee (2019), “Electrophysiological Mechanisms Underlying Time-Dependent Assessments in Moral Decision-Making,” *Frontiers in Neuroscience*, 13(1021).
7. Lee, Eun-Ju and **Jin Ho Yun** (2019), “Moral Incompetency under Time Constraint,” *Journal of Business Research*, 99(June), 438-445.
8. Sung, Billy, Nicholas Wilson, **Jin Ho Yun**, and Eun-Ju Lee (2019), “What Can Neuroscience Offer Marketing Research?” *Asia Pacific Journal of Marketing and Logistics*, 32(5), 1089-1111.

SELECTED WORK IN PROGRESS

1. **Yun, Jin Ho**, Sohvi Heaton, and Michael Platt, “Buying into Social Trading,” [\[SSRN\]](#), in preparation for *Journal of Neuroscience, Psychology, and Economics*.
2. **Yun, Jin Ho**, Jake An, and Michael Platt, “The Impact of Repeated Financial Misinformation on Investments,” [\[SSRN\]](#).

OTHER PUBLICATIONS

1. Heaton, Sohvi, Peter Klein, Michael Platt, & **Jin Ho Yun** (2025). Neurological perspectives on gender in entrepreneurial finance. In L. Marino, A. C. Corbett, & D. Lerner (Eds.), *Neurodiversity in entrepreneurship (Advances in Entrepreneurship, Firm Emergence and Growth*, Vol. 24, Chapter 2). Emerald Publishing.
2. **Registered Patent**. “Methods and Apparatuses for Recognizing User Sensitivity Based on Brain Wave”, Lee, Eun-Ju, Jing Zhang, and **Jin Ho Yun** | KR Patent 10-2239039, April 2021.
3. **Yun, Jin Ho** (2023), “Updated Reviews and Trends in Consumer Neuroscience,” *Asia Marketing Journal*, 25(3), 111-125.

GRANTS & AWARDS

- Global Social Science Group Funding by National Research Foundation, Korean Ministry of Education | *Total: ~\$500,000/3 Years* | June 2025 – May 2028 | Role: Participation researcher
- Analytics at Wharton Funding. “Large Language Models versus Search Engines as Tools for Knowledge Acquisition” *Total: \$8,000* | Feb 2024 – June 2026 | Role: Participation researcher

- SKKU Postdoctoral Fellowship | SKKU Intramural Academic Research Support Program, *Total: ~\$30,000/year*, SKKU | May 2022 – April 2023 | Role: PI
- **Dean's Award**, SKKU Ph.D. Graduation Award, SKKU | August 2021
- **Global Ph.D. Fellowship (GPF) Scholarship** by National Research Foundation, Korean Ministry of Education | *Total: ~\$130,000/5 Years* | March 2015 – August 2021 | Role: PI
- Brain Korea 21 Plus (BK 21) Program Participation by National Research Foundation, Korean Ministry of Education | March 2015 – August 2021
- Brain Korea 21 Plus (BK 21) Conference Travel Costs, National Research Foundation, Korean Ministry of Education | Total ~ 10,000 USD: Summer American Marketing Association (August 2015, 2019), Global Marketing Conference (July 2018, 2019)

INVITED PRESENTATIONS

1. 2025, April 24, Marketing Brownbag Seminar, SKKU, Korea (Virtual).
2. 2025, March 28, Wharton Neuroscience [Student Society](#), Wharton School, USA.
3. 2025, February 24, William & Mary, USA.
4. 2025, February 7, New Mexico State University, USA.
5. 2024, December 16, NEOMA Business School, France (Virtual).
6. 2024, December 5, Wayne State University, USA.
7. 2024, October 10, Portugal. Speaker at the 11th Consumer Neuroscience Satellite Symposium at the Society for NeuroEconomics (SNE).

CHAIRED SYMPOSIA

1. **Yun, Jin Ho** (2025), “Artificial and Neural Intelligence: Leveraging AI-Biological Methods to Study Consumer Behavior,” Special Session at the Association for Consumer Research (ACR) 2025, Washington D.C.

CONFERENCES PRESENTATIONS

2. **Yun, Jin Ho** (2025), Pitching at the Association for Consumer Research (ACR) pre-conference workshop (physiological measures) 2025, Washington D.C.
3. **Yun, Jin Ho**, Robert Meyer, Elizabeth Beard, Xiangyu Jiang, and Michael Platt (2025), “TV Beats Digitals: Leveraging Deep Learning to Evaluate Commercial Success,” oral presentation at the [Symposium on AI in Marketing 2025](#), UW-Madison.
4. **Yun, Jin Ho** and Michael Platt (2025), “Quantifying TV Context-Advertisement,” oral presentation at the Wharton Behavioral Lab Mini Conference, PA.
5. **Yun, Jin Ho**, Liz Beard, Xiangyu Jiang, Elizabeth Johnson, and Michael Platt (2025), “TV Beats Digitals: Fusing Deep Learning and Neurometrics to Evaluate Consumer Engagement,” poster presentation at the Society for Consumer Psychology (SCP) 2025, Las Vegas.
6. Heaton, Sohvi, Peter Klein, **Jin Ho Yun**, and Michael Platt (2024), “Neurological Insights into the Gender Gap in Entrepreneurial Fundraising”, oral presentation at the 84th Annual Meeting of the Academy of Management (AOM – Organizational Neuroscience), Chicago.
7. **Yun, Jin Ho**, Feng Sheng, and Michael Platt (2023), “Brand Empathy: How Consumers Resonate Socially and Emotionally with Brands”, oral presentation at the Association for Consumer Research (ACR) 2023, Seattle.
8. **Yun, Jin Ho**, Wang, Ruining, Feng Sheng, Michael Platt (2023), “Decomposing Loss Aversion from Neural Signals,” 3-Minute thesis presented at the Interdisciplinary Symposium on Decision Neuroscience (ISDN) 2023, PA.
9. **Yun, Jin Ho**, Michael Platt, and Feng Sheng (2022), “Inter-Individual Neural Similarity of Automobile Brands Predicts Brand Recall and Is Explained by Brand Personality,” poster presentation at the Society for NeuroEconomics (SNE) 2022 (Consumer Neuroscience Satellite Symposium), VA.

10. **Yun, Jin Ho**, Feng Sheng, Bruce Doré, Lin Yang, Jack Stylli, and Michael Platt (2022), “The Neural Correlates of Brand Empathy,” poster presentation at the Philadelphia Decision Neuroscience Symposium (PDNS) 2022, PA.
11. Costello, Francis Joseph, **Jin Ho Yun**, and Kun Chang Lee (2022), “Exploring the Digital Dark Nudge through a Behavioral Exploration of the Unethical use of Digital Nudges,” oral paper presented at the Hawaii International Conference on System Sciences (HICSS) 2022, Hawaii.
12. **Yun, Jin Ho** and Eun-Ju Lee (2021), “If Artificial Intelligence Kills Consumers?: Decoding the Hot-Cold Organizational Dilemmas from Multivariate Neural Patterns,” poster presentation at the Society for Neuroeconomics (SNE) 2021 & competitive oral presentation at the Association for Consumer Research (ACR) 2021 [virtual formats].
13. Zhang, Jing, Eun-Ju Lee, and **Jin Ho Yun** (2020), “Is It New? How the Brain Recognizes ‘Hot’ Fashion Items in Social Media,” competitive oral presentation at the American Marketing Association’s (AMA) Summer Academic Conference 2020, San Francisco, LA [virtual format].
14. Costello, Francis Joseph, **Jin Ho Yun**, and Kun Chang Lee (2020), “A NeuroIS Investigation of the Effects of a Digital Dark Nudge,” oral presentation at the NeuroIS Retreat 2020, Vienna, Austria [virtual format].
15. **Yun, Jin Ho**, Dong Hyun Kim, and Eun-Ju Lee (2019), “Can We Feel Empathy toward AI ‘Doctors’? An fMRI Study of Consumer Acceptance of AI-Based Professional Services,” poster presentation at the American Marketing Association’s (AMA) Summer Academic Conference 2019, Chicago, IL.
16. **Yun, Jin Ho** and Eun-Ju Lee (2019), “Liberals Exhibit the Medial Frontal Negativity during Moral Judgment under Time Pressure,” oral presentation at the Global Marketing Conference (GMC) 2019, Paris, France.
17. **Yun, Jin Ho**, Seungeun Yang, and Eun-Ju Lee (2015), “Construal Level Theory Can Explain Individual Choices While Experiencing Moral Dilemma,” special issue oral presentation at the American Marketing Association’s (AMA) Summer Marketing Educators’ Conference 2015, Chicago, IL.

INDUSTRY SERVICE

- Industry Partnership with *Fox Media*. “TV Brand Attraction Advantage Over Digital”, led by Jin Ho Yun and Elizabeth Beard, and supported by Dr. Michael Platt, Dr. Elizabeth Johnson, and Bill Harvey.
- Industry Partnership with *Mars Inc.* “Brand Equity of Confectionery and Pet Food Brands ”, led by Jin Ho Yun and supported by Dr. Michael Platt, Dr. Elizabeth Johnson, and Sorin Patilinet.

TRAINING SCHOOLS & COURSES

- Software Library (FSL) Workshop by *Dr. Bo-yong Park*, “*GLM and Connectivity*”, Suwon, 2018
- Advanced fMRI Analysis Course by *Dr. Choong-Wan Woo*, Suwon, 2019
- Neuromatch Academy Summer School on Computational Neuroscience, Online Certificate, 2021
- Graduate courses (e.g., Consumer Behavior, Marketing Research, Marketing Model, Brain Science, Cognitive Psychology, Human-AI Interaction Psychology, Statistical Analysis in R) @ SKKU
- Principles of fMRI, ML/DL, Coursera

RESEARCH SKILLS

- Cogwear EEG Headband, Brain Products, Emotiv systems: EEGLab Matlab, MNE Python
- SMI Eye-tracking, Webcam Eye-tracking
- Structural and functional MRI: Unix Bash, FSL, Nilearn/Nibabel Python
- Machine & deep learning: Sklearn, SciPy Python, PyTorch, TensorFlow
- Econometric time-series: IV2SLS, ARDL and ARIMA Python
- Computational Model: HDDM, Audiovisual AI models (Transformers, VGGish)
- Natural Language Processing, LDA topic model, Word2vec/Doc2vec Embeddings, Text Similarity, Genism, Scipy Python
- Statistics: R Studio, JASP, SPSS
- Stimuli Presentation: Psychophysics Toolbox, PsychoPy

TEACHING EXPERIENCE (ALL ENGLISH)

- Marketing Management. Business School, SKKU (undergraduate, Spring 2020) | *Evaluation = 4.45/5.00, Enrollment = 29.*
- Marketing Strategy Business School, SKKU (undergraduate, Spring 2021) | *Evaluation = 4.55/5.00, Enrollment = 47.*
- Statistical Analyses using Python. Research Method in Marketing, Business School, SKKU (Graduate, April 2021) | Guest Lecturer
- Current Trends in Decision Neuroscience, AI in Marketing, Business School, SKKU (Graduate, April 2022) | Guest Lecturer

TEACHING INTEREST

- Undergraduate: Marketing Management/Strategy, Marketing/Business Analytics, Consumer Behavior
- Graduate: Experiments for Business Decision Making, Consumer Neuroscience

ACADEMIC SERVICES & LEADERSHIP

- Mentored over 10 Undergraduate and Graduate Students, 2020-Current: Supported 5 SKKU graduate students in terms of data analysis of fMRI and EEG, 2020-2021, Mentored over 6 undergraduate and graduate Penn students.
- Editorial staff for Korean Journal of Marketing (KJM), Korean Marketing Association, 2018-2020: Processed the academic papers submitted into the Korean Journal of Marketing (KJM), which is the top marketing journal in Korea, Organized and edited the reviewed KJM papers.
- The President of Society for Global Ph.D. Fellowship (SGPF), National Research Foundation, 2019: Led the organization of Society of Global Ph.D. fellows, whereby selective doctoral students receive research funding from the National Research Foundation of Korea, Organized the annual SGPF conference, which was held at the Grand Ambassador Pullman, Seoul.
- Military Service in Panmunjom JSA | English Interpreter & Security Escort, 2016-2018: Served 20 months in DMZ JSA (Joint Security Area) and escorted numerous VIPs including Former VP Michael Pence, Former CEO Eric Schmidt, Former Chief of Staff Kim Yong-Woo, and numerous congressmen, **Media mention at BBC** and discharged as a sergeant.

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research | Society for Consumer Psychology | American Marketing Association | Society for NeuroEconomics | Interdisciplinary Symposium on Decision Neuroscience