

Juhyeon Kil

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HIGHER EDUCATION

SEOUL NATIONAL UNIVERSITY

Masters of Science in Consumer Science

Thesis: “*Consumer investment information search on YouTube*”

Advisor: Dr. Jong-Youn (Jo) Rha

GPA: 4.43/4.5

Seoul, Korea

Anticipated degree August, 2024

SEOUL NATIONAL UNIVERSITY

College of Human Ecology

Bachelor of Arts in Consumer and Child Studies

Bachelor of Business Administration

GPA: 4.26/4.5 *summa cum laude*

Seoul, Korea

August, 2022

RESEARCH INTERESTS

- *Changing roles of consumers and emerging consumer issues in the digital transformation era*

REFEREED PUBLICATIONS

1. Kim, S., Kim, C., **Kil, J.**, & Rha, J. (in review). Do global brands increase pleasure travel in consumer boycotts? The moderating role of culture and country. To be submitted to *International Journal of Consumer Studies*.
2. **Kil, J.**, Seo, W., & Rha, J. (2022). Consumer Privacy Issues in the Pandemic Context: Consumer Response to COVID-19 Entry Log, *Journal of Consumer Studies*, 33(6), 61-83. [KCI]

REFEREED CONFERENCE PRESENTATIONS

1. Rha, J., Kim, S., **Kil, J.**, & Lee, H. (2024, April). Comparison of dietary behavior and satisfaction across urban and rural areas. Presented at the annual conference of Korean Society of Consumer Studies, Gyeonggi, Korea.
2. Rha, J., Chun, Y., & **Kil, J.** (2023, October). Children and teens' perception of the right to be forgotten. Presented at the annual conference of Korean Home Economics, Seoul, Korea.

RESEARCH EXPERIENCES

RESEARCH ASSISTANT

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| 2023-present | Big data DB development and analysis based on agri-food consumption, nutrition and health data
Rural Development Administration (PJ 01710401), PI: Dr. Jong-Youn Rha |
| 2022-2022 | Towards Improving Children and Teens' Online Privacy Protection
Korea Internet and Security Agency (KISA-WP-2022-0010), PI: Dr. Jong-Youn Rha |

AWARDS AND HONORS

2022-2024	Kwanjeong Scholarship for Graduate Student (\$20,000) Kwanjeong Educational Foundation
2022	Undergraduate Student Research Award (Excellence Award) Faculty of Liberal Education, Seoul National University
2020-2021	National Humanities and Social Sciences Undergraduate Scholarship (\$10,000) Korea Student Aid Foundation
2020	41st Cheil Idea Festival (Silver Award) Cheil Worldwide
2019	18th Mock FTC Competition (Second Prize) Korea Fair Trade Commission
2018-2019	Merit-based Scholarship for Undergraduate Student Dept. of Consumer Science and Child Studies, Seoul National University

COMMUNITY SERVICE

2018-2020	Habitat Korea <ul style="list-style-type: none">Planned and executed 78 hours of home repair work to improve living conditions for housing-vulnerable groups
2019	Korea Consumer Agency <ul style="list-style-type: none">Conducted 11 tailored consumer education sessions for 257 senior consumers