

Y. RIN YOON

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EDUCATION

Cornell University, SC Johnson Graduate School of Management

Ithaca, NY

Ph.D. Marketing, Consumer behavior

Expected 2025

Committee: Suzanne Shu, Kaitlin Woolley, David Pizarro

Korea University Business School

Seoul, Korea

M.S. Marketing

2019

- *The Academic Excellence Award, in recognition of highest academic performance*

University of California, Los Angeles (UCLA)

Los Angeles, CA

B.A. Communication Studies with minor in Statistics

2015

- *College and Departmental Honors*

RESEARCH INTERESTS

Incentives, money perception, online consumption, inference-making, financial decision making.

PAPERS IN PROGRESS (details in appendix*)

Yoon, Y. Rin*, and Kaitlin Woolley, "The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior," Invited for 2nd round review, *Psychological Science*

Yoon, Y. Rin*, Joanne Peck, and Suzanne B. Shu, "Increasing Hotel Loyalty Through Psychological Ownership," Invited for 2nd round review, *Cornell Hospitality Quarterly*

Yoon, Y. Rin, and Suzanne B. Shu, "Buy-Now-Pain-Less: Payment method as a cue to subjective wealth," *Working Paper*

Yoon, Y. Rin, Suzanne B. Shu, Alycia Chin, and Brian Scholl, "From a Free Penny Stock to Option Trading," *Working Paper*

Yoon, Y. Rin, and Alycia Chin, "Passing of Wealth: in view of life history theory," *Working Paper*

CONFERENCE PRESENTATIONS

* indicates presenting author

Y. Rin Yoon*, Joann Peck, and Suzanne B. Shu (2023), "Increasing Hotel Loyalty Through Psychological Ownership," competitive paper presented at the 2023 European Association for Consumer Research Conference, Amsterdam.

- Y. Rin Yoon* and Kaitlin Woolley (2021), “Increasing Prosocial Behavior Through Incentive Salience,” poster presented at the 2021 Society of Judgment and Decision Making, virtual.
- Y. Rin Yoon* and Kaitlin Woolley (2021), “Whether (and When) Incentives Can Encourage Prosocial Behavior,” special session symposium presented at the 2021 Association for Consumer Research Conference, Seattle (virtual).
- Y. Rin Yoon* and Suzanne Shu (2021), “The Differential Impact of Psychological Ownership on Risk-Taking: the moderating role of expertise,” poster presented at the 2021 Association for Consumer Research Conference, Seattle (virtual).
- Y. Rin Yoon* and Kaitlin Woolley (2021), “Pennies for good Samaritans: the differential impact of reward motivation on prosocial behavior,” competitive paper presented at the 2021 Society of Consumer Psychology Conference, virtual.
- Y. Rin Yoon* and Kaitlin Woolley (2020), “Pennies for good Samaritans: the differential impact of reward motivation on prosocial behavior,” poster presented at the 2020 Association for Consumer Research Conference, virtual.
- Young Joo Cho, Y. Rin Yoon* and Jongwon Park (2018), “Potions and antidotes for Jekyll: what summons moral identity in product choice context,” competitive paper presented at the 2018 Association for Consumer Research Conference, Dallas, TX. (Special session title: Emotions, Morality, and Belonging)

HONORS & AWARDS

Conference Travel Grant Award, Cornell University	2020-2023
Special Service Award - Society for Consumer Psychology Annual Meeting	2022
SC Johnson Doctoral Fellowship	2019-2021
The Award of Academic Excellence, Korea University Business School	2019
Conference Travel Grant, Korea University Business School	2018
Graduate Fellowship, Korea University Business School	2018-2019
Best Paper Award, the Korean Academic Association of Business Administration	2016
Communication Studies Departmental Honors, UCLA	2015
College Honors, UCLA	2015
Outstanding Oral Research Presentation Award, UCLA	2015
UCLA Undergraduate Research Week Department Representative	2015
Conference Travel Grant, UCLA	2015
Undergraduate Research Fellowship Scholarship, UCLA	2015
Dean's Honors List, UCLA	2011-2013

TEACHING

Instructor

Cornell University	
NCC 4530: Marketing Management (undergraduate)	Spring 2023
15 students, Instructor Rating 5.0 /5.0	
NCC 5530: Marketing Management (graduate)	Spring 2023
22 students, Instructor Rating 4.7 /5.0; School average: 4.3	

Selected comments from students:

“I have had the privilege of taking Rin’s NCC 5530, which has been instrumental in shaping my understanding not only of marketing-related knowledge but also of what it is like to be a good educator. I am really inspired by her teaching style and surprised by the impact she has made.”

“The class was super fun and Rin always made sure to go the extra mile to help us understand the course material and engage with real world marketing problems.”

“I love her class so much and her class made me find out what I am passionate about. I just found a marketing intern job for this summer and will apply the knowledge she taught us this semester to reality.”

“This class was a highlight of my time at Cornell”

“She is so enthusiastic about teaching and guiding us to participate in class, as well as learn the material. I am always excited about her class, and all material can be applied to the assignments and projects. To be honest I hope she can teach more classes.”

Teaching Assistant

Cornell University

MBA Consumer Behavior (Kaitlin Woolley)	2020, 2021
MBA Marketing Core (Emily Garbinsky, Tommaso Bondi, Kaitlin Woolley)	2021
MBA Managerial Decision Making (J. Edward Russo)	2021
EMBA Behavioral Science for Marketing (Manoj Thomas)	2020

Korea University Business School

Undergraduate Consumer Behavior (Jongwon Park)	2017 - 2019
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UCLA Extension

Marketing Certificate Course (Alex Nascimento)	2015
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OTHER EXPERIENCES

Seongnam 90.7 FM Radio	Seongnam, Korea
Radio host and producer	2016 – 2018
Provide Consulting	Arlington, VA
Consultant for Pfizer HQ projects	2015 – 2016
Accenture	Seoul, Korea
Assistant for Hyundai Motors Company HQ projects	2014

ACADEMIC SERVICE

Society for Consumer Psychology Conference, reviewer (Nashville, USA) 2023
Society for Consumer Psychology Conference, reviewer (Puerto Rico, USA) 2022
Society for Consumer Psychology Conference, Onsite organizer (virtual) 2022

DOCTORAL COURSEWORK

Doctoral Seminar on Memory and Learning (Fall 2019), Kathryn LaTour
Doctoral Seminar on the Self in Consumption (Spring 2020), Stijn van Osselaer

Doctoral Seminar on Judgment and Decision Making (Fall 2020), Suzanne Shu
 Doctoral Seminar on Cognitive Perspectives (Spring 2021), Manoj Thomas
 Doctoral Seminar on Quantitative Modeling, Sachin Gupta
 Advanced Social Psychology, Tom Gilovich
 Judgment and Decision Making, Sean Fath
 Data Analytics in Practice, Emily Zitek
 Statistical Method, Sumanta Basu
 Python Programming, Craig Frey
 Introduction to Data Science, Felix Thoemmes

ABSTRACTS FROM SELECT RESEARCH

Yoon, Y. Rin, and Kaitlin Woolley, “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior.”

- Invited for 2nd round review at *Psychological Science*
- Dissertation Essay 1

Charities often use incentives to increase prosocial action. However, possibly to avoid de-motivating donors, charities sometimes downplay these incentives in their messaging (Pilot Study). We challenge this strategy, examining whether increasing the salience of incentives for prosocial action can in fact motivate charitable behavior. Three controlled experiments (N = 2,212) and a field study with an alumni donation campaign (N = 22,468) find that more (vs. less) salient incentives increase prosocial behavior when prosocial motivation is low, without affecting engagement when prosocial motivation is high. This is because more (vs. less) salient incentives increase relative consideration of self-interest (vs. other-regarding) benefits, which is a stronger driver of behavior at low (vs. high) levels of prosocial motivation. By identifying that prosocial motivation moderates the effect of incentive salience on charitable behavior, and by detailing the underlying mechanism, we advance theory and practice on incentive salience, motivation, and charitable giving.

Yoon, Y. Rin, Joanne Peck, and Suzanne B. Shu, “Increasing Hotel Loyalty Through Psychological Ownership.”

- Invited for 2nd round review at *Cornell Hospitality Quarterly*
- Dissertation Essay 2

Recent research on psychological ownership has shown that peoples’ perceptions of ownership can be altered even for items not legally owned, which then influences subsequent behavior. In the context of hotel guest experiences, we test whether increasing psychological ownership toward a hotel room at the point of check-in can lead to significantly greater loyalty towards the hotel. Two controlled lab studies (N = 1,002) and a naturalistic field experiment at a hotel (N = 82), indicate that enhancing psychological ownership of a hotel room increases customer loyalty. Notably, the mechanism by which psychological ownership influences loyalty is independent of

customer satisfaction. These findings advance our current understanding of customer loyalty, demonstrating how simple, low-cost manipulations to increase psychological ownership of a product can motivate loyalty toward the product's brand, independent of product satisfaction.

Yoon, Y. Rin, and Suzanne B. Shu, "Buy-Now-Pay-Less: Payment method as a cue to subjective wealth."

- *Working Paper*
- Dissertation Essay 3

This research finds that the mere presence of a more financially lenient payment option impacts consumers' online purchase behavior, even when consumers do not select the more lenient payment method. Specifically, when such an option is available at the checkout, consumers perceive greater subjective wealth, which in turn increases their intention to make the purchase. We predict that financially lenient options increase downward counterfactual thinking regarding one's financial status, subsequently enhancing subjective wealth perception and purchase intention. Additionally, we anticipate that the effect will be moderated by the consumer's level of certainty in using a superior payment method.

Yoon, Y. Rin, Suzanne B. Shu, Alycia Chin, and Brian Scholl, "From a Free Penny Stock to Option Trading."

- *Working Paper*

Online brokerage platforms like Robinhood and Coinbase have become easily accessible, attracting novice traders who often take risks beyond their capacity. To address this concern, platforms are investing in in-app education resources. However, we argue that providing basic learning modules and increasing novice investors' subjective knowledge may not effectively reduce excessive risk-taking. We find that enhancing subjective knowledge may encourage risk-taking, particularly when investors perceive themselves as stock owners. Notably, we find that the common practice of distributing free stocks or cryptocurrencies to attract new investors may create a predisposed sense of ownership which can augment the effect of increasing subjective knowledge on new investors' risk taking. This research aims to demonstrate that increasing subjective knowledge could lead to increased risk-taking, especially among individuals who identify strongly as stock owners.

REFERENCE

Prof. Suzanne Shu

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