

Y. RIN YOON

PhD Candidate, Cornell University

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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

Digital marketing | Incentives | Financial decision making | Online payment

MANUSCRIPTS (*abstracts in the Appendix)

Manuscripts with Invited Revision

* Yoon, Y. Rin and Kaitlin Woolley, "The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior." Under 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*.

Manuscripts in Preparation

* Yoon, Y. Rin, and Suzanne B. Shu, "Buy-Now-Pay-Less: The impact of the presence of BNPL financing option at the checkout on subjective wealth perceptions and purchase intention." (**Prospective Job Market Paper**)

Select Research in Progress

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,” poster presented at the 2023 Society of Consumer Psychology Conference, Nashville, TN.
- 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
Instructor Rating 5.0 /5.0	
NCC 5530: Marketing Management (graduate)	Spring 2023
Instructor Rating 4.8 /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
UCLA Extension	
Marketing Certificate Course (Alex Nascimento)	2015

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

APPENDIX

Yoon, Y. Rin, and Suzanne B. Shu, “Buy-Now-Pay-Later: The impact of the presence of BNPL financing option at the checkout on subjective wealth perceptions and purchase intention.”

- *Working Paper (Data collected, additional studies ongoing)*
- Dissertation Essay 3 (**Prospective Job Market Paper**)

The usage of Buy Now, Pay Later (BNPL) services is reaching far beyond traditional big-ticket purchases to a diverse range of small purchases like groceries and cosmetics, that are typically purchased with one-time payments. How might BNPL services influence consumers considering small-ticket purchases? A series of controlled experiments simulating checkout processes finds that the presence of BNPL increases subjective wealth to deem the carted items more affordable, thereby increasing purchase intention and reducing online cart abandonment. The presence of BNPL increases subjective wealth perceptions by modifying subjective social status. That is, the presence of BNPL acts as a social comparison cue to interpret one's initial intention to use a one-time payment as indicative of high status, wherein a financially lenient payment option is unnecessary and can be overlooked. In line with this process, the effect of the presence of BNPL option attenuates when consumers are satisfied with their social status and are desensitized to social comparison cues during the checkout process. By examining when and why the presence of BNPL option adjusts subjective wealth of consumers who do not intend to use the service, this research offers theoretical insights into the literature on pain of paying and subjective wealth, with practical implications for managers.

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

- Under 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 = 2,203) and a field study with an alumni donation campaign (N = 22,468) find that more (vs. less) salient incentives are more effective at increasing prosocial behavior when prosocial motivation is low (vs. 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.

REFERENCE

Prof. Suzanne Shu

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