

Y. RIN YOON

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Sage Hall #201AK, 106 East Ave, Ithaca, NY 14853

EDUCATION

Cornell University

Ph.D. Marketing, Consumer behavior

Committee: Suzanne Shu, Kaitlin Woolley, David Pizarro

Ithaca, NY

2019 – present

Korea University Business School

M.S. Marketing, with the Award of Academic Excellence; (GPA: 4.5/4.5)

Seoul, Korea

2019

University of California, Los Angeles (UCLA)

B.A. Communication Studies with minor in Statistics, with college and departmental honors *2015*

Los Angeles, CA

RESEARCH INTERESTS

Incentivization, Financial decision making, Digital Consumption, Psychological Ownership

PAPERS IN PROGRESS (DETAILS IN APPENDIX)

“Increasing Repeated Prosocial Behavior Through Incentive Salience” with Kaitlin Woolley (manuscript complete, aimed for Psychological Science)

“Can Owning a Free Penny Stock Lead to Option Trading?” with Suzanne B. Shu, Alycia Chin, and Brian Scholl (3 studies complete)

“The Mere Presence Effect of Buy-Now-Pay-Later Option” with Suzanne B. Shu (3 studies complete)

“Psychological Ownership in Hospitality” with Suzanne B. Shu and Joanne Peck (manuscript in preparation, aimed for the Cornell Hospitality Quarterly)

“Saving and Investing for a Child” with Emily Garbinsky and Alycia Chin (in data collection)

“Alignable Presentation of Disclosure Information” with Suzanne B. Shu (2 studies complete)

“Vile Products for Creativity” with Elina Y. Hur and Sarah Lim (in data collection)

CONFERENCE PRESENTATIONS

** indicates presenting author*

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)
- Ye Rin Yoon* (2016), “Power to win, power to impact: cross-cultural study of ethical purchasing motives,” paper presented at the Korean Academic Association of Business Administration Fall Conference, Seoul, Korea.
- Ye Rin Yoon* (2015), “Power to win, power to impact: cross-cultural study of ethical purchasing motives,” presented as one of two faculty-voted major representatives, UCLA Undergraduate Research Week 2015, Los Angeles, CA.
- Ye Rin Yoon* (2015), “Power to win, power to impact: cross-cultural study of ethical purchasing motives,” presented as one of the 25 selected undergraduate communication research at National Communication Association’s Undergraduate Honors Conference 2015, Washington DC.

HONORS & AWARDS

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| Conference Travel Grant Award, Cornell University | 2020-2021 |
| Cornell University Doctoral Fellowship | 2019-2022 |
| 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 | 2012-2013 |

TEACHING EXPERIENCE

Instructor

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| Marketing Management | Spring 2023 (expected) |
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Teaching Assistant

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| Cornell University | |
| MBA Consumer Behavior | 2020, 2021 |
| MBA Managerial Decision Making | 2021 |
| MBA Marketing Core | 2021 |
| EMBA Behavioral Science for Marketing | 2020 |
| Korea University Business School | |
| Undergraduate Consumer Behavior | 2017 - 2019 |
| UCLA Extension | |
| Marketing Certificate Course | 2015 |

INDUSTRY EXPERIENCE

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| Seongnam 90.7 FM Radio | Seongnam, Korea |
| Host and producer | 2016 – 2018 |
| Provide Consulting | Arlington, VA |
| Consultant for <i>Pfizer</i> projects | 2015 – 2016 |
| Accenture | Seoul, Korea |
| Assistant for Hyundai Motors projects | 2014 |

ACADEMIC SERVICE

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

DOCTORAL COURSEWORK

Doctoral Seminar in Behavioral Marketing (Fall 2019), Kathryn LaTour
 Doctoral Seminar in Behavioral Marketing (Spring 2020), Stijn van Osselaer
 Doctoral Seminar in Behavioral Marketing (Fall 2020), Suzanne Shu
 Doctoral Seminar in Behavioral Marketing (Spring 2021), Manoj Thomas
 Doctoral Seminar in Quantitative Modeling, Sachin Gupta
 Advanced Social Psychology, Psychology Department Faculty led by Thomas 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

SELECT PROJECTS IN DETAIL

“Increasing Repeated Prosocial Behavior Through Incentive Salience” with Kaitlin Woolley (manuscript complete, aimed for Psychological Science)

Charities use incentives to motivate prosocial action but downplay them for fear of discouraging repeat donations. We challenge this strategy, examining whether increasing the salience of incentives inherent in prosocial actions can motivate repeated charitable behavior. Three controlled lab paradigms and a naturalistic field experiment with an alumni donation campaign find that increasing incentive salience motivates engagement in prosocial behaviors for individuals low in prosocial motivation and for charities perceived as relatively less important. Notably, incentive salience does not reduce engagement, which remains high, for prosocial individuals and important charities. Examining the process, when prosocial motivation is low, salient incentives are motivating because they offer a justification for supporting an organization’s cause. However, when prosocial motivation is high, people’s focus on helping others drives engagement regardless of incentive salience. These findings advance motivation theory, demonstrating when and why incentive salience motivates repeated prosocial behavior.

“Can Owning a Free Penny Stock Lead to Option Trading?” with Suzanne B. Shu, Alycia Chin, and Brian Scholl (3 studies complete)

The easily accessible online brokerage platforms such as Robinhood and Coinbase are making many novice traders take more risk than they can handle. In response to this concern, platforms are increasing their investment in in-app education resources. We argue that providing rudimentary learning modules and increasing subjective knowledge of novice investors may not serve its sworn goal of reducing their excessive risk-taking. On the contrary, we propose that increasing subjective knowledge encourage risk-taking under a condition that is extremely common: when an investor identifies himself as a stock owner. A majority of these financial brokerage platforms distribute free stocks or cryptocurrency to acquire new investors. Thus, novice traders begin their investment with a predisposed sense of ownership. In this project, we aim to demonstrate that increasing subjective knowledge could result in increased risk-taking for individuals who feel a sense of ownership in the risk-taking domain. We predict that perceived self-efficacy in the target domain mediates the effect.

“The Mere Presence Effect of Buy-Now-Pay-Later Option” with Suzanne B. Shu (3 studies complete)

We find that the mere presence of a buy-now-pay-later (BNPL) payment option affects consumers’ online purchase behavior, even if consumers do not opt into the BNPL payment method. In particular, when the BNPL option is present at the checkout, consumers feel less pain of paying, which reduces the likelihood of cart abandonment. Interestingly, the presence of BNPL reduced pain of paying for consumers who intended to make a one-time payment but it did not affect those who

intended to use the BNPL payment. Our future studies will explore the theoretical underpinnings of this effect. We predict that firms will be able to reduce cart abandonment rate and increase purchases if they present the BNPL payment option after, not before, consumers add items to their carts, such that carted items are intended to be purchased with a one-time payment.

“Psychological Ownership in Hospitality” with Suzanne B. Shu and Joanne Peck
(manuscript in preparation, aimed for the Cornell Hospitality Quarterly)

In this project, we explore the effect of psychological ownership in the hospitality context. For instance, hotels can enhance guest experience via personalizing how the room is set up to each guest’s preference. Such personalization can be done by asking guests to indicate their preferences each time of their stay, or tracking guest profiles to automatically personalize the room based on each guest’s preference history. While both methods successfully deliver the goal of providing a more customized guest experience, we demonstrate that personalizing guest experience in a way that heightens guests’ psychological ownership of the hotel room yields greater guest loyalty and revenue potential.