

# Y. RIN YOON

PhD Candidate, Cornell University

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## EDUCATION

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**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

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Digital Marketing | Consumer finances | Incentives | Online payments | Inference-making

## PUBLICATIONS AND MANUSCRIPTS (\*abstracts in the Appendix)

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\*Yoon, Y. Rin and Kaitlin Woolley (forthcoming), “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior,” *Psychological Science*.

### *Manuscripts with Invited Revision*

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

### *Manuscripts in Preparation*

\* Yoon, Y. Rin, and Suzanne B. Shu, “Buy-Now-Pain-Less: When and Why an Option to Finance Becomes a Subjective Wealth Cue,” *in preparation*.

### *Select Research in Progress*

“From a Free Penny Stock to Option Trading,” with Suzanne B. Shu

“Generational Wealth Transmission” with Alycia Chin

## CONFERENCE PRESENTATIONS \* indicates presenting author

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Y. Rin Yoon\* and Suzanne B. Shu (2024) “Buy Now, Pain Less: When and Why an Option to Finance Becomes a Subjective Wealth Cue,” Paper presented at a plenary session at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

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**

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Conference Travel Grant Award, Cornell University	2020-2024
Special Service Award - Society for Consumer Psychology Annual Meeting	2022
SC Johnson Doctoral Fellowship	2019-2024
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**

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### **Course Instructor**

Cornell University	
Marketing Management	Spring 2023
Instructor Rating <b>4.8</b> /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

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

## ACADEMIC SERVICE

Society for Consumer Psychology Conference, reviewer	2022-2023
Society for Consumer Psychology Conference, onsite organizer	2022

## DOCTORAL COURSEWORK

Doctoral Seminar on the Self in Consumption, Stijn van Osselaer
Doctoral Seminar on Judgment and Decision Making, Suzanne Shu

Doctoral Seminar on Cognitive Perspectives, Manoj Thomas  
 Advanced Social Psychology, Tom Gilovich and David Pizarro  
 Doctoral Seminar on Quantitative Modeling, Sachin Gupta  
 Doctoral Seminar on Memory and Learning, Kathryn LaTour  
 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**

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**Yoon, Y. Rin,** and Suzanne B. Shu, “Buy-Now-Pay-Less: When and Why an Option to Finance Becomes a Subjective Wealth Cue.”

- Dissertation Essay 1 (**Job Market Paper**)

With the rise of fintech financing services, consumers are increasingly facing financing options for purchases typically paid in full. We investigate when and how displaying a financing option influences individuals who do not require or consider using it. A series of controlled shopping simulations investigates the impact of financing availability on individuals disinclined to use these options. We find that the presence (vs. absence) of financing increases subjective wealth perceptions and purchase intentions. This is because a financing option leads consumers to view their preference for one-time payment as a signal of higher social status, increasing their subjective wealth perceptions. However, this effect diminishes among those less sensitive to status cues or where financing is less indicative of low social status. By identifying how a mere presence of financing affects consumers uninterested in using it, we advance theory and practice on payment method, subjective wealth, and cart abandonment.

**Yoon, Y. Rin,** and Kaitlin Woolley (forthcoming), “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior.” *Psychological Science*.

- Dissertation Essay 2

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 adults) and a field study with an alumni donation campaign (N = 22,468 adults) 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 revision*

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. Web-scraped online hotel reviews (N=14,689), a naturalistic field experiment at a hotel (N=82), and two controlled lab studies (N=1,002) 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

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### **Prof. Suzanne Shu**

John S. Dyson Professor in Marketing  
Charles H. Dyson School of Applied  
Economics and Management  
Cornell University  
Ithaca, New York  
[sbs78@cornell.edu](mailto:sbs78@cornell.edu)

### **Prof. Kaitlin Woolley**

Associate Professor of Marketing  
SC Johnson Graduate School of Management  
Cornell University  
Ithaca, New York  
[krw67@cornell.edu](mailto:krw67@cornell.edu)

### **Prof. Joann Peck**

Irwin Maier Professor of Business  
Wisconsin School of Business  
University of Wisconsin-Madison  
Madison, Wisconsin  
[joann.peck@wisc.edu](mailto:joann.peck@wisc.edu)

### **Prof. Emily Garbinsky**

Associate Professor of Marketing  
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