Doyle Yoon

Professor, Director of Graduate Studies

Dr. Doyle Yoon is a Professor and Director of Graduate Studies at Gaylord College. Yoon's research explores brand experience, online information processing, customer relationship management, VR advertising, and attitudinal and behavioral studies on advertising effects. His research has been published in Psychology & Marketing, Journal of Communication, Journal of International Advertising, Journal of Marketing Communication, etc.

He leads the Gaylord Digital Media Research Group, which investigates the effectiveness of new technology in advertising including the effectiveness of VR contents on consumers' cognitive, attitudinal, and behavioral responses; the measurement of audiences' attention to the YouTube pre-roll commercial using eye-tracking and survey methods in collaboration with industrial and system engineering scholars; and the effects of social media in terms of tie strength, regulatory focus, and as a business tool.

Yoon teaches digital advertising and search engine marketing in the undergraduate level and quantitative research and seminar for brand experience with digital media in the graduate level. He also teaches media analytics as an adjunct faculty in the Data Science and Analytics Institute of the Gallogly College of Engineering.

Yoon has served as a judge of international marketing and advertising competitions, including the Stevie International Business Awards, the One Show, and the Ad Stars. Before entering the academy, he worked as an account manager at LG Ad and Daebang Communication in South Korea.

Yoon has been on the faculty of Gaylord College since 2003.