

Alyssa YeoEun Yoon

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EDUCATION	<p>Ph.D., Marketing, February 2020 (Expected) Korea University, Korea University Business School</p> <p>M.S., Marketing, August 2014 University of Alabama, Manderson School of Business</p> <p>B.S., Marketing, May 2013 University of Alabama</p>
LANGUAGE	<p>Fluent in American English Native in Korean</p>
RESEARCH Publication	<p>Shin, Hyunju, Riza Casidy, Alyssa Yoon, and So-Hyang Yoon (2016), “Brand Trust and Avoidance Following Brand Crisis: A Quasi-Experiment on The Effect of Franchisor Statements,” <i>Journal of Brand Management</i>, 23(5).</p> <p>Richey, Glenn, Tyler Morgan, Kristina Lindsey, and Alyssa Yoon (2014), “Big Data in Supply Chain Partnerships,” <i>CSCMP Hot Topics</i> (August).</p>
Presentation	<p>“Saying is Believing: How Voice Interface Stabilizes Consumer Preferences” Yoon, Alyssa, Hyang Mi Kim, Janghyuk Lee, and Hyoung Gyoung Byun</p> <ul style="list-style-type: none">• Korea Distribution Association Spring Conference, April 2019• Korean Society of Consumer Studies Spring Conference, April 2019 <p>“How Incremental Theory Enhances or Reduces Charitable Giving” Yoon, Alyssa and Jongwon Park</p> <ul style="list-style-type: none">• Korean Marketing Association Fall Conference, November 2018• Association for Consumer Research North American Conference, Dallas TX, October 2018• Korean Society of Consumer Studies Spring Conference, March 2016 <p>“Protecting the Franchise Brand in the Age of Social Media” Shin, Hyunju, Alyssa Yoon, and So-Hyang Yoon</p> <ul style="list-style-type: none">• Academy of Marketing Science Annual Conference, Indianapolis IN, May 2014
EXPERIENCE Lecture	<p>Marketing Management (undergraduate Business course), Korea University, Seoul, June – July 2018</p>

Work (Korea)	Researcher, SBS, July – August 2018
	Researcher, KET-NYET, October 2017 – January 2019
	Research Assistant, Korea University, March 2015 – May 2018
	Research Intern, TNS Korea, July – August 2013
Work (USA)	Research Assistant, University of Alabama, August 2013 – May 2014
	Procurement Intern, Seung Kwang LLC, Montgomery AL, May – August 2012
	Event Staff, BBVA Compass Bank, Montgomery AL, May 2012
	Marketing Intern, Aramark (<i>Fortune 500 Company</i>), Tuscaloosa AL, August – December 2011
Competition	1 st Place, Shark Tank Research Competition, ACR Doctoral Symposium, October 2018
	2 nd Place, Startup Idea Competition, Ministry of Science and ICT, July 2017