JAYOUNG KOO

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EDUCATION

Ph.D. in Business Administration (Major in Marketing), Expected 2015

University of Minnesota, Carlson School of Management

Master of Arts in Psychology, 2007

Yonsei University, Seoul, Korea

Bachelor of Arts in Psychology (Minor in Economics), 2005

Yonsei University, Seoul, Korea

Exchange student, 2003-2004

The College of William and Mary, Williamsburg, VA

INDUSTRIAL EXPERIENCE

Associate Consultant, The Boston Consulting Group (BCG), Seoul, 2007-2009

RESEARCH INTERESTS

Happiness (Subjective Well-Being)

Consumer Well-Being and Sustainability

Self, Affect, and Motivation

Cross-Cultural Psychology

PUBLICATIONS

- Suh, E. M., and Koo, J. (2008). Comparing SWB across culture and nations: The "what" and "why" questions. In Eid, M., & Larsen, R. J. (Eds.), *The Science of Subjective Well-Being*. New York, NY: Guilford Press.
- Koo, J., and Suh, E. M. (2007). Is happiness a zero-sum game? Belief in Fixed Amount of Happiness (BIFAH) and subjective well-being. *Korean Journal of Social and Personality Psychology*, 21, 1-19.
- Kim, J., Koo, J., Heo, S., and Suh, E. M. (2007). Positivity ratio of emotional experience and human flourishing. *Korean Journal of Personality and Social Psychology*, *3*, 89-100.
- Kim, J., Koo, J., and Suh, E. M. (2006). Do physical attractiveness and happiness come together? *Korean Journal of Social and Personality Psychology*, 20, 61-70.

HONORS AND AWARDS

Brain Korea 21 Fellowship, Korea Research Foundation, 2006

High Honors Student Graduate, Yonsei University, 2005

The National Society of Collegiate Scholars, The College of William and Mary, 2004

Highest Honors Student/Scholarship for Academic Excellence, Yonsei University, 2002-2001

CONFERENCE PRESENTATIONS

- Suh, E. M., and Koo, J., "Link between people's lay theories and individual differences in happiness," *Invited talk at Mihaly Csikszentmihalyi's Lecture and Conference*, Seoul, Korea, November 2007.
- Koo, J., and Suh, E. M., "Is happiness a zero-sum game? Belief in Fixed Amount of Happiness (BIFAH) and subjective well-being," *Association for Psychological Science Conference*, Washington D.C., May 2007.
- Suh, E. M., and Koo, J., "Hurdles of happiness in the lives of Korean adolescents," *Invited talk at Korean Association of Psychological and Social Issues International Conference*, Incheon, Korea, October 2006.
- Koo, J., and Suh, E. M., "Is happiness a zero-sum game? Preliminary findings of belief in happiness and subjective well-being," *Korean Association of Psychological and Social Issues International Conference*, Incheon, Korea, October 2006.
- Koo, J., and Suh, E. M., "Belief in delay of gratification and subjective well-being," *Korean Psychological Association Conference*, Seoul, Korea, August 2006.
- Kim, J., Koo, J., and Suh, E. M., "Do physical attractiveness and happiness come together?" *Korean Psychological Association Conference*, Seoul, Korea, August 2006.
- Cho, Y., Cho, J., Kim, S., Yoon, Y., Koo, J., and Sohn, Y., "The influence of product design and brand strength on product evaluation." *Korean Society for Emotion and Sensibility Conference*, Seoul, Korea, November 2005.

COURSEWORK

Consumer Judgment and Decision Making

Akshay Rao and Jane Ebert

Consumer Attitude and Persuasion Barbara Loken and Vladas Griskevicius

Inter-Organizational Relations George John

Quantitative Modeling Om Narasimhan and Tony Cui

The Self Mark Snyder

Social Cognition Eugene Borgida

Psychological Measurement Niels Waller

Designing Experiments Gary Oehlert