

# HAN YOUNG (HAN) JUNG

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Carlson School of Management  
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## EDUCATION

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**University of Minnesota-Twin Cities** Minneapolis, MN  
Ph.D. Candidate, Business Administration, Marketing Expected May 2025  
Advisor: Joseph P. Redden  
Dissertation committee: Kathleen D. Vohs, Alison Jing Xu, and Marti Hope Gonzales  
Dissertation title: “Shared Payments and Their Impacts on Consumer Behavior” (Proposal Defended)

**University at Buffalo, The State University of New York** Buffalo, NY  
M.A. Psychology, Social–Personality May 2019  
Advisor: Lora Park

**Konkuk University** Seoul, Republic of Korea  
B.B.A. Business Administration August 2017

**Wayne State University** Detroit, MI  
Exchange Student August 2015- May 2016

## RESEARCH INTERESTS

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My research focuses on how money and payment influence consumer experiences and satisfaction. Specifically, my dissertation investigates how the method of paying a shared expense affects satisfaction and dissatisfaction with the purchase. My published works examine how money-related factors influence individuals’ well-being and relationship satisfaction.

- Payment
- Financial Decision-Making
- Financial Well-Being
- Interpersonal Relationships

## PAPERS UNDER REVIEW AND IN PREPARATION

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**Jung, Han Young** and Joseph P. Redden. “How the Payment Path of Shared Expenses Affects Purchase Satisfaction”, Revising for 2<sup>nd</sup> round of review at the *Journal of Consumer Research*, Dissertation essay 1. Job market paper.

**Jung, Han Young**, Shi-Chun (Daniel) Chin, Sarah Lim, and Kathleen D. Vohs. “Accepting Cryptocurrency as a Payment Method Undermines Brand Evaluations”, In preparation for submission to the *Journal of Marketing*.

## PUBLICATIONS

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Park, Lora E., Deborah Ward, **Han Young Jung**, and Jennifer Weng. (2024). "Perceived Social Mobility and System Justification Predict Greater Well-Being but Less Prosocial Behavior." *European Journal of Social Psychology*. 1-19. <http://doi.org/10.1002/ejsp.3054>

Murray, Sandra, Ji Xia, Veronica Lamarche, Mark Seery, Jim McNulty, Dale Griffin, Deborah Ward, **Han Young Jung**, Lindsey Hicks, and David DuBois. (2023). "A Moth to a Flame? Implicit Social Connection Inoculates Conspiracy Theorists against COVID-19 Misinformation," *Current Research in Ecological and Social Psychology*. <https://doi.org/10.1016/j.cresp.2023.100111>.

Murray, Sandra, Jim McNulty, Ji Xia, Veronica Lamarche, Mark Seery, Deborah Ward, Dale Griffin, Lindsey Hicks, **Han Young Jung**. (2023). "Pursuing Safety in Social Connection Regulates the Risk-Regulation, Social-Safety, and Behavioral-Immune Systems," *Journal of Personality and Social Psychology*. <https://doi.org/10.1037/pspi0000420>.

Park, Lora E., Kentaro Fujita, Tracy Radvick, **Han Young Jung**, Deborah E. Ward, Elaine Paravati, Ji Xia, Jennifer Weng, Austin Valvo, and Alessia Italiano. (2023). "Happiness-To Enjoy Now or Later? Consequences of Delaying Happiness and Living in the Moment Beliefs," *Emotion*. 23(1), 138–162. <https://doi.org/10.1037/emo0000850>.

Murray, Sandra L., Veronica Lamarche, Mark Seery, **Han Young Jung**, Thomas Saltsman, David Dubois, and Dale Griffin. (2021). "Looking for Safety in All the Right Places: When Threatening Political Reality Strengthens Family Relationship Bonds," *Social Psychological and Personality Science*. 12(7), 1193-1202, <https://doi.org/10.1177/19485506211018351>.

Murray, Sandra L., Veronica Lamarche, Mark Seery, **Han Young Jung**, Craig Brinkman, and Dale W. Griffin. (2021). "The Social-Safety System: Fortifying Relationships in the Face of the Unforeseeable," *Journal of Personality and Social Psychology*. 120(1), 99-130, <https://doi.org/10.1037/pspi0000245>.

Park, Lora E., **Han Young Jung**, Kristen Schultz Lee, Deborah E. Ward, Kristin Naragon-Gainey, Paul K. Piff, and Ashley V. Whillans. (2020). "Psychological Pathways Linking Income Inequality in Adolescence to Well-Being in Adulthood," *Self and Identity*. 20(8), 982-1014, <https://doi.org/10.1080/15298868.2020.1796777>.

Ward, Deborah E., Lora E. Park, Ashley V. Whillans, Kristin Naragon-Gainey, and **Han Young Jung** (2020). "Can't Buy Me Love (or Friendship): Social Consequences of Financially Contingent Self-Worth," *Personality and Social Psychology Bulletin*. 46(12), 1665–1681, <https://doi.org/10.1177/0146167220910872>.

Lee, Seung Yun, Sunho Jung, **Han Young Jung**, Sung Tae Choi, and Sangdo Oh. (2019). "Imagination Matters: Do Consumer's Imagery Processing and Self-Regulatory Goals Affect the Persuasiveness of Metaphor in Advertising?," *International Journal of Advertising*, 38(8), 1173-1201, <https://doi.org/10.1080/02650487.2019.1596445>

## RESEARCH IN PROGRESS

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**Jung, Han Young**, Joseph Redden, and Kathleen Vohs. "Group Ordering and Purchase Regret". Dissertation Essay 2.

**Jung, Han Young**, and Kathleen Vohs. "Religion and Digital Technology Adoption Decisions".

**Jung, Han Young** and Joseph Redden. “Diversity Training and Desire for Status Consumption”.

**Jung, Han Young**. “Payment Structure and Savings Behavior”.

**CONFERENCE PRESENTATIONS** (\*denotes the presenter)

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**Jung, Han Young\***, Daniel Chin, Sarah Lim, and Kathleen Vohs. (2024, March). Accepting Cryptocurrency as a Form of Payment Undermines Brand Evaluations. In competitive paper session, “Pay Pals: Cryptocurrency, Credit Cards, and Saving”, *Society for Consumer Psychology (SCP)*, Nashville, TN.

**Jung, Han Young\***, Daniel Chin, Sarah Lim, and Kathleen Vohs. (2023, October). Accepting Cryptocurrency as a Form of Payment Undermines Brand Evaluations. In competitive paper session, “Morality in the Marketplace” (Chair: Yuqi Guo), *Association for Consumer Research (ACR)*, Seattle, WA.

Vohs, Kathleen\*, **Han Young Jung**, Daniel Chin, and Sarah Lim. (2023, July) Accepting Cryptocurrency as a Form of Payment Undermines Brand Evaluations, In special session (Chair: Selin Malkoc), *European Association for Consumer Research (EACR)*, Amsterdam, Netherlands.

**Jung, Han Young\***, and Joseph Redden. (2022, October). Cause Related Marketing Accelerates Satiation, In competitive paper session, “Prosocial Behavior” (Chair: Bonnie Hao). *Association for Consumer Research (ACR)*, Denver, CO.

**Jung, Han Young\*** (2022, April). Discussant for “Consumer Response to Observing Retail Exclusion: The Role of Consumer Self-Construal” (Presenter: Yafei Guo), 50<sup>th</sup> Annual Haring Symposium at Indiana University, Bloomington, IN.

**Jung, Han Young\***, and Kathleen Vohs. (2021, October). You are what you use? Perceptions of consumers using digital versus analog goods. Poster presented at *Association for Consumer Research (ACR)*, Virtual, Seattle, WA.

**Jung, Han Young\***, Lora E. Park, Jennifer Weng, Deborah E. Ward, and Paul K. Piff. (2019, March). The bright side of the American dream: Social mobility beliefs mitigate the negative association between financial contingency of self-worth and well-being. Poster presented at *Society for Consumer Psychology (SCP)*, Savannah, GA.

Whillans V., Ashley\*, Lora E. Park, **Han Young Jung**, Kristen Schultz Lee, Kristin Naragon-Gainey, Deborah E. Ward, and Paul K. Piff. (2019, March). Income inequality in childhood predicts financial contingency of self-worth and well-being in adulthood. In symposium, “Financial scarcity and its effects on affect, cognition, and choice” (Chair: R. Catapano). *Society for Consumer Psychology (SCP)*. Savannah, GA.

Park, Lora E.\*, **Han Young Jung**, Deborah E. Ward, Kristin Naragon-Gainey, and Ashley V. Whillans. (2019, February). Psychological processes linking income inequality to well-being. In symposium: "Inequality and its discontents: The wealth gap's causes and consequences" (Co-Chairs: P. Piff and P. Dietze). *Society for Personality and Social Psychology (SPSP)*, Portland, OR.

**Jung, Han Young\***, Lora E. Park, Ji Xia, Deborah E. Ward, Jennifer Weng, Thomas Talhelm, and Paul K. Piff (2019, February). The bright side of the American dream: Social mobility beliefs mitigate the

negative association between financial contingency of self-worth and well-being. Poster presented at *Society for Personality and Social Psychology* (SPSP), Portland, OR.

Park, Lora E.\*, Kristen Schultz Lee, **Han Young Jung**, Deborah E. Ward, Paul K. Piff, and Ashley V. Whillans. (2018, October). Income inequality in childhood predicts financial contingency of self-worth and well-being in adulthood. In symposium: "Why income inequality matters: Insights from the level of individuals, dyads, and society " (Co-Chairs: Lora E. Park and Ashley V. Whillans). *Society for Experimental Social Psychology* (SESP), Seattle, WA.

**Jung, Han Young\***, and Lora E. Park. (2018, June). Effects of upward comparisons on financial contingency of self-worth and well-being. Poster presented at *Behavior and Brain Sciences Symposium* (BBSS), Buffalo, NY.

**Jung, Han Young\***, and Lora E. Park. (2018, May). Effects of upward comparisons on financial contingency of self-worth and well-being. Poster presented at *Social Psychologists around Western New York* (SPAWN), Buffalo, NY

### TEACHING INTERESTS

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-Consumer Behavior	-Marketing Research
-Digital Marketing	-Advertising
-Branding	-Marketing Analytics

### TEACHING EXPERIENCE

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<b>MKTG 3001 Principles of Marketing</b> <i>Instructor</i> Student evaluation: 5.83/6 Class size: 24 <u>Recipient of the 2022-2023 Carlson School of Management Teaching Award</u>	University of Minnesota Fall 2022
<b>MKTG 3001 Principles of Marketing</b> <i>Co-Instructor</i> Student evaluation: 5.07/6 Class size: 51	University of Minnesota Spring 2022
<b>MKTG 3011 Marketing Research</b> <i>Teaching Assistant</i> (Instructor: Byungyeon Kim)	University of Minnesota Spring 2023
<b>MKTG 6055B (MBA) Buyer Behavior</b> <i>Teaching Assistant</i> (Instructor: Alison Xu)	University of Minnesota Spring 2021
<b>MKTG 6055A (MBA) Buyer Behavior</b> <i>Teaching Assistant</i> (Instructor: Alison Xu)	University of Minnesota Spring 2021
<b>MKTG 3040 Buyer Behavior</b> <i>Teaching Assistant</i> (Instructor: Alison Xu)	University of Minnesota Spring 2021
<b>MKTG 4072 Marketing Practicum</b> <i>Teaching Assistant</i> (Instructor: Joseph Redden)	University of Minnesota Fall 2020

**GRANTS, AWARDS, AND HONORS**

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Carlson School of Management Doctoral Dissertation Fellowship (DDF), University of Minnesota, 2023  
-Awarded to students with most promising dissertation projects  
Carlson School of Management Ph.D. Student Teaching Award, University of Minnesota, 2023  
-School-wide award selected based on the teaching evaluation score  
Small Grant for Diversity, Equity, and Inclusion Research (G-DEIR), University of Minnesota, 2023  
-Received \$1,000 research grant  
Fellow, Haring Symposium, Indiana University, 2022  
John & Roberta Henrickson Fellowship, University of Minnesota, 2021  
-Awarded to students with highest research productivity  
Conference Travel Fellowship Award, University of Minnesota, 2021, 2022, 2023

**DOCTORAL COURSEWORK**

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University of Minnesota

*Marketing*

Consumer Information Processing  
Consumption and Well-Being  
Consumer Behavior Research Methods  
Human Motivation  
Consumer Attitudes and Persuasion 1  
Consumer Attitudes and Persuasion 2  
Consumer Judgment and Decision-Making  
Inter-Organizational Relations in Marketing  
Quantitative Modeling 1  
Proseminar in Marketing  
Consumer Behavior Special Topics (Audit)

Alison Xu  
Rohini Ahluwalia  
Kathleen Vohs  
Kathleen Vohs  
Barbara Loken  
Kathleen Vohs  
Akshay Rao  
George John  
Tony Cui  
Mark Bergen  
Deborah John

*Psychology*

Impression Management  
Advanced Cognitive Psychology

Marti Hope Gonzales  
Jeffrey Bye

*Statistics*

Statistical Analysis of Longitudinal Data  
Multivariate Statistics  
Designing Experiments

Nidhi Kohli  
Niels Waller  
Barbara Kuzmak

*Information and Decision Sciences*

Social Media and Online Communities

Yuqing Ren

University at Buffalo

*Psychology*

Advanced Social Psychology  
Research Methods in Social Psychology  
Cognitive Processes  
Biological Basis of Behavior  
Psychopathology

Lora Park  
Sandra Murray  
Micheal Dent  
Derek Daniels  
Jennifer Read

*Statistics*

Advanced Statistics Methods 1  
Advanced Statistics Methods 2

Michael Poulin  
Christopher McNorgan

**SERVICE**

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Reviewer, Society for Consumer Psychology Conference, March 2024  
Reviewer, Society for Consumer Psychology Conference, March 2023  
Research Subject Pool Manager, University of Minnesota, Fall 2021-Spring 2022  
Research Assistant, University at Buffalo, *Self and Motivation Lab*, August 2017- May 2019

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
American Marketing Association (AMA)  
Society for Judgment and Decision-Making (SJDM)  
Society for Personality and Social Psychology (SPSP)  
Association for Psychological Science (APS)

**REFERENCES**

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Professor, Curtis L. Carlson Chair in Marketing Analytics  
Department of Marketing  
Carlson School of Management  
University of Minnesota-Twin Cities  
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Department of Marketing  
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Gies College of Business  
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## **APPENDIX (ABSTRACT OF THE JOB MARKET PAPER)**

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**Jung, Han Young** and Joseph P. Redden. “How the Payment Path of Shared Expenses Affects Purchase Satisfaction”, Revising for 2<sup>nd</sup> round of review at the *Journal of Consumer Research*, Dissertation essay 1. Job market paper.

This research investigates how the method of paying a shared expense affects purchase satisfaction. Specifically, when multiple consumers share an experience (e.g., an Uber ride, or Airbnb rental), each consumer can pay their own share directly, or one consumer can pay the total and the others can repay them. Six preregistered studies showed that indirect payment through another consumer led to higher purchase satisfaction versus direct payment to the vendor. This effect emerged regardless of any existing relationship (friend, acquaintance, stranger, or disliked person), or the group size sharing the expense. Mediation evidence showed that this indirect payment increased purchase satisfaction because it made the payment feel like an act of reciprocity rather than a formal market transaction, which lessened the pain of payment. Moderation evidence further supported the role of reciprocity by showing that this effect disappeared when consumers themselves acted as the intermediary by covering the entire cost upfront. This research highlights the distinction between direct and indirect payment paths in shared expenses, contributing to the research on payment and financial decision making. Furthermore, it has significant implications for marketers as encouraging consumers to exchange payments among themselves for shared expenses can increase consumer satisfaction.