

JEN PARK

Stanford Graduate School of Business
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EDUCATION

Stanford Graduate School of Business , Stanford, CA <i>Ph.D., Marketing</i>	Expected 2022
New York University , New York, NY <i>M.A., Psychology</i>	2016
Korea University , Seoul, Korea <i>B.S., Business & Psychology</i>	2014
The Wharton School, University of Pennsylvania (Exchange Program)	2011

RESEARCH INTERESTS

Judgment & Decision Making	Framing & Context Effects
Digital Interfaces & Information Processing	Prosocial & Pro-environmental Behavior

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW *equal contribution

Park, Jen H.,* Szu-chi Huang,* Bella Rozenkrants, and Daniella Kupor (2020), “Subjective Age and the Greater Good,” *Journal of Consumer Psychology*, 31(3), 429-449.

Park, Jen H. and Itamar Simonson, “Rejecting Options Increases Commitment after Option Evaluation,” invited for revision, *Journal of Consumer Research*.

SELECT RESEARCH IN PROGRESS

“Click to Read More’ Biases Consumers’ Memory and Preference” with Szu-chi Huang and Aradhna Krishna

“Head vs. Heart as a Determinant of Re-trying Sustainable Products” with Kristen Duke

“Increasing Green Consumption through Product Assortment” with Samina Lutfeali and Yewon Kim

“Online vs. Offline Evaluation of New Products” with Melanie Brucks

“Rejection and Cancellation across Modalities” with Shwetha Mariadassou and Jonathan Levav

AWARDS & FELLOWSHIPS

Stanford Community Impact Award, <i>Stanford Alumni Association</i>	2021
AMA-Sheth Doctoral Consortium Fellow	2021
Invited Participant, 11 th Invitational Choice Symposium	2019
Catherine S. Muther Fellowship, <i>Stanford University</i>	2017
The Copses Family Foundation Fellowship, <i>Stanford University</i>	2016
Professional Academic Achievement & Thought Leadership Award, <i>New York University</i>	2015
Finalist, NYU “Threesis” Academic Challenge, <i>New York University</i>	2015
Dean’s Student Travel Grant, <i>New York University</i>	

CHAired SYMPOSIA

Park, Jen H. and Daniella Kupor (2020), “The Hidden Persuaders of Prosocial Contribution,” *Society for Consumer Psychology*, Huntington Beach, CA.

Park, Jen H. (2018), “New Insights into Dynamic Framing of Choices in the Online Consumer Environment,” *Association for Consumer Research*, Dallas TX.

RESEARCH PRESENTATIONS

Park, Jen H., Szu-chi Huang, and Daniella Kupor (2020), “Subjective Age and the Greater Good,” *Association for Consumer Research*, Virtual.

Park, Jen H. and Itamar Simonson (2020), “Swipe Left for No: Why Options that Survive Rejection Are More Likely to Be Purchased,” *Association for Consumer Research*, Virtual.

Park, Jen H. and Szu-chi Huang (2020), “What’s in a Click? The Simple Act of Clicking Can Facilitate Motivated Reasoning for Indulgent Choices,” *Society for Consumer Psychology*, Huntington Beach, CA.

Park, Jen H., Szu-chi Huang, and Daniella Kupor (2020), “Subjective Age and the Greater Good,” *Society for Consumer Psychology*, Huntington Beach, CA.

Park, Jen H. and Itamar Simonson (2020), “Swipe Left for No: Why Options That Survive Rejection Are More Likely to Be Purchased,” *Society for Personality and Social Psychology*, New Orleans, LA.

Park, Jen H. and Szu-chi Huang (2020), “What’s in a Click? The Simple Act of Clicking Can Facilitate Motivated Reasoning for Indulgent Choices,” *Society for Personality and Social Psychology*, New Orleans, LA.

Park, Jen H. and Itamar Simonson (2019), “Swipe Left for No: Why Options That Survive Rejection Are More Likely to Be Purchased,” *Society for Judgment and Decision Making*, Montreal, Canada.

Park, Jen H. and Szu-chi Huang (2019), “What’s in a Click? The Simple Act of Clicking Can Facilitate Motivated Reasoning for Indulgent Choices,” *Society for Judgment and Decision Making*, Montreal, CA.

Park, Jen H. and Szu-chi Huang (2019), “Augmented Reality Dissected: Decoupling the Visual and Interactive Elements of AR in Encouraging Consumers to Read Food Reviews,” *Association for Consumer Research*, Atlanta, GA.

Park, Jen H. and Itamar Simonson (2018), “The Effect of Rejection Frames on Commitment to Choice,” *Society for Judgment and Decision Making*, New Orleans, LA.

Park, Jen H. and Itamar Simonson (2018), “The Effect of Rejection Frames on Commitment to Choice,” *Political Psychology Research Group*, Stanford University.

Park, Jen H. (2018), “Omission Bias in Gain vs. Loss Domain,” *Association for Consumer Research*, Dallas, TX.

Park, Jen H. and Itamar Simonson (2018), “The Effect of Rejection Frames on Commitment to Choice,” *Association for Consumer Research*, Dallas, TX.

Park, Jen H. and Yaacov Trope (2016), “When ‘Free’ Means Different from ‘\$0’: Abstract vs. Concrete Mindset Effect on ‘Free’ Promotional Offers,” *Society for Personality and Social Psychology*, San Diego, CA.

Park, Jen H., Petra Schmid, and David Amodio (2015), “Money or Power? Power Promotes Costly Punishment of Unfair Behavior,” *Association for Consumer Research*, New Orleans, LA.

Park, Jen H., Petra Schmid, and David Amodio (2015), “Power Increases Instrumental Memory for People’s Attributes,” *Society for the Study of Motivation*, New York, NY.

Park, Jen H. and Barry Cohen (2015), “It Pays to Be Inconsistent with the Stereotype: How Counter-Stereotypes of Job Positions Can Positively Affect Evaluations,” *Eastern Psychological Association*, Philadelphia, PA.

EMPLOYMENT & LAB WORK

Institute of Human Development and Social Change , <i>New York, NY</i>	Aug 2015 – May 2016
- Project Coordinator	
NYU Social Neuroscience Lab , <i>New York University</i>	Sep 2014 – Mar 2016
- Research Assistant (Advisor: David Amodio)	
Spontaneous Inferences and Decisions Lab , <i>New York University</i>	Oct 2014 – Aug 2015
- Research Assistant (Advisor: James Uleman)	

TEACHING

Product Launch (MBA), <i>Stanford University</i>	2019, 2021, 2022
- Course Assistant (Jonthan Levav)	
Persuasion: Principles & Practice (MBA), <i>Stanford University</i>	2022
- Course Assistant (Zakary Tormala)	
Behavioral Economics & The Psychology of Decision Making (PhD), <i>Stanford University</i>	2020, 2021
- Course Assistant (Itamar Simonson)	
Marketing Management (MBA), <i>Stanford University</i>	2019, 2020
- Course Assistant (Stephanie Tully)	
- Grader (Stephen Anderson-McDonald)	
Applied Behavioral Economics (MBA), <i>Stanford University</i>	2018
- Course Assistant (Itamar Simonson)	
Social Psychology (Undergraduate), <i>New York University</i>	2015
- Teaching Assistant (James Uleman)	
Introduction to Psychology (Undergraduate), <i>New York University</i>	2014
- Teaching Assistant (Edgar Coons)	

SERVICE

PhD Organization of Women, <i>Stanford Graduate School of Business</i>	
- Co-president	2020 – 2021
- Executive Officer	2018 – 2020
Splash Academic Outreach Program for Grades 9-12, <i>Stanford University</i>	
- Teacher (Behavioral Economics)	2018 – 2022
Stanford Undergraduate Research Association Mentor, <i>Stanford University</i>	2020 – 2021
SPSP Peer Advising Program Mentor	2020 – 2021
Association for Consumer Research Conference Reviewer	2016 – 2021
Society for Consumer Psychology Conference Reviewer	2018 – 2020
Journal of Consumer Research Trainee Reviewer	2018

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)	Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDMM)	Society for Personality Social Psychology (SPSP)
American Marketing Association (AMA)	