

# ERIC S. PARK

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## EDUCATION

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<b>Columbia University</b> Graduate School of Business	Ph.D., Marketing, Expected 2025 M. Phil, Marketing, 2022 Behavioral Track; Advisor: Gita V. Johar <i>Overall GPA: 9.89/11.00</i>	New York, NY
<b>The University of Texas at Austin</b> McCombs School of Business	B.B.A With Honors, Marketing, May 2017 <i>Overall GPA: 3.81/4.00</i>	Austin, TX

## RESEARCH INTEREST

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My research broadly focuses on understanding how consumers and firms interact with emerging technologies such as livestream, non-fungible tokens (NFTs), and Metaverse-related technologies (AR/VR). I aim to understand how these platforms and technologies affect behavior and its consequences to various stakeholders—such as consumers, brands or marketers, and content creators—using psychological theories related to information processing and environmental psychology and methodologies such as experimental design using custom interactive stimuli, empirical modeling, and web scraping. Additionally, I have a stream of research that focuses on understanding how context affects consumers.

## PUBLISHED WORKS

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1. Rhonda Hadi, Melumad, Shiri, **Park, Eric. S.** (2023). The Metaverse: A New Digital Frontier for Consumer Behavior. *Journal of Consumer Psychology*, forthcoming.

## UNDER REVIEW

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1. With Jaeyeon Chung: “Beyond Rarity and Aesthetics: The Hidden Driver of NFT Digital Art Popularity (1<sup>st</sup> Round R&R at **Journal of Marketing**)

## WORKING PAPERS

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1. With Gita Johar: Fast Chat? Looks Crowded!: How Chat Speed Affects Popularity Perceptions in Livestreams
2. With Kristen Lane & Silvia Bellezza: Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption
3. With Jennifer Sun & Youjung Jun: on Experiential Consumption
4. With Nate Posner & Bernd Schmitt: AI & Sentience

## WORK-IN-PROGRESS

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1. With Eric Johnson & Martijn Willemsen: When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect
2. With Rhonda Hadi & Gita Johar: AR & Skepticism
3. With Don Lehmann: Major Life Events and Innovation Adoption

## TEACHING

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Teaching Assistant

### **The Psychology and Economics of Consumer Finance (B8744)**

For Prof. Eric Johnson & Prof. Steve Zeldes

New York, NY

2020

Winter 2020: Columbia Business School MBA Course

### **Behavioral Economics and Decision Making (B8619/B7619)**

For Prof. Eric Johnson

New York, NY

2020

Fall 2020: Columbia Business School MBA/EMBA Course

For Prof. Liz Friedman

2023

Summer 2023: Columbia Business School MBA Course

Fall 2023: Columbia Business School MBA Course

### **Marketing Core (B6601)**

New York, NY

For Prof. Keith Wilcox <i>Fall 2020: Columbia Business School MBA Course</i>	2020
<b>Managing Brands, Identity, &amp; Experience (B7621)</b> For Prof. Bernd Schmitt <i>Spring 2021, 2022: Columbia Business School EMBA Course</i> <i>Summer 2021, 2022: ABS &amp; CBS Partner EMBA Course</i>	New York, NY 2021, 2022
<b>Marketing Management (UN3021)</b> For Prof. Michelle S. Greenwald <i>Summer 2021: Columbia Business School Undergraduate Course</i>	New York, NY 2021
<b>Experimental Design and Analysis for Behavioral Research (B9608)</b> For Prof. Michel Pham <i>Fall 2021: Columbia Business School PhD Course</i>	New York, NY 2021
<b>Digital Marketing (B9655)</b> For Prof. Michelle S. Greenwald <i>Fall 2021: Columbia Business School MBA Course (Guest Lecture: Conjoint Analysis)</i>	New York, NY 2021
<b>Foundations of Innovation (B8677)</b> For Prof. Melanie Brucks <i>Spring 2022: Columbia Business School MBA Course (Guest Lecture: Virtual Influencers)</i> <i>Spring 2023: Columbia Business School MBA Course</i>	New York, NY 2022, 2023
<b>Strategic Consumer Insights (B8607)</b> For Prof. Michel Pham <i>Spring 2023: Columbia Business School MBA Course</i>	New York, NY 2023
<b>Data Driven Design for Social Innovation (COMS 4995)</b> For Prof. Gita Johar, Adam Royalty, Nakul Verma <i>Fall 2023: Columbia University Cross-Disciplinary (Business, Design, Computer Science) Course</i>	New York, NY 2023

## CONFERENCE PRESENTATION

Presenting Author is Bolded

1. **Eric S. Park**, Martijn Willemsen, & Eric J. Johnson (2020, October). **When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect** presented at **Process Tracing Virtual Seminar Lightning Round Talk**, Virtual
2. **Eric S. Park**, Martijn Willemsen, & Eric J. Johnson (2022, October). **When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect** presented at **ACR 2022**, Denver, Colorado (Special Session; Chair: **Eric Park**)
3. **Eric S. Park** & Gita Johar (2022, October). **The (Virtual) Crowd: Speed of Synchronous Chat affects Popularity in Livestreams** presented at **ACR 2022**, Denver, Colorado (Special Session; Chair: **Eric Park**)
4. Eric S. Park, **Kristen Lane**, Silvia Bellezza (2022, October). **NFTs for Conspicuous Consumption** presented at **ACR 2022**, Denver, Colorado (Competitive Paper Session)
5. **Eric S. Park**, Kristen Lane, Silvia Bellezza (2022, December). **NFTs for Conspicuous Consumption** presented at International Conference on Crypto-Marketing, New York City, New York (Break-Out Session; Chair: **Eric Park**)
6. **Eric S. Park**, Kristen Lane, Silvia Bellezza (2023, March). **NFTs for Conspicuous Consumption** presented at **Society for Consumer Psychology Annual Conference 2023**, San Juan, Puerto Rico (Special Session; Chair: **Eric Park**)
7. **Eric S. Park**, Kristen Lane, Silvia Bellezza (2023, May). **NFTs for Conspicuous Consumption** presented at **European Marketing Academy Annual Conference**, Odense, Denmark (Special Session; Co-Chair: **Eric Park & Reto Hofstetter**)
8. **Eric Park** & Gita Johar (2023, May). **The (Virtual) Crowd: Speed of Synchronous Chat affects Popularity in Livestreams** presented at **TPM 2023**, Lausanne, Switzerland
9. Eric S. Park, **Kristen Lane**, Silvia Bellezza (2023, July). **Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption** presented at Journal of Marketing Virtual Symposium: New Paradigms for a New World, Virtual
10. Youjung Jun, Jennifer Sun, **Eric S. Park**. (2023, October) **Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases**. presented at **ACR 2023**, Seattle, Oregon (Competitive Paper)
11. **Eric S. Park**, David Finken, Martin Mende (2024, March). **Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy** at **Society for Consumer Psychology Annual Conference**, Nashville, Tennessee (Roundtable)

## DOCTORAL COURSEWORK

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Columbia University

### Marketing

Applied Multivariate Methods (PhD Seminar): Professor Kamel Jedidi (F' 19)  
Analytical Models (PhD Seminar): Professor Kinshuk Jerath (S' 21)  
Bridging Behavioral Economics and Marketing Science (PhD Seminar): Professor Ran Kivetz (F' 19)  
Consumer Behavior I (Information Processing; PhD Seminar): Professors Michel Pham and Bernd Schmitt (F' 20)  
Consumer Behavior II (Judgement and Decision-Making; PhD Seminar): Professor Eric Johnson (S' 20)  
Empirical Models (PhD Seminar): Professor Oded Netzer (S' 21)  
Experimental Design (PhD Seminar): Professor Michel Pham (S' 20)  
Marketing Decisions and Methods (PhD Seminar): Professor Don Lehmann (Summer' 20)  
Mathematical Method (PhD Seminar): Professor Awi Federgruen (Summer' 19)  
Marketing Research (PhD Seminar): Professor Don Lehman (Summer' 21)  
Research Methods (PhD Seminar): Professors Gita Johar and Bo Cowgill (S' 20)

### Economics

Economic Analysis I & II (PhD Seminar): Professor Geoffrey Heal (F' 19)

### Psychology

Cognitive Processes (Masters Seminar): Professor Lisa Son (S' 21)  
Theories in Social and Personality Psychology (PhD Seminar): Professor Tory Higgins (S' 20)  
Theories of Social Psychology (PhD Seminar): Professors John Jost and Yaacov Trope (S' 21)  
Self-Regulation (PhD Seminar): Professors Gabriel Oettingen and Peter Gollwitzer (F' 20)

### Neuroscience

Attention and Perception (Masters Seminar): Professor Alfredo Spagna (F' 19)  
Neurodegenerative Diseases (Masters Seminar): Professor Yunglin Gazes (S' 21)  
Fundamentals of Human Brain Imaging (Masters Seminar): Professor Alfredo Spagna (S' 22)  
Neuroeconomic Summer School (PhD Summer Seminar Series): Professor Paul Glimcher (Su' 23)

### Business Analytics

Computing for Business Research (PhD Lecture): Professor Kriste Krstovski (F' 20)

## INDUSTRY EXPERIENCE

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**Anheuser-Busch InBev** *Mgr. Innovation Agile, Insights*; New York City, NY Dec 2018 – July 2019

Manage all consumer testing of new to world products from concept to launch  
Develop agile consumer testing toolkit methodologies  
Coordinate 3YP pipeline development with cross-functional partners (i.e. innovation)

**Anheuser-Busch InBev** – *Portfolio Analyst, Innovation*; New York City, NY July 2017 – Dec 2018

Create an analytical framework designed to enhance focus for AB's US Innovation 5-year pipeline  
Optimize the Stage Gate process to boost agility and efficiency in a highly complex process  
Manage 3+ experiential events for both internal and external new product commercialization

**GSD&M** – *Analytics Intern*; Austin, TX Jan 2016 – May 2016

Work with non-relational database for data cleaning (Elastic Search)  
Develop javascript code that transformed data for ease of analysis  
Design methodology for data cleaning  
Use logstash to access and store data into non-relational database

## OTHER EXPERIENCE

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**McCombs School of Business**

**Austin, TX**

*Undergraduate Research Assistant for Prof. Jacob Suher*

2013-2016

*Independent Study under Prof. Adrian Ward*

2017

## CERTIFICATIONS

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**Elements of Computer Science:** Awarded from UT Austin for completing 18 hours of Computer Science Coursework

**Neuroeconomic Summer School 2023:** Attended at University of Pennsylvania

**GRANTS/SCHOLARSHIPS**

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Provost's Diversity Recruitment Fellowships	2019
Sawtooth Software Academic Grant	2022
Luxury Education Foundation Scholarship	2022,2023
Paul and Sandra Montrone Doctoral Fellowship	2023

**SKILLS**

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**Computer Skills:** Python, SQL, R, Javascript, Excel, Powerpoint, Qualtrics, Adobe Photoshop, Adobe Lightroom

**Languages:** Native in English and Korean; Conversational knowledge of Japanese

**ADDITIONAL INFORMATION**

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**Work Eligibility:** Eligible to work in the U.S. with no restrictions