

Eric S. Park

Ph.D. Candidate, Marketing Division
Columbia Business School
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EDUCATION

Columbia University Graduate School of Business	Behavioral Track; Advisor: Gita V. Johar Ph.D., Marketing M. Phil, Marketing	New York, NY May 2025 May 2022
The University of Texas at Austin McCombs School of Business College of Natural Sciences	B.B.A <i>With Honors</i> , Marketing Elements of Computer Science Certification	Austin, TX May 2017

INDUSTRY EXPERIENCE

Anheuser-Busch InBev New York, NY	Mgr. Innovation Agile, Insights Portfolio Analyst, Innovation	Dec 2018 – July 2019 July 2017 – Dec 2018
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RESEARCH INTERESTS

Topics: Emerging Technology, Consumer-Technology Interaction, Digital (Web 2.0) and Virtual (Web 3.0) Marketplace, Social Presence, Social Influence

Methodology: Experimental Design, Secondary Data Analysis, Web Scraping, Process Tracing (e.g., mouse- & eye-tracking)

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

1. Rhonda Hadi, Shiri Melumad, **Eric S. Park** (2024), "The Metaverse: A New Digital Frontier for Consumer Behavior," *Journal of Consumer Psychology*, Volume 34, Issue 1, January 2024, Pages 142-166.
2. Rhonda Hadi*, **Eric S. Park*** (2024), "Bridging the Digital and Physical: The Psychology of Augmented Reality," *Current Opinion in Psychology*. (*Equal Contribution)
3. Jaeyeon Chung, **Eric S. Park**, "Beyond Aesthetics: The Hidden Driver of Digital Art Popularity in NFT Markets." Invited for 4th Round Review at *Journal of Marketing*
4. **Eric S. Park**, Gita V. Johar, "Fast Chat, Feels Crowded: Chat Speed Affects Popularity Judgments in Livestreams". Invited for 2nd Round Review at *Journal of Marketing Research*
5. **Eric S. Park**, Kristen Lane, Silvia Bellezza, "Guardians of Luxury: How Digital Certification Safeguards Conspicuous Consumption." Under Review at *Journal of Marketing*
 - *Luxury Education Foundation Grant 2022*
 - *CBS Behavioral Lab Fellowship 2022*
6. Nathaniel Posner, **Eric S. Park**, Bernd Schmitt, "Variability, Mind Perception, and Trust in Artificial Intelligence." Under Review at *Journal of Marketing Research*.

SELECTED WORK IN PROGRESS

7. **Eric S. Park**, Rhonda Hadi, Gita V. Johar, Blending the Digital and Physical: Can AR Reduce Loneliness?. *Studies in Progress*.
 - *CELSS Seed Grant 2023*
 - *Department Research Fund 2024*
8. Youjung Jun, **Eric S. Park**, Jennifer Sun, Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases. *Manuscript in Preparation*.
 - *Luxury Education Foundation Grant 2023*

HONORS AND AWARDS

Department Research Fund (\$3,000)	2024
University of Houston Doctoral Symposium Fellow	2024
CELSS Seed Grant (\$1,000)	2023
Luxury Education Foundation Scholarship (\$2,500)	2023
Paul and Sandra Montrone Doctoral Fellowship (\$20,000)	2023
Luxury Education Foundation Scholarship (\$6,333)	2022
CBS Behavioral Lab Fellowship	2022
Sawtooth Software Academic Grant (Free Software for 2-Years)	2022
Marketing Division 3 rd Year Best Student Award (\$1,000)	2022
Provost's Diversity Recruitment Fellowships (\$2,000)	2019

INVITED TALKS

ETH Zurich, <i>Department of Management, Technology, and Economics</i>	Jan, 2025
Baruch College, <i>Zicklin School of Business</i>	Oct, 2024
Rutgers University, <i>Rutgers Business School</i>	Oct, 2024
University of Michigan, <i>Ross School of Business</i>	Oct, 2024
Nanyang Technical University, <i>Nanyang Business School</i>	Oct, 2024
Oklahoma State University, <i>Spears School of Business</i>	Sep, 2024
Vanderbilt University, <i>Owen Graduate School of Management</i>	Sep, 2024
University of Alberta, <i>Alberta School of Business</i>	Sep, 2024

CONFERENCE PRESENTATION

Chaired Conference Symposia

Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy. Mar 2024, *Society for Consumer Psychology* (Co-Chair with David Finken and Martin Mende; Roundtable)

NFTs 2: Value Drivers of Non-Fungible Tokens

May 2023, *European Marketing Academy Conference* (Co-Chaired w/ Reto Hofstetter)

What NFTs offer Marketing: Implications of NFTs for consumers and firms

Mar 2023, *Society for Consumer Psychology*

NFTs for Conspicuous Consumption.

Dec 2022, *International Conference on Crypto-Marketing*

Socializing in the Virtual Realm: Emerging Social Technologies and Implications for Firms and Consumers. Oct 2022, *Association for Consumer Research*

"A Change in Perspective" in Context Effects.

Oct 2022, *Association for Consumer Research*

Conference Talks

Fast Chat? Feels Crowded! Chat Speed Affects Popularity Judgments in Livestreams

- Theory + Practice in Marketing, May 2023
- Association for Consumer Research, Oct 2022

Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption

- Journal of Marketing Virtual Symposium: New Paradigms for a New World, July 2023
- European Marketing Academy Conference, May 2023
- Society for Consumer Psychology, March 2023

- International Conference on Crypto-Marketing, Dec 2022
- Association for Consumer Research, Oct 2022

When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect

- Association for Consumer Research, Oct 2022
- Process Tracing Virtual Seminar Lightning Round Talk, Oct 2020

Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases

- ACR Asia-Pacific 2024, July 2024
- Association for Consumer Research, Nov 2023

When Consumers Credit AI with Consciousness

- Association for Consumer Research, Sep 2024

SELECTED TEACHING EXPERIENCE

All experiences listed are as teaching assistant (TA) and guest lectureship is denoted; Names of faculty teaching are listed.

Core Curriculum

Marketing Core (1 Section; MBA). Keith Wilcox

Digital Marketing and Innovation

Digital Marketing (1 Section; Undergrad). Michelle S. Greenwald

- *Guest Lecture on Conjoint Analysis*

Foundations of Innovation (2 Sections; MBA). Melanie Brucks

- *Guest Lecture on Virtual Influencers in Marketing*

Data Driven Design for Social Innovation (2 Sections; Cross-Disciplinary, Undergrad & Masters). Gita Johar, Adam Royalty, Nakul Verma

- *Guest Lecture on Experimental Design*

Branding, Marketing Management, and Insight Generation

Managing Brands, Identity, & Experience (4 Sections; MBA/EMBA). Bernd Schmitt

Marketing Management (1 Section; Undergrad). Michelle S. Greenwald

Experimental Design and Analysis for Behavioral Research (1 Section; PhD). Michel Pham

Strategic Consumer Insights (1 Section; MBA). Michel Pham

Behavioral Economics

Psychology and Economics of Consumer Finance (1 Section; MBA).

Eric Johnson, Steve Zeldes

Behavioral Economics and Decision Making (3 Sections; MBA/EMBA).

Eric Johnson, Liz Friedman

SELECTED DOCTORAL COURSEWORK

Consumer Behavior

Consumer Behavior I

Michel Pham & Bernd Schmitt

Consumer Behavior II

Eric Johnson

Bridging Behavioral Economics and Marketing Science

Ran Kivetz

Quantitative Modeling and Strategy

Analytical Models

Kinshuk Jerath

Empirical Models I

Oded Netzer

Marketing Research

Don Lehmann

Methodology

Applied Multivariate Statistics

Kamel Jedidi

Computing for Business Research

Kriste Krstovski

Experimental Design

Michel Pham

Research Methods

Gita Johar and Bo Cowgill

Psychology and Neuroscience

Attention and Perception

Alfredo Spagna

Fundamentals of Human Brain Imaging

Alfredo Spagna

Theories in Social and Personality Psychology

Tory Higgins

Theories of Social Psychology (NYU)

John Jost and Yaacov Trope

Self-Regulation (NYU)

Gabriel Oettingen & Peter Gollwitzer

SERVICES TO SCHOOL AND FIELD

CBS Behavioral Lab Committee	2023-2024
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Columbia Marketing Alumni Conference Committee	2023
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Don Lehmann Lab Organizer	2020-2022
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New Student Admission Day Mentor	2019-2022
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Four School Conference Committee	2020
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Theory + Practice in Marketing Conference Volunteer	2019
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ADDITIONAL INFORMATION

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

Work Eligibility: U.S. Citizen