

# Eric S. Park

Ph.D. Candidate, Marketing Division  
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## EDUCATION

<b>Columbia University</b> Graduate School of Business	Behavioral Track; Advisor: Gita V. Johar Ph.D., Marketing M. Phil, Marketing	New York, NY 2025 (expected) May 2022
<b>The University of Texas at Austin</b> 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

<b>Anheuser-Busch InBev</b> 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, Context Effect

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

## PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

- 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.
  - 170 Citations on Google Scholar
  - Top 1% of Papers by Citation in Psychiatry/Psychology as of Jan 2024 on Web of Science
- Rhonda Hadi\*, **Eric S. Park\*** (2024), "Bridging the Digital and Physical: The Psychology of Augmented Reality," *Current Opinion in Psychology*. (\*Equal Contribution)
- Jaeyeon Chung, **Eric S. Park**, "Beyond Aesthetics: The Hidden Driver of Digital Art Popularity in NFT Markets." Under 2<sup>nd</sup> Round Review at *Journal of Marketing*
- Eric S. Park**, Gita V. Johar, "Fast Chat, Feels Crowded: Chat Speed Affects Popularity Judgments in Livestreams" (Dissertation Essay 1; Job Market Paper). Invited for 2<sup>nd</sup> Round Review at *Journal of Marketing Research*
- Eric S. Park**, Kristen Lane, Silvia Bellezza, "Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption." Revising for resubmission to *Journal of Marketing*
  - Luxury Education Foundation Grant 2022
  - CBS Behavioral Lab Fellowship 2022
- Eric S. Park\***, Nathaniel Posner\*, Bernd Schmitt, "When Consumers Credit AI with Cognition." Under Review at *Journal of Consumer Research*. (\*Equal Contribution)

## WORKING PAPERS

- Eric S. Park**, Xuwen Hua, Martijn Willemsen, Eric Johnson, "When Does the Attraction Effect Occur?: A Case for Value Construction." *Manuscript in Preparation*.

## SELECTED WORK IN PROGRESS

- Eric S. Park**, Rhonda Hadi, Gita V. Johar, Blending the Digital and Physical: Can AR Reduce Loneliness?, data collection in process (Dissertation Essay 2). *Studies in Progress*.
  - CELSS Seed Grant 2023
  - Department Research Fund 2024

9. 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 <sup>rd</sup> Year Best Student Award (\$1,000)	2022
Provost's Diversity Recruitment Fellowships (\$2,000)	2019

## 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**

Department Photographer	Current
CBS Behavioral Lab Committee	2023-2024
Columbia Marketing Alumni Conference Committee	2023
Graduating Student Celebration Committee	2021-2023
Don Lehmann Lab Organizer	2020-2022
New Student Admission Day Mentor	2019-2022
Department Holiday Party Committee	2020
Four School Conference Committee	2020
Theory + Practice in Marketing Conference Volunteer	2019

### **ADDITIONAL INFORMATION**

Languages: Native in English and Korean; Conversational knowledge of Japanese  
Work Eligibility: U.S. Citizen