

Eric S. Park

Ph.D. Candidate
Marketing Division
Columbia Business School
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EDUCATION

Columbia University Behavioral Track; Advisor: Gita V. Johar New York, NY
Graduate School of Business Ph.D., Marketing, 2025 (expected)
M. Phil, Marketing, 2022

The University of Texas at Austin Austin, TX
McCombs School of Business B.B.A *With Honors*, Marketing, May 2017
College of Natural Sciences Elements of Computer Science Certification, May 2017

RESEARCH INTEREST

Substantive Interests: Emerging Technology (e.g., Livestream, NFTs, AR/VR, AI), Digital (Web 2.0) and Virtual (Web 3.0) Marketplace, Consumer-Technology Interaction

Theoretical Interests: Virtual Social Cues, Technology-Mediated Identity, Social Influence, Context Effects

Methodological Interests: Experimental Design Utilizing Emerging Technology, Secondary Data Analysis, Web Scraping, Mouse and Eye-Tracking

PUBLICATIONS

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
**84 Citations on Google School; Highly Cited Paper on Web of Science*

MANUSCRIPTS UNDER REVIEW

*Equal Contribution

Eric S. Park, Kristen Lane, Silvia Bellezza, (**Reject and Resubmit** at *Journal of Marketing*). Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption.
**Luxury Education Foundation Grant 2022*

Rhonda Hadi*, **Eric S. Park***, (**Under Review** at *Current Opinion in Psychology*) Bridging the Digital and Physical: The Psychology of Augmented Reality.

Jaeyeon Chung, **Eric S. Park**, (**1st Round R&R** at *Journal of Marketing*). Beyond Rarity and Aesthetics: The Hidden Driver of NFT Digital Art Popularity.

WORKING PAPERS

*Equal Contribution; ^Job Market Paper; *Dissertation Essay

Eric S. Park, Gita V. Johar, (Intended submission to *Journal of Marketing Research*) Fast Chat? Feels Crowded!: Chat Speed Affects Popularity Perceptions in Livestreams.^*

Nathaniel Posner*, **Eric S. Park***, Bernd Schmitt, (Intended submission to *Journal of Consumer Research*) When Consumers Credit AI with Consciousness.

SELECTED WORK-IN-PROGRESS

*Dissertation Essay

Eric S. Park, Rhonda Hadi, Gita V. Johar, Blending the Digital and Physical: A New Opportunity to Assuage Consumer Loneliness through AR, data collection in process*
**CELLS Seed Grant 2023*

Eric S. Park, Xuwen Hua, Martijn Willemsen, Eric Johnson, When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect, manuscript under preparation

Youjung Jun, **Eric S. Park**, Jennifer Sun, (Intended submission to *Journal of Consumer Research*) Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases
**Luxury Education Foundation Grant 2023*

HONORS AND AWARDS

*Co-Awarded

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

CONFERENCE PRESENTATION

Presenting Author is Bolded

Chaired Conference Symposia

"A Change in Perspective" in Context Effects. (Oct 2022). *Association for Consumer Research*, Denver, CO

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

NFTs for Conspicuous Consumption. (Dec 2022). *International Conference on Crypto-Marketing*, New York, NY

What NFTs offer Marketing: Implications of NFTs for consumers and firms (Mar 2023). *Society for Consumer Psychology*, San Juan, Puerto Rico

NFTs 2: Value Drivers of Non-Fungible Tokens (May 2023). *European Marketing Academy Conference*, Odense, Denmark (Co-Chaired w/ Reto Hofstetter)

Conference Talks

Eric S. Park, Martijn Willemsen, Eric J. Johnson, (Oct 2020). When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect, *Process Tracing Virtual Seminar Lightning Round Talk*, Virtual

Eric S. Park, Martijn Willemsen, Eric J. Johnson, (Oct 2022). When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect, *Association for Consumer Research*, Denver, CO

Eric S. Park, Gita V. Johar, (Oct 2022). The (Virtual) Crowd: Speed of Synchronous Chat affects Popularity in Livestreams, *Association for Consumer Research*, Denver, CO

Eric S. Park, Kristen Lane, Silvia Bellezza, (Oct 2022). NFTs for Conspicuous Consumption, *Association for Consumer Research*, Denver, CO

Eric S. Park, Kristen Lane, Silvia Bellezza, (Dec 2022). NFTs for Conspicuous Consumption, *International Conference on Crypto-Marketing*, New York, NY

Eric S. Park, Kristen Lane, Silvia Bellezza, (Mar 2023). NFTs for Conspicuous Consumption, *Society for Consumer Psychology*, San Juan, Puerto Rico

Eric S. Park, Kristen Lane, Silvia Bellezza, (May 2023). NFTs for Conspicuous Consumption. *European Marketing Academy Conference*, Odense, Denmark

Eric S. Park, Gita V. Johar, (May 2023). The (Virtual) Crowd: Speed of Synchronous Chat affects Popularity in Livestreams, *TPM 2023*, Lausanne, Switzerland

Eric S. Park, Kristen Lane, Silvia Bellezza, (July 2023). Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption, *Journal of Marketing Virtual Symposium: New Paradigms for a New World*, Virtual

Youjung Jun, Jennifer Sun, **Eric S. Park**, (Oct 2023). Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases, *Association for Consumer Research*, Seattle, OR

Eric S. Park, David Finken, Martin Mende, (Mar 2024). Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy, *Society for Consumer Psychology*, Nashville, TN (Roundtable)

Youjung Jun, Jennifer Sun, **Eric S. Park**. (July 2024) Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases, *ACR Asia-Pacific 2024*, Bali, Indonesia

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 Section; Cross-Disciplinary, Undergrad & Masters).

Gita Johar, Adam Royalty, Nakul Verma

*Guest Lecture on experimental design on Qualtrics

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 Section; 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 Model and Strategy

Analytical Models

Kinshuk Jerath

Empirical Models I

Oded Netzer

Mathematical Method

Awi Federgruen

Marketing Research

Don Lehmann

Methodology

Applied Multivariate Methods

Kamel Jedidi

Computing for Business Research

Kriste Krstovski

Experimental Design

Michel Pham

Research Methods

Gita Johar and Bo Cowgill

Psychology

Attention and Perception
Fundamentals of Human Brain Imaging
Theories in Social and Personality Psychology
Theories of Social Psychology
Self-Regulation

Alfredo Spagna
Alfredo Spagna
Tory Higgins
John Jost and Yaacov Trope (NYU)
Gabriel Oettingen & Peter Gollwitzer (NYU)

SELECTED INDUSTRY EXPERIENCE

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

ADDITIONAL INFORMATION

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

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