

Major: Consumer behavior

Research interest: Consumer information processing and judgment  
Self-related motivation and emotional response  
Consumer culture

Research keywords: Evaluative judgment, Self, Underdog, Post-purchase, Advertising

Major research achievements:

McInnis, Lee, Tony Gao, Sunkyu Jun, James W. Gentry, "Motivational bases for consumers' underdog affection in commerce," *Journal of Service Management* (forthcoming)

Jun, Sunkyu, Yoojeong Jeong, James W. Gentry, and Yong J. Hyun, "The moderating effect of self-esteem on consumer responses to global positioning in advertising," *International Journal of Advertising*, (forthcoming)

Jun, Sunkyu, Jungyeon Sung, James W. Gentry, and Lee McGinnis, "Effects of underdog (vs. top dog) positioning advertising," *International Journal of Advertising*, v. 34(3), 2015, 495-514.

Jeong, Yoojeong and Sunkyu Jun, "Cynical consumers' responses to cause-related marketing: The effect of cause-related-marketing advertising," *Journal of Korean Marketing Association*, v. 29(April), 2014, 1-24.

Jeong, Yoojeong, Sunkyu Jun, Jungyeon Sung, "Effect of Regulatory Focus on the Composition of Consideration Set: The Moderating Effect of (Dis)Satisfactory Experience," *Korean Journal of Consumer Studies*, v. 14(3), 2013, 99-121.

Oh, Seung Wook, Yoojeong Jeong, and Sunkyu Jun, "Moderating effect of product knowledge on the influence of color of advertisement on the occurrence of assimilation and contrast," *The Korean Journal of Advertising*, v. 24(4), 2013, 87-104.

Sung, Jungyeon, Yoojeong Jeong, and Sunkyu Jun, "Effects of Affective Response to Underdog on Brand Attitude and Preference," *Korean Journal of Consumer Studies*, v. 24(1), 2013, 363-387.

Jun, Sunkyu and Yoojeong Jeong "Relationship between Implicit Satisfaction and Explicit Satisfaction," *Korean Journal of Consumer Studies*, v. 23(1), 2012, 163-192

Jun, Sunkyu, Young Suk Hyun, and Yoojeong Jeong, "Positioning and Brand Extension

Strategies of Hyundai Genesis in the Domestic and North-American Markets," Korean Journal of Marketing, v. 14(1), 2011, 85-111.