###### Jae-Eun Chung, PhD

**Professor**

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## Academic Preparation

2002 Michigan State University: Merchandising Management, Doctor of Philosophy

1. Michigan State University: Merchandising Management, Master of Science

1990 Seoul National University : Department of Clothing and Textiles

 Completed Course Work in a Master of Science Program

1989 Seoul National University: Department of Clothing and Textiles

Bachelor of Art

### Professional Work Experiences

2019-present Professor

 Department of Consumer & Family Sciences

 Sungkyunkwan University, Seoul Korea

2012-2019 Associate Professor

 Department of Consumer & Family Sciences

 Sungkyunkwan University, Seoul Korea

2007- 2011 Assistant Professor

 Consumer Sciences: Fashion & Retail Studies

 The Ohio State University

2002 - 2007 Assistant Professor

 School of Human and Consumer Sciences: Retail Merchandising

Ohio University

#### Research Grants

06/2019 – 05/2022 “Korean firms' market entry and global management strategies in

Malaysia and Indonesia: Focusing on Consumer Goods SMEs and

Startups” Global Network Research from National Research Foundation of Korea. 227 Million Won. Co-Investigator.

09/2015 - 08/2018 “Toward Global Leadership of Korea: Competitiveness and Social Responsibility of Korean Firms,” Social Science Korea (SSK) from National Research Foundation of Korea. 600 Million Won. Co-Principal Investigator.

09/2013 - 08/2015 “Developing Internationalization Model for Fostering Globally Competitive Korean SMEs.” Social Science Korea (SSK) from National Research Foundation of Korea. 300 Million Won. Principal Investigator.

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| 05/2008 - 04/2009 | "Profiling Chinese Consumers’ Preferences for Soy-Based Dietary Supplements." OARDC Seed Grant Competition. $50,803.00. Co-PI. Date Submitted: 10/2007.  |

### Scholarly Accomplishments

Publications in American and European Research Journals

Jeong, S.W., **Chung, J.,** & Roh, J.S. (2019). Impact of External Knowledge Inflow on Product and Process Innovation of Korean SMEs: Absorptive Capacity as a Mediator, *Clothing & Textiles Research Journal*, 37(4), 219-234*.*

**Chung, J**., Jin, B., Jeong, S. W., & Yang, H. (2019). NIE-based SME brand building in foreign markets: An exploratory study, *Journal of Product & Brand Management, 28(1), 63-79.*

**Chung, J.,** Yang, H., & Won, J. H. (2019). Relationships between Korean Clothing and Textiles SME Capabilities and Export Performance and Moderating Effects of Export Mode on these Relationships, *Clothing & Textile Research Journal*, 37(1), 3-19..

Hwang, J. & **Chung, J.** (2019). What drives consumers to certain retailers for organic food purchase: The role of fit for consumers’ retail store preference, *Journal of Retailing and Consumer Services*, 47(1), 293-306.

Jin, B., **Chung, J**., Yang, H., & Jeong, S. W. (2018). Entry market choices and post-entry growth patterns among born globals in consumer goods sectors. *International Marketing Review*, 35(6), 958-980.

Hwang, J. & **Chung, J**. (2018) The Roles of Business Ethics in Conflict Management

in Small Retailer–Supplier Business Relationships, *Journal of Small Business Management, 56(2), 348-368*

Jeong, S., Jin, B., **Chung, J**. & Yang H. (2017) Network evolution and cultivation patterns during the internationalization process: case analyses from Korean SMEs, *Asian Business & Management*, 1-29.

Kim, S., **Chung, J**. & Suh, Y. (2016) Multiple reference effects on restaurant evaluations: a cross-cultural study, *International Journal of Contemporary Hospitality Management*, 28(7), 1441-1466.

Jin, B., Woo, H. & **Chung, J**. (2015) How Are Born Globals Different from Non-Born Global Firms?: Evidence from Korean Small- and Medium-Sized Enterprises, *Journal of Korea Trade*, 19(3), 1-20.

Cho, J.R., Chung, J. & Hwang, J. (2015) Effects of Satisfaction and Trust on Long-Term Orientation in Small Apparel Retailer-Supplier Relationships, *Clothing & Textile Research Journal*, 33(2), 83-98.

**Chung, J.** (2014) Does Small Retailer Market Orientation Matter for Long-Term Oriented Relationships with Suppliers?, *Journal of Small Business Management,* 52(4), 790-807.

Han, T. & Chung, J. (2014) Korean Consumers’ Motivations and Perceived Risks toward the Purchase of Organic Cotton Apparel, *Clothing & Textile Research Journal*, 32(4), 235-250.

Hwang, J., **Chung, J.** & Jin, B. (2013) Revisiting Long-Term Orientation: Impact of Long-Term Orientation and Market Orientation on Channel Relationships in Confucian Culture. *Asia Pacific Journal of Logistics & Marketing,* 25(5), 722-744.

Jeong, S., Stoel, L. & Chung, J. (2012). The Impact of Store Preference and Product Country of Origin on Chinese Consumers’ Purchase Intentions: Exploring the Case of Dietary Supplements. *International Journal of Retail and Distribution Management,* 40 (6), 471-487.

**Chung, J.** (2012). When and How Does Supplier Opportunism Matter for Small Retailers’ Channel Relationships with the Suppliers?, *Journal of Small Business Management,* 50 (3), 389-407.

**Chung, J.**, Stoel, L., Xu, Y, Ren, J. (2012). Predicting Chinese Consumers’ Purchase Intentions for Imported Soy-Based Dietary Supplements, *British Food Journal,* 114 (1), 143-161*.*

Ren, J., **Chung, J.**, Stoel, L., & Xu, Y. (2011). Chinese Dietary Culture Influences Consumers’ Intention to Use Imported Dietary Supplements: An Application of the Theory of Planned Behavior, *International Journal of Consumer Studies,* 35 (6), 661-669.

**Chung, J.** & Jin, B. (2011). In-Group Preference as Opportunism Governance in a Collectivist Culture: Evidence from Korean Retail Buyer-Supplier Relationships, *Journal of Business and Industrial Marketing,* 26 (4), 237 - 249.

**Chung, J.**, Huang, Y., Jin, B. & Sternquist, B. (2011). The Impact of Market Orientation on Chinese Retailers’ Channel Relationships*, Journal of Business and Industrial Marketing,* 26(1), 14-25.

Kim**,** H. & **Chung, J.** (2011). "Consumer purchase intention for organic personal care products", *Journal of Consumer Marketing*, 28 (1), pp.40 – 47.

Runyan, R., Sternquist, B., & **Chung, J.** (2010). A Cross-Cultural Study of Channel Relationship Factors: Antecedents of Satisfaction in a Retail Setting, *Journal of Business Research*, 63(11), 1186-1195.

**Chung, J.**, Pysarchik, D., & Hwang, S. (2009). Effects of Country-of-Manufacture and Global Brand Image on Korean Consumers’ Purchase Intention, *Journal of Global Marketing,* 22 (1), 21-41.

**Chung, J.**, Sternquist, B., & Chen, Z. (2008). Japanese Retail-Buyer Supplier Relationships: Does Performance Matter?, *Asian Pacific Journal of Marketing and Logistics,* 20 (1), 55-75.

**Chung, J.**, Jin, B., & Sternquist, B. (2007). The Role of Market Orientation in Channel Relationships: When Channel Power is Imbalance. *International Review of Retail, Distribution, and Consumer Research,* 17 (2), 159-176

**Chung, J.**, Sternquist, B., & Chen, Z. (2006). Retailer-Buyer Supplier Relationships: The Japanese Difference. *Journal of Retailing,* 82(4), 349-355.

**Chung, J.**, Yu, J., & Pysarchik, D. (2006) Cue Utilization to Assess Product Quality: A Comparison of Consumers and Retailers in India. *International Review of Retail, Distribution, and Consumer Research,* 16 (2), 199-214.

Paulins, A., **Chung, J.**, Cone, S., & Xu, Y. (2006). Reading Circle as a Constructivist Approach to Group Learning. *Journal on Excellence in College Teaching,* 17 (3), 91-114.

Choo, H., **Chung, J.**, & Pysarchik, D. (2004). Antecedents to New Food Product Purchasing Behavior among Innovator Groups in India, *European Journal of Marketing*, 38 (5/6), 608-625.

**Chung, J.**, Pysarchik, D., & Good, L. (2000). A Model of Behavioral Intention to Buy Domestic Versus Imported Products in a Confucian Culture, *Marketing Intelligence & Planning*, 18 (5), 281-291.

**Chapters in Edited Books**

Jin , B. & **Chung, J**. (2017). Beaucre merchandising Co., Ltd.: A successfully

internationalizing Korean apparel company. In B. Jin & E. Cedrola (Eds), *Fashion brand internationalization: Opportunities and challenges* (pp.115-137). New York, NY: Palgrave Macmillan.

Sternquist, B., **Chung, J.**, & Ogawa T. (2000). Japanese Department Stores: Does Size Matter in Supplier-Buyer Relationships?, M. Czinkota & M. Kotabe (Eds), in *Japanese Distribution Strategy*, Thomson Learning: London, U.K.

Publications in Korean Research Journals

Lee, Y.L., Jung, M.J., Kim, A., Park, I., & Chung, J. (2019). Smart watch consumers’ perceived benefits and costs from product experience using semantic network analysis focused on Apple Watch, Journal of Consumer Studies, 30(6), 195-225.

Lee, Y.L. & **Chung, J.** (2019). The effects of rational thinking style and consumer information literacy on consumer information confusion and consumer choice confusion: Focusing on consumers in 20’s and 30’s, *Consumption Culture Studies*, 22(2), 1-35.

Jung, M., Lee, Y.L., Yoo, C.M., Kim, J.W., & **Chung, J.** (2019). An exploratory study on consumers’ responses to mobile payment service focused on Samsung Pay, *Journal of Digital Convergence*, 17(1), 9-27.

Zhao, H., Jung, M., & **Chung, J**. (2018). An empirical study of consumer empowerment for Chinese elderly consumers, *Family & Environment Research*, 56(6), 507-525.

**Chung, J**., Oh J.S., & Jeong S.W. (2018). Determinants of U.S. Buyer Loyalty toward Gobizkorea.com: A Study Focused on Country Image, E-Service Quality, and Satisfaction, *Korea Trade Research Journal*, 43(5), 203-233.

Jeong, S.W., Choe, S., Mun, H.J., & **Chung, J**. (2018). Social Capital and Technology Alliance Performance of Korean Exporting SMEs, *Journal of The Korean Production and Operations Management Society,*29(2), 245-259.

Yang, H., Jeong, S.W., & **Chung, J**. (2018). A Case Study on Joint Overseas Expansion of Home shopping Firm and Consumer goods SMEs, *Asia-Pacific Journal of Business Venturing & Entrepreneurship,* 13(3), 153-165.

Mun, H., **Chung, J**., Jeong, S.W., & Choe, S. (2018). An Examination of International Patenting of Korean Pharmaceutical Firms: Focusing on Firm Size, *Review of Business History,* 33(1), 69-94.

Lee, Y.L. & **Chung, J.** (2018). A Study on Consumer Confusion by Consumer Information Search Types, *Journal of Consumer Studies*, 29(2), 95-119.

Jung, M.J., **Chung, J.,** & Yang, H. (2018). The Influences of Korean Wave and Product Image on Cross-border Shopping Intention for Korean Cosmetics in China, *Journal of Consumer Studies*, 29(1), 55-82.

Lee, Y.L., **Chung, J.**, & Jeong S.W. (2017). The Influences of Utilization of Government Technological Support and Technological Capabilities o SMEs’ Internationalization: The Moderating Effect of Industry Types, *Journal of The Korean Production and Operations Management Society,* 28(4), 363-390.

Lee, Y.L., **Chung, J.**, & Jeong S.W. (2017). The Influences of SMEs’ Market Orientation and Brand Orientation on Firm Capabilities and Performance in Export Markets, *Korea Trade Research Journal,* 42(2), 175-203.

Lee, Y.L., **Chung, J.**, & Jeong S.W. (2017). The Influences of Market Orientation, Branding Capability and New Product Development Capability on Export Competitive Advantage: A Comparison of Industrial- and Consumer-Good Small and Medium-Sized Enterprises, *Korean Academy of International Business*, 28(3), 69-100.

Na, D., **Chung, J.,** & Cha, M. (2017). The Effects of Product Visibility, Price, and Individual Differences in the Centrality of Visual Product Aesthetics on Consumers’ Purchase Intentions and Post-purchase Evaluations Under Aesthetic Versus Functional Trade-Off Contexts, *Consumption Culture Studies*, 20(2), 1-27.

Jeong, S.W., **Chung, J**., & Fiore, A.M. (2017). The Effects of Shopping Motivation and an Experiential Marketing Approach on Consumer Responses toward Small Apparel Retailers, *Fashion, Industry & Education,* 15(2), 11-24.

Jeong, S.W. & **Chung, J.** (2015). Empirical Analysis of the Relationship between Networks of Small and Medium-Sized Export Enterprises and Exploitation and Exploration Activities, *International Area Review*, 19(1), 175-191.

Jeong, S.W., Jin, B., & **Chung, J.** (2015). Antecedents and Outcomes of Exploitative and Explorative Capabilities in the Innovation Process of Korean Born Globals, *Journal of Small Business Innovation*, 18(1), 61-73.

Chung, J. & Yang, H. (2015). The Influences of SMEs’ Utilization of Export Assistance Programs and Firm Capabilities on Export Performances: Firm Type as a Moderator, *International Commerce & Information Review,* 17(2), 123-150.

Heo, K.J., Jung G. I., & **Chung, J.** (2015). Own-Brand Exporting SMEs’ Satisfaction with Export Assistance Programs: A Comparison Study based on the Product Type and the Level of Economic Development of Host Countries, *Asia-Pacific Journal of Business Venturing & Entrepreneurship*, 10(2), 107-120.

Won, J., **Chung, J.,** & Yang, H**.** (2015). An Exploratory Case Study on Consumer-Goods SMEs' Overseas Expansion of Their Own Brands, *Asia-Pacific Journal of Business Venturing & Entrepreneurship*, 10(1), 199-210.

**Chung, J.,** Jin, B., & Jeong, S.W. (2015). The Influences of Export Marketing Strategies on Export Performance: A Comparison between Own-Brand-Exporting Industrial & Consumer Goods SMEs, *Korean Corporation Management Review*, 22(2), 131-151.

**Chung, J.,** Jin, B., & Yang, H. (2015).The Effects of Government International Marketing Assistance Programs on International Marketing Capabilities and Export Performances: Focus on Consumer-Goods SMEs, *Korea International Commerce Review*, 30(2), 133-158.

**Chung, J.** (2015). Determinants of Firm Capabilities Enhancing Korean SMEsʼ Performance on Own-Brand Export, *Korea Trade Research Journal*, 40(1), 237-259.

Won, J. & **Chung, J.** (2015). The Segmentation of Single-Person Households Based on

Sheth’s Theory of Consumption Values, *Journal of Consumer Studies*, 26(1), 73-99.

Jung, M.J., Yang, H., & **Chung, J.** (2014). Analysis of Research Streams on Korean SMEsʼ Internationalization, *Korea Trade Research Journal*, 39(3), 145-183.

Jung, M.J. & **Chung, J.** (2014). Consumers’ Perceptions of Business Regulation on Large Retail Stores and Switching Intentions to Traditional Markets, *Journal of Consumer Studies*, 25(5), 117-146.

Kong, M.S. & Chung, J. (2014). Antecedents and Outcomes of Types of Impulsive Buying: Focused on Apparel Products, *Family & Environment Research,* 52(2), 175-188.

Books

**Choe, S., Chung, J., Jin, B., Park, Y., Mun, D. Jeong, S.W., Yang, H., & Mun, H.J. (2018). *International Business of Korean Companies: Smart management for global competitiveness and social responsibilit*y,** Yeedam Books, Seoul, South Korea.

Jin, B., **Chung, J**., Jeong, S. and Yang, H. (2015). ***Brands Rule the World: Unlocking the DNA of Successful Korean SMEs in the Global Marketplaces***, Yeedam Books, Seoul, South Korea.

### Awards

**Best Paper Award**, “**Chung, J.**, Oh J.S., & Jeong S.W. (2018). Determinants of U.S. Buyer Loyalty toward Gobizkorea.com: A Study Focused on Country Image, E-Service Quality, and Satisfaction, *Korea Trade Research Journal*, 43(5), 203-233.” at the **2019 Spring Conference of Korea Trade Research Association**, Trade Tower, Seoul, Korea, April 21, 2019.

**Best Poster Award**, “Lee, Y.L. & **Chung. J**. The Influence of Consumer Cognitive Styles on Consumer Confusion” at the **2018 Fall Conference of Korean Home Economics Association** at Korea National Open University, Seoul, Korea, October, 28, 2018.

**Book Prize, “Sejong Doseo in 2016”** for Jin, B., **Chung, J**., Jeong, S. and Yang, H. (2015). ***Brands Rule the World: Unlocking the DNA of Successful Korean SMEs in the Global Marketplaces***, Yeedam Books, Seoul, South Korea.

**Best Reviewer of the Year Award of 2008 Managing Service Quality Journal** at the “BQUISS-11 Symposium (Quality in Services Symposium), Wolfsburg Germany, June 2009.

**Best Paper Award**, “Japanese Retail-Buyer Supplier Relationships: Does Performance Matter?” at **the Academy of Marketing Science/American Collegiate Retailing Association Triennial Retailing Conference**, Columbus, Ohio, November 2003.

**2001 Highly Commended Award by Literati Club** for “A Model of Behavioral Intention to Buy Domestic versus Imported Products in a Confucian Culture,” Marketing Intelligence & Planning, Vol. 18 (5), 281-291, 2000.

**Nominated for Best Paper Award**, “Modeling the Differential Effects of Brand and Country-of-Manufacture on Korean Consumers’ Intention to Buy Hybrid Products,” **Academy of Marketing Science-American Collegiate Retailing Association Conference**, Columbus, Ohio, November 2000.

### Services

List of Offices Held in Professional Organizations

2013-present Member of Board of Directors for the Korean Society of Consumer Policy & Education

2013-present Member of Board of Directors for the Korean Consumption Culture Association

2013-2015 Editorial Board Member for the Journal of Theory & Practice in Marketing

 2009 Elected Chair of ITAA Scholarship Committee

 2008-2011 Active member of ITAA Scholarship Committee