

JERRY JISANG HAN

Email: Jerry.Han@skku.edu

PROFESSIONAL APPOINTMENT

Assistant Professor of Marketing Sungkyunkwan University (SKKU) Business School	20021-Present
Lecturer of Marketing (Assistant Professor) University of Technology Sydney Business School	2018-2021

EDUCATION

Ph.D. Marketing McCombs School of Business, University of Texas at Austin Dissertation Chair: Andrew D. Gershoff Committee: Susan M. Broniarczyk, Julie Irwin, Adrian Ward, and Adriana Samper	May 2018
M.S. Marketing – Consumer Behavior Seoul National University (Advised by Kiwan Park)	Feb. 2012
B.A. Business Administration (Summa Cum Laude) Seoul National University	Feb. 2010

RESEARCH INTERESTS

Consumer Perceived Control, Consumer Behavior in Digital Space, Consumer Multitasking Behavior, Sensory Marketing (Vocal Pitch Effects), Consumer Decision Making

REFEREED PUBLICATIONS

- Jerry Han & Susan Broniarczyk. (2022) “The Complexities of Consumer Empowerment in the Modern Consumer Environment” *Current Opinion in Psychology*, 46: 101333
- Jerry Han & Susan Broniarczyk. (2021) “Multitasking as Consumer Compensatory Control,” *Journal of Consumer Research*
 - Featured on UT Austin McCombs “Big Ideas” Medium page: [link](#)
- Sang-Lin Han, Myoung An, Jerry J. Han, & Jiyoung Lee. (2020) “Telepresence, Time Distortion, and Consumer Traits of Virtual Reality Shopping,” *Journal of Business Research*, 118: 311-320
- Jerry J. Han & Andrew D. Gershoff. (2018) “When Good Things Feel Closer and Bad Things Feel Farther: The Role of Perceived Control on Psychological Distance Perception,” *Journal of Consumer Psychology*, 28 (4): 629-643
 - Top 20 downloaded article from *Journal of Consumer Psychology* (2017-2018)

MANUSCRIPTS UNDER REVIEW

- Jerry Han, Myungjin Choi, and Jiyoung Lee. “Powerful Experiencers: The Role of Power on Experiential Purchases.” *Under 2nd round review at Psychology & Marketing*

SELECTED RESEARCH IN PROGRESS

- Jerry Han & Claire Tsai. “High Perceived Control Mitigates Processing Fluency Effects”
Finalizing manuscript for submission at the Journal of Applied Psychology
- Jerry Han & Michael Lowe. “Sounding Warm: The Role of Vocal Pitch on Service Perception.”
Finalizing manuscript for submission at the Journal of Marketing (Working paper available)
- Michael He, Kyu Kim, & Jerry Han. “Sound of Products’ Soundness: The Effect of Product Operation Sound on Judgment of Products’ Durability.” *Finalizing manuscript for submission at the Journal of Consumer Research (Working paper available)*
- Jae-eun Namkoong, Jerry Han, & Andrew D. Gershoff. “Divine Intervention: How Illusory Causal Perception Reduces Consumer Punishment After Bad Things Happen to Bad Firms.”
Finalizing manuscript for submission at the Journal of Business Ethics (Working paper available)
- Jerry Han, Adriana Samper, & Andrew D. Gershoff. “The Role of Control on Resource Instrumentality Perceptions.” *Manuscript in preparation for Journal of Consumer Research (Working paper available)*
- Jerry Han & Michael Lowe. “Who to Hire? The Role of Vocal Pitch on Managers’ Hiring Decisions.”
Data collection in progress (2 studies completed)

7. Jerry Han. "Sound of Urgency: The Role of Vocal Pitch on Consumer Time Perceptions."
Data collection in progress (2 studies completed)

OTHER PUBLISHED ARTICLES

Park, Kiwan, Sunghye Jun, Jerry Han, Jiyoung Lee, Hwain Kim, and Joonkyung Kim. "Caffé Bene Disrupts the Stagnating Korean Coffee Shop Market." *Asian Case Research Journal* 19, no. 01 (2015): 203-230.

HONORS AND AWARDS

Marketing Discipline Group Seed Fund Grant, <i>University of Technology Sydney</i>	2019
Publication Reward Scheme Fund, <i>University of Technology Sydney</i>	2018
Eugene and Dora D. Bonham Fund, <i>University of Texas at Austin</i>	2017
AMA-Sheth Foundation Doctoral Consortium Fellow	2017
Marketing Doctoral Symposium Fellow, <i>University of Houston</i>	2017
Eugene and Dora D. Bonham Fund, <i>University of Texas at Austin</i>	2016
Nethery S. and Dorothy H. Marrow Scholarship Fund, <i>University of Texas at Austin</i>	2016
Nominee for the Fred Moore Assistant Instructor Award for Teaching Excellence, <i>UT Austin</i>	2016
Eugene and Dora D. Bonham Fund, <i>University of Texas at Austin</i>	2015
Graduate School Summer Fellowship, <i>University of Texas at Austin</i>	2015
Eugene and Dora D. Bonham Fund, <i>University of Texas at Austin</i>	2014
Nethery S. and Dorothy H. Marrow Scholarship Fund, <i>University of Texas at Austin</i>	2014
Merit Scholarship, <i>Seoul National University</i>	2010-11
Korea Foundation for Advanced Studies Scholarship, <i>Seoul, Korea</i>	2006-09
Merit Scholarship, <i>Seoul National University</i>	2006-09

CONFERENCE & SEMINAR PRESENTATIONS (* : Presenting Author)

- *Jerry Han & Michael Lowe. 2022. "Sounding Warm: The Role of Vocal Pitch on Service Perception." *Yonsei University Brownbag Sminar Series*, Seoul, Korea
- *Jerry Han, Myungjin Chung, & Jiyoung Lee. 2022. "The Role of Power on Preference for Experiential Purchases," *Marketing and Public Policy Conference*, Austin, TX.
- *Jerry Han & Michael Lowe. 2022. "Sounding Warm: The Role of Vocal Pitch on Service Perception." *SKKU Brownbag Seminar Series*, Seoul, Korea
- *Jerry Han & Michael Lowe. 2021. "Sounding Warm: The Role of Vocal Pitch on Service Perception." *UTS Brownbag Seminar Series*, Sydney, Australia
- *Jerry Han & Michael Lowe. 2020. "Sounding Warm: The Role of Vocal Pitch on Service Perception." *Association for Consumer Research*, Paris, France
- "Audio Characteristics and Consumer Decision Making." Workshop leader for *2019 Winter SCERG Meeting*, University of Sydney, Sydney, Australia.
- *Jerry Han & Susan Broniarczyk. 2019. "The Allure of Multitasking: Multitasking as Consumer Compensatory Control." *UTS Brownbag Seminar Series*, Sydney, Australia.
- *Jerry Han & Myungjin Choi. 2019. "Powerful Experiencers: The Role of Power on Experiential Purchases." *UTS Brownbag Seminar Series*, Sydney, Australia.
- *Jerry Han & Susan Broniarczyk. 2018. "The Allure and Perils of Multitasking: Multitasking as Consumer Compensatory Control." *UNSW / U Syd / UTS Joint Marketing Research Camp*, Sydney, Australia
- *Jerry Han & Michael Lowe. 2018. "Pitch Perfect: The Role of Voice Pitch on Ad Persuasiveness." *UTS Brownbag Seminar Series*, Sydney, Australia.
- *Jerry Han, Adriana Samper & Andrew D. Gershoff. 2018. "The Role of Control on Resource Instrumentality Perceptions." *Society for Consumer Psychology*, Dallas, TX.
- *Jerry Han & Claire Tsai. 2017. "High Perceived Control Mitigates Processing Fluency Effects." *Association for Consumer Research*, San Diego, CA.
- *Jerry Han, Adriana Samper & Andrew D. Gershoff. 2017. "The Role of Control on Resource Instrumentality Perceptions." *Association for Consumer Research*, San Diego, CA.
- *Jerry Han & Susan Broniarczyk. 2017. "The Allure and Perils of Multitasking: Multitasking as Consumer Compensatory Control." *McCombs PhD Conference*, Austin, TX.
- *Jerry Han & Claire Tsai. 2017. "High Perceived Control Mitigates Processing Fluency Effects." *University of Houston Doctoral Consortium*, Houston, TX.

16. *Jerry Han, Adriana Samper & Andrew D. Gershoff. 2017. "The Role of Control on Resource Instrumentality Perceptions." *Texas Marketing Colloquium*, Waco, TX.
17. *Jerry Han & Susan Broniarczyk. 2017. "Multitasking: Juggling When Low in Control." *Society for Consumer Psychology*, San Francisco, CA.
18. *Jerry Han & Claire Tsai. 2017. "High Perceived Control Mitigates Processing Fluency Effects." *Society for Consumer Psychology*, San Francisco, CA.
19. *Jerry Han & Susan Broniarczyk. 2016. "Multitasking: Juggling When Low in Control." *Association for Consumer Research*, Berlin, Germany.
20. *Jae-eun Namkoong, Jerry Han, & Andrew D. Gershoff. 2015. "Divine Intervention: How Illusory Causal Perception Reduces Consumer Punishment After Bad Things Happen to Bad Firms." *Association for Consumer Research*, New Orleans, LA.
21. *Jerry Han & Andrew D. Gershoff. 2014. "Pushing and Pulling the Future: The role of perceived control on feelings of temporal distance." *American Psychological Association*, Washington, D.C.
22. *Jerry Han & Andrew D. Gershoff. 2014. "Pushing and Pulling the Future: The role of perceived control on feelings of temporal distance." *Society for Consumer Psychology*, Miami, FL.
23. *Jerry Han, Joonkyung Kim & Kiwan Park. 2011. "Disgusted, and yet, Attracted: Effects of Disgust on the Evaluation of Purity-Related Products." *Asia-Pacific Association for Consumer Research*, Beijing, China.

TEACHING INTERESTS

MBA Marketing Core, Marketing Management, Digital Marketing, Consumer Behavior, Marketing Research, International Marketing, Behavioral Economics, Customer Relationship Marketing, Design Thinking

TEACHING EXPERIENCE

- | | |
|---|-----------------------|
| Marketing Management – SKKU Global Business Program | Feb. 2022 – Jun. 2022 |
| <ul style="list-style-type: none"> ▪ Overall Instructor Evaluation: 9.4/10.0 | |
| Marketing Foundations – UTS Undergraduate Program | Jul. 2021 – Nov. 2021 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating (administrative supervision) and lecturing 1,300 students enrolled and managing 11 tutors (non-research track academics), who led discussion sections ▪ Overall Instructor Evaluation: 4.50/5.0 (Department average is 4.1) | |
| Marketing Foundations – UTS Undergraduate Program | Mar. 2021 – Jun. 2021 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating (administrative supervision) and lecturing 530 students enrolled and managing 9 tutors (non-research track academics), who led discussion sections ▪ Overall Instructor Evaluation: 4.53/5.0 (Department average is 4.1) ▪ Selected as <i>Business School Top Teachers</i> | |
| PhD Consumer Research Seminar – University of Technology Sydney (UTS) PhD Program | Jul. 2020 – Nov. 2020 |
| Marketing Foundations – UTS Undergraduate Program | Jul. 2020 – Nov. 2020 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating (administrative supervision) and lecturing 1,400 students enrolled and managing 11 tutors (non-research track academics), who led discussion sections ▪ Overall Instructor Evaluation: 4.36/5.0 (Department average is 4.1) | |
| Marketing Foundations – UTS Undergraduate Program | Mar. 2019 – Jun. 2019 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating course with 1,000 students enrolled | |
| Marketing Foundations – UTS Undergraduate Program | Jul. 2019 – Nov. 2019 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating and lecturing 1,350 students enrolled and managing 14 tutors ▪ Overall Instructor Evaluation: 4.2/5.0 (Department average is 4.2) | |
| Entrepreneurial Marketing Management – UTS Post-Graduate Course | Jul. 2019 – Nov. 2019 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating course | |
| Marketing Foundations – UTS Undergraduate Program | Dec. 2018 – Feb. 2019 |
| <ul style="list-style-type: none"> ▪ Was responsible for coordinating and lecturing 98 students enrolled and managing 2 tutors ▪ Overall Instructor Evaluation: 4.3/5.0 (Department average is 4.2) | |
| Principles of Marketing – University of Texas BBA Program | Jan. – May 2015 |
| <ul style="list-style-type: none"> ▪ Overall Instructor Evaluation: 4.6/5.0 (Department average is 4.2) ▪ Nominated for Fred Moore Assistant Instructor Award for Teaching Excellence | |

REVIEWER SERVICE

Journal of Consumer Psychology, Internet Research, Association for Consumer Research, Society for Consumer Psychology

STUDENT ADVISING

Master's Thesis Committee Member for Sojeong Gu Jul.2022 – Dec.2022

Co-chaired UTS Undergraduate Honor's Thesis for Eldrin Hermoso Jan. 2020 – Dec. 2020

- The Role of Positive and Negative Emoji Use in Donation Intentions

ADMINISTRATIVE SERVICES

1. Bachelor of Business Review Steering Committee Member for Marketing Department Jul. 2020-Present
2. Department representative for Open Day to high school students and parents Feb. 2019
3. UTS Marketing Discipline Group External Engagement Committee Member 2018-2020
4. University of Texas at Austin School of Business Behavioral Lab Committee Member 2017-2018