

# HEEYOUNG YOON

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## EDUCATION

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Stern School of Business, New York University

Ph.D. in Marketing, May 2022

*Dissertation Committee:* Tom Meyvis (Chair), Alix Barasch, Vicki Morwitz, Yaacov Trope

M.Phil. in Marketing, 2019

Yonsei University, Seoul, South Korea

M.S. in Marketing, 2015

B.A. in Economics and B.B.A. in Business Administration, 2012

## RESEARCH INTERESTS

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Judgment and Decision Making, Consumption Experiences, Prediction Bias,  
Interpersonal Relationships

## PUBLICATIONS AND WORKING PAPERS

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Heeyoung Yoon and Tom Meyvis. Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption. Invited revise and resubmit at *Journal of Consumer Research*.

Heeyoung Yoon and Tom Meyvis. When You Think Less Leads to More: The Erroneous Belief That Adding Unattractive Items Will Reduce Consumption. Invited revise and resubmit at *Journal of Consumer Research*.

Heeyoung Yoon, Alixandra Barasch and Jonathan Berman. Speaking Ill of Others: When Gossip Fosters Social Connection. In preparation for submission to *Journal of Personality and Social Psychology*.

Tom Meyvis and Heeyoung Yoon (2021). Adding is Favoured Over Subtracting in Problem Solving, News & Views. *Nature* (592), 189-90. (Invited Commentary)

Heeyoung Yoon, Haejoo Han, and Kyoungmi Lee (2020). What Are Friends for: Shifting the Focus of Social Relationships to Their Instrumentality as a Response to Future Anxiety, *Korean Journal of Marketing*, 35 (2), 55-69.

## SELECTED RESEARCH IN PROGRESS

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“Means Substitutability for Hedonic versus Utilitarian Consumption Goals,” with Andrea Bonezzi

“Spillover Benefits from Exerting Self-Control: The Diagnostic Effect of Prior Self-Control on Subsequent Self-Control,” with Tom Meyvis and Yaacov Trope

“Asymmetry in Compromise Effects: When Consumers Choose or Reject Options,” with Joshua Lewis and Minah Jung

“Asymmetric Reactions to Product Upgrades vs. Downgrades,” with Tom Meyvis

## AWARDS, HONORS, & GRANTS

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- NYU Stern Doctoral Office Dissertation Research Grant (Total Award: \$2450), 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2019
- New York University Stern Doctoral Fellowship, 2015-2021
- Graduate Research Scholarship for Humanities and Social Science, Korea Student Aid Foundation (merit-based), 2013-2014
- Best Conference Paper Award, Korean Scholars of Marketing Science International Conference, 2013
- Korea Human Resource Foundation Scholarship (merit-based), 2010
- Honor Student Scholarship, Yonsei University, 2008-2011

## CHAired SYMPOSIA

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Heeyoung Yoon. Sharing and Interpersonal Relationships, *Society for Consumer Psychology*, Savannah, GA, 2019

Heeyoung Yoon. Sharing and Interpersonal Relationships, *Association for Consumer Research*, Dallas, TX, 2018

## CONFERENCE PRESENTATIONS AND TALKS

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(\* Denotes presenting author)

Heeyoung Yoon\* and Tom Meyvis, “When You Think Less Leads to More: The Effect of Adding Unattractive Items on Consumption Amount,” *Yale Whitebox Conference*, 2020 (cancelled due to COVID).

Heeyoung Yoon and Tom Meyvis\*, “Consuming Regardless of Liking: Consumers Overestimate the Impact of Liking on the Consumption,” *Data Colada Seminar Series*, 2020.

Heeyoung Yoon\* and Tom Meyvis, “When You Think Less Leads to More: The Effect of

Adding Unattractive Items on Consumption Amount,” *Rutgers Business School Mentor-Mentee Symposium*, Rutgers University, May 2019.

Alix Barasch, Jonathan Berman, and Heeyoung Yoon\*, “Speaking-ill of Others: When Negatively-Valenced Gossip Foster Social Connection,” *Society for Consumer Psychology*, Savannah, GA, Feb 2019.

Heeyoung Yoon\* and Tom Meyvis, “Consuming Regardless of Quality: Consumers Overestimate the Impact of Quality on Amount Consumed,” (poster) *Society for Judgment and Decision Making*, New Orleans, LA, Nov 2018.

Alix Barasch, Jonathan Berman, and Heeyoung Yoon\*, “Speaking-ill of Others: When Negatively-Valenced Gossip Foster Social Connection,” *Association for Consumer Research*, Dallas, TX, Oct 2018.

Tom Meyvis and Heeyoung Yoon\*, “Consuming Regardless of Quality: Consumers Overestimate the Impact of Quality on Amount Consumed,” *Association for Consumer Research*, San Diego, CA, Oct 2017.

Heeyoung Yoon\*, Dae Ryun Chang, and Kyoungmi Lee, “Gender Oriented Sales Promotion,” *Korean Scholars of Marketing Science (KSMS) Fall International Conference*, Seoul, Nov 2013. (Best Conference Paper Award)

Jin Myoung Kim\*, Jinwoo Kim\*, Haejoo Han, Heeyoung Yoon, and Kyoungmi Lee, “Consumers Strategically Time Word-Of-Mouth for Self-Enhancement,” (poster) *Society for Consumer Psychology*, Pheonix, AZ, Feb 2015.

Hyunji Nam\*, Heeyoung Yoon\*, and Eunkook M. Suh, “Believing That Happiness Is “Visible” Lowers Life Satisfaction,” (poster) *Society for Personality and Social Psychology*, Long beach, CA, Feb 2015.

Heeyoung Yoon\* and Kyoungmi Lee, “What Are Friends For? Shifting Focus of Social Relationship to Its Instrumentality as a Response to Future Anxiety,” (poster) *Association for Consumer Research*, Baltimore, MA, Oct 2014.

Haejoo Han\*, Heeyoung Yoon\*, and Kyoungmi Lee, “Will Future Orientation Make People Socially Expansive?” (poster) *Association for Consumer Research*, Chicago, IL, Oct 2013.

## TEACHING EXPERIENCE

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Instructor. *NYU Stern School of Business*

- Intro to Marketing, Undergraduate, Summer 2018.  
Course evaluation 4.6/5.0, Instructor evaluation 4.6/5.0

Teaching Assistant. *NYU Stern School of Business*

- Consumer Behavior, MBA, Summer 2018, 2019, 2020, Fall 2019, 2020,

Professor Tom Meyvis

- Behavioral Economics and the Science of Decision Making, Undergraduate, Summer 2020, Professors Tom Meyvis and Adam Alter
- Consumer Behavior, MBA, Winter 2020, Professor Fausto Gonzalez

Teaching Practicum. *NYU Stern School of Business*

- Intro to Marketing, Undergraduate, Spring 2018, Professor Daria Dzyabura
- Teaching Workshop, NYU Stern School of Business, May 2018

Teaching Assistant, *Yonsei Business School*

- Marketing management (in English), Undergraduate, Spring 2014, MBA, Fall 2012, Professor Dae Ryun Chang
- Strategic Brand Management (in English), MBA, Summer 2014, Professor Dae Ryun Chang
- Film and Advertisement (in English), MBA, Winter 2014, Professor Dae Ryun Chang
- Intro to Marketing, Undergraduate, Spring 2012, Professor Kyoungmi Lee

## PROFESSIONAL SERVICE

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*New York University*

- Lab Coordinator, Marketing Department, 2015 – present
- Research Assistant Coordinator, Marketing Department, 2016–2017

*Consumer Wellbeing Lab* ([www.cwblab.com](http://www.cwblab.com)), Stern Business School, 2018 – Present

- Cofound and managed the lab
- Organized and led monthly lab meetings
- Mentored research assistants with their research projects and preparation for Ph.D. program application

*Society for Consumer Psychology*

- SCP Conference Paper Reviewer, 2020

## PROFESSIONAL AFFILIATION

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American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)