

SangSuk Yoon

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EDUCATION

Temple University, Philadelphia PA
Ph.D. Marketing [Expected in May, 2017]

Pusan National University, Busan, South Korea
M.A. Cognitive Psychology (2011)

Pusan National University, Busan, South Korea
B.A. Psychology (2006)

Pusan National University, Busan, South Korea
B.B.A. Business Administration (2006)

Military Service

R.O.K., Ministry of National Defense, 2006-2008

RESEARCH INTERESTS

My research interests are that investigating people's cognitive traits associated with judgment and decision-making, underlying cognitive process of those cognitive traits, and how these traits work in diverse marketing contexts and consumer behavior. I am also interested in using diverse research methods, such as behavioral, fMRI, eye-tracking, EEG, etc., to investigate human judgment and decision making.

TEACHING INTERESTS

Main teaching interests are consumer behavior, judgment and decision making, and neural decision making

DISSERTATION RESEARCH

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JOURNAL PUBLICATIONS

- Yoon, S. S., & Shin, H. J. (2010). The effect of substitute on WTA and WTP. *The Korean Journal of Cognitive and Biological Psychology*. 22(4), 601-619

MANUSCRIPTS UNDER REVIEW

N/A

WORK IN PROGRESS

- The effects of anchoring numbers on anchoring effect
The aim of this study is to examine why anchoring effect is not stable in valuation tasks contradict to other traditional factual questions

BOOKS AND BOOK CONTRIBUTIONS

N/A

CONFERENCE PROCEEDINGS & PRESENTATIONS

- Choi, M. G., & Yoon, S. S. (2013, April). Entrepreneurship as a Creative Cognition. Proceedings of 2013 Annual Conference of the Korean Association of Small Business Studies (pp. 121-139). The Korea Chamber of Commerce & Industry, Seoul, Rep. of Korea
- Li, B., Uehara, T., Quang, Q. K., Cho, W. S., Kim, H. S., Xia, C. L., Yoon, S. S., Kim B. M., & Chon, T. S. (2012, October). Movement Analysis of Zebrafish (*Danio rerio*) in Conflict. Poster presented at The 2012 Autumn Korean Physical Society Conference. Pyeongchang, South Korea.
- Kim, H. S., Liu, Y. D., Ren, Z. M., Yoon, S. S., & Chon, T. S. (2011, September). The Fourier Series Analysis for Monitoring Response Behaviors of Indicator Species after Exposure to Chemical Stressor. Oral presented at The 18th Biennial ISEM Conference. Beijing, China.
- Lee, D. H., Yoon, S. S., Kim, B., Shin, H. J., Jung, Y., Jeong, M. Y., & Kim, H. J. (2010, August). Embodied action concepts in the brain: fMRI comparison between right-handers and left-handers. Poster presented at 7th International Conference on Cognitive Science. Beijing, China.
- Yoon, S. S., Lee, D. H., Hydock, C., & Sohn, M. H. (2010, August). Consistent
- Target-Distractor Mapping in Task Switching. Poster presented at 7th International Conference on Cognitive Science. Beijing, China.

- Yoon, S. S., Lee, G. E., & Shin, H. J. (2010, August). The effect of substitute on the disparity between WTA and WTP. Poster presented at 7th International Conference on Cognitive Science. Beijing, China.
- Yoon, S. S., Choi, M. G., & Shin, H. J. (2010, July). Renalysis of Linda problem. Poster presented at 32nd CogSci Annual Convention. Portland, OR. USA.
- Yoon, S. S., Choi, M. G., & Shin, H. J. (2010, May). The WTA-WTP disparity under Framed Transaction. Poster presented at 22nd APS Annual Convention. Boston, MA. USA.
- Choi, M. G., Yoon, S. S., & Shin, H. J. (2009, August). Reanalysis: Feature exocentricity as an alternative explanation in conceptual combination. Poster presented at 1st International Conference on Asia Pacific Psychology. Seoul, Korea.

RESEARCH GRANTS

N/A

MEDIA CITATIONS

N/A

HONORS & AWARDS

- Matriculation Scholarship (2001), Pusan National University, Busan, South Korea
- Academic Excellence Scholarship (2001, 2003), Pusan National University, Busan, South Korea

PROFESSIONAL AFFILIATIONS

- Cognitive Sciences
- Association for Psychological Science
- Society for Judgment and Decision Making

ACADEMIC SERVICE

Participation

- The 3rd Interdisciplinary Symposium on Decision Neuroscience at Temple University.

- (2013, May).
- Mid-Atlantic Marketing Doctoral Symposium at Temple University, (2013, April).

Journal Review

- Cognitive Sciences Conference in 2013

TEACHING EXPERIENCE

- Teaching Assistant for Laboratory Practice Class. (2010 Spring Semester)
- Teaching Assistant for Laboratory Practice Class. (2009 Spring Semester)

GRADUATE COURSEWORK

PhD Courses

Special Topics in Business Administration
 Econ Theory of Choice
 Bus Rsrch Econometrics(I)
 Sem-Sel Topics in Mktg
 Introduction to Research Design
 Sem-Marketing Theory Dev
 Statistical Methods for Business Research II

Master Courses (3.94/4.5)

Advanced Statistics in Psychology
 Advanced Cognitive Psychology
 Advanced Experimental Design in Psychology
 Social Influences
 Reasoning and Decision Making
 Advances in Motivation
 Microeconomics(I)
 Cognitive Neuropsychology

MARKETING & MANAGERIAL EXPERIENCE

N/A

REFERENCES

Dr. Angelika Dimoka
 Associate Professor
 Office: Alter Hall 510
 E-mail: dimoka@temple.edu

Dr. Nathan Fong

Assistant Professor
Office: Alter Hall 517
E-mail: nmfong@temple.edu

Dr. Vinod Venkatraman
Assistant Professor
Office: Alter Hall 562
E-mail: vinod.venkatraman@temple.edu