

SUNGJEE CHOI

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EMPLOYMENT

Richard College of Business, University of West Georgia Assistant Professor of Marketing	<i>Aug 2025 – Present</i> Georgia, US
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EDUCATION

Tippie College of Business, University of Iowa Doctor of Philosophy in Business Administration (Marketing) Supervisor: Gary J. Russell	<i>Sep 2019 – Aug 2025</i> Iowa, US
Korea University Master of Science in Marketing, Business Administration Supervisor: Jaehwan Kim	<i>Mar 2017 – Feb 2019</i> Seoul, South Korea
Sookmyung Women's University Major: Bachelor of Business Administration Dual Major: Bachelor of Art, Culture and Tourism	<i>Mar 2011 – Feb 2016</i> Seoul, South Korea

RESEARCH INTERESTS

Substantive: Pricing, Quality Measure, Market Competition, Market Segmentation, Retail Shopping Behavior, Repeated Purchase Behavior, Constraints

Methods & Frameworks: Choice Models, Structural Modeling, Bayesian Statistics, Econometrics, Empirical Analysis, Marketing Strategy, Conjoint Analysis

PUBLICATIONS

Choi, Sungjee, Inwoo Nam, and Jaehwan Kim (2020), “Effect of Social Norm on Consumer Demand: Multiple Constraint Approach,” *Asia Marketing Journal*, 22(1), 41 – 60.

Brief Abstract

The goal of the study is to understand the role of social norm in purchase decisions where demand is revealed in the form of multiple discreteness. The effect of social norms on consumer demand is captured via multiple constraint model where constraints are not only from budget equation but also from psychological burden induced by the deviation from the norm. Incorporating social norm into the utility model allows for another means to disentangle the reason for no-purchase as ‘not preferred’ and ‘not able to buy’.

SELECTED RESEARCH PROJECT

Measuring Quality Using Consumer Choice Data: The Role of Market Dominance
Job Market Paper, under preparation for submission (Target: Journal of Marketing Research)
Dissertation Advisors: Gary J. Russell

The Prevalence of Double Jeopardy Violations in Consumer Package Good Brands

Working paper, under preparation for submission (Target: Marketing Letters)

Authors: Sungjee Choi and Thomas Gruca

Expert's Wine Rating and Personal Preference

Working paper, under preparation for submission (Target: International Journal of Wine Business Research)

Authors: Sungjee Choi

WORK IN PROGRESS

Happiness from Shopping Events within Energy Constraint: Heterogeneity Effects

Model Development and Simulation (Target: Journal of Choice Modeling)

Utility Maximization in Gift-Giving Context with Multiple Budget Contributors

Model Development and Simulation (Target Quantitative Marketing and Economics)

Harbingers of Failure: Uniqueness of Sports Betting Behavior

Data Cleaning (Target: Marketing Letters)

How Many Times Do Loyal Consumers Give Second Chances after Dissatisfaction Experiences?

Theory Development and Data Collection (Target: Journal of Consumers Satisfaction, Dissatisfaction and Complaining Behavior)

CONFERENCE PRESENTATIONS

The 47th ISMS Marketing Science Conference Presentation

Jun 2025

Measuring Quality Using Consumer Choice Behavior, Terry College of Business, The University of Georgia, Georgia, GA. (Conference location: DC)

The 45th ISMS Marketing Science Conference Presentation

Jun 2023

Measuring Brand Quality Using Consumer Choice Data: The Role of Brand Dominance, Miami Herbert Business School, The University of Miami, Florida, FL.

2023 Mittelstaedt & Gentry Doctoral Symposium

Mar 2023

As a Discussant, *Realizing the Good Despite Customer Mistreatment*, College of Business, The University of Nebraska-Lincoln, Nebraska, NE.

The 44th ISMS Marketing Science Conference Presentation

Jun 2022

Dual Role of Price in Consumer Choice, Booth School of Business, The University of Chicago, Illinois, IL.

The 41st ISMS Marketing Science Conference Presentation

Jun 2019

Social Norm and Consumer Demand: Multiple Constraint Model Approach, University of Roma Tre, Rome, Italy.

2019 Korean Marketing Association

Mar 2019

Social Norm and Consumer Demand: Multiple Constraint Model Approach, Korea University, Seoul, South Korea.

CONFERENCE PARTICIPATION

19th Annual Bass FORMS Conference The University of Texas at Dallas, Texas, TX.	<i>Feb 2025</i>
16th Annual Bass FORMS Conference Virtual Conference, The University of Texas at Dallas, Texas, TX.	<i>Mar 2022</i>
Quantitative Marketing and Economics (QME) Virtual Conference, UCLA, California, CA.	<i>Oct 2021</i>
43th ISMS Marketing Science Conference Virtual Conference, The University of Rochester, New York, NY.	<i>Jun 2021</i>

TEACHING EXPERIENCE

Instructor (University of West Georgia)

- Business Research (MKTG:3808, Undergraduate), Fall 2025
- Marketing Models (MKTG:6868, Graduate), Fall 2025

Co-Lecturer (University of Iowa)

- Marketing Research (MKTG:3100, Undergraduate), Fall 2022, Spring 2025
- Introduction to Marketing Strategy (MKTG:3000, Undergraduate), Fall 2021, Spring 2022, Spring 2025

Guest Lecturer (University of Iowa)

- Ph.D. Seminar in Marketing Model (MKTG:7850, Ph.D. Seminar), Spring 2025
 - Topic: RFM model, SAS Tutorial
- Marketing Analytics (MKTG:3102, Undergraduate), Fall 2023
 - Having lectures and office hours for three weeks on behalf of the primary instructor
- Ph.D. Seminar in Marketing Model (MKTG:7850, Ph.D. Seminar), Spring 2022
 - Topic: Quality-Tier Theory

Teaching Assistant (University of Iowa)

- Marketing Sales and Promotion (MKTG:4405, Undergraduate), Spring 2021
- Consumer Behavior (MKTG:3200, Undergraduate), Fall 2020
- Integrated Marketing Communications (MKTG:4101, Undergraduate), Fall 2020
- Retail Strategies (MKTG:3400, Undergraduate), Fall 2020
- Introduction to Marketing Strategy (MKTG:3000, Undergraduate), Summer 2020, Summer 2021
- Digital Marketing (MKTG:4400, Undergraduate), Spring 2020, Spring 2021
- Professional Preparation in Marketing (MKTG:3050, Undergraduate), Fall, 2019
- Marketing Research (MKTG:3100, Undergraduate), Fall 2019

Teaching Assistant (Korea University)

- Marketing Research (BUSS252, Undergraduate), Fall 2018
- Product and Brand Management (BUSS454, Undergraduate), Spring 2018
- Marketing Management (BUSS205, Undergraduate), Fall 2017
- B2B Marketing & Channel Strategy (EMB709, Executive MBA), Fall 2017
- Hyundai-Kia Motor Company Global Strategy (BUSS393, Undergraduate), Spring 2017
- Marketing Management (AMB222, Asia MBA), Spring 2017

ACADEMIC HONORS AND AWARDS

- Fellow, ISMS Doctoral Consortium, University of Miami, 2023
- Fellow, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2023
- Fellow, ISMS Doctoral Consortium, University of Rochester, 2021
- Graduate College Post-Comprehensive Research Fellowship, University of Iowa, 2023
- Graduate College Summer Fellowship, University of Iowa, 2023
- Doctoral Student Fellowship, Tippie College of Business, University of Iowa, 2019 – 2025
- Best English Theses Award, Korea University Business School, Korea University, 2019
- Research Assistant Scholarship, Korea University Business School, Korea University, 2017 – 2019
- Scholarship for academic excellence, Sookmyung Women's University 2015
- Scholarship for domestic cultural exploration, Sookmyung Women's University, 2014
- Awards of bronze status at Sookmyung discussion competition, Sookmyung Women's University, 2014
- Scholarship for academic excellence, Sookmyung Women's University, 2011 – 2013
- Scholarship for Sookmyung leadership group, Sookmyung Women's University, 2011 – 2012

INDUSTRY EXPERIENCE

Junior Consultant

Jul 2016 – Feb 2017

Involved in three projects at KMAC

Seoul, South Korea

- Interviewed internal customers of South Korea's public institutions
- Constructed, managed, and reviewed the interview questionnaire
- Organized data from interview results
- Created and prepared presentation materials and final report documents

SKILLS AND LANGUAGES

Programming Languages

R, PYTHON, LATEX,
MATLAB

Statistics Software

SAS, STATA, SPSS, JMP

Communication Languages

Korean (Native),
English (Fluent)

REFERENCES

Gary Russell

Emeritus Professor of Marketing

Department of Marketing, Tippie College of Business, University of Iowa

Email: gary-j-russell@uiowa.edu

Jaehwan Kim

Professor of Marketing

Department of Marketing, Korea University Business School, Korea University

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Thomas Gruca

Professor of Marketing

George Daly Professor in Marketing

Department of Marketing, Tippie College of Business, The University of Iowa

Email: thomas-gruca@uiowa.edu