

Theresa A. Kwon

Ph.D. Candidate in Marketing
University of Pittsburgh, Katz Graduate School of Business
Email: theresa.kwon@pitt.edu • Website: <http://theresakwon.com>

EDUCATION

University of Pittsburgh, Katz Graduate School of Business Ph.D. Candidate in Marketing	expected 2024
University of Tennessee Ph.D. in Retail, Hospitality, and Tourism Management (Minor in Statistics)	2019
Seoul National University M.S. in Textiles, Merchandising, and Fashion Design	2014
B.S. in Clothing and Textiles (cum laude; ranked 2 nd in the department)	2012
Maastricht University, University College Maastricht (year abroad)	

RESEARCH INTERESTS

Shared Consumption, Solo and Joint Decision-Making, Choices for Self and Others, Consumer Well-Being

PUBLICATIONS & MANUSCRIPTS IN REVISION STAGE (*equal authorship)

Peer-Reviewed Journals

1. Kwon, Theresa A., Peggy J. Liu, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Decision Journey Stages," invited for 2nd round review at *Journal of Marketing Research*. (Dissertation Essay 1)
 - SCP Schumann Dissertation Proposal Award Winner (2022)
2. Kwon, Theresa A.*, Soo Kim*, and Peggy J. Liu*, "Self-Gifting Hesitation," invited for 3rd round review at *Journal of Personality and Social Psychology*.
3. Liu, Peggy J., Ignazio Ziano, and Theresa A. Kwon, "Choosing More Food for Others," under 3rd round review at *Journal of Consumer Research*.

Book Chapters and Invited Journal Articles

4. Liu, Peggy J. and Theresa A. Kwon (2023), "The Psychology of Shared Consumption," in the *Cambridge Handbook of Consumer Psychology* (2nd ed.), eds. Cait Lamberton, Derek Rucker, and Stephen Spiller.
5. Liu, Peggy J. and Theresa A. Kwon (2022), "Predicting Others' Social Interaction Preferences: What to Do, for How Long, and How Often," *Current Opinion in Psychology*, 43, 139–145.

RESEARCH IN PROGRESS

6. Kwon, Theresa A. and Peggy J. Liu, "Shared-Solitary Combined Experiences: When, Why, and How Consumers Desire to Build Solitary Time into Social Consumption Experiences," manuscript in preparation. (Dissertation Essay 3)
 - SCP Schumann Dissertation Proposal Award Winner (2022)

7. Kwon, Theresa A., Peggy J. Liu, and Soo Kim, "Social Barriers Loom Larger for the Self (vs. for Others)," manuscript in preparation. (Dissertation Essay 2)
 - SCP Schumann Dissertation Proposal Award Winner (2022)
8. Liu, Peggy J., Theresa A. Kwon, Zelda T. Dahl, Emyli Peralta, Carly A. Scala, Brette N. Scala, Tayla J. Tallman, Robert R. Weyant, Daniel W. McNeil, Betsy Foxman, Mary L. Marazita, Maya Ragavan, and Jacqueline M. Burgette, "Children's Oral Health Interventions through Mother's Social Networks and the Potential Role of Products in Bridging Health Knowledge," manuscript in preparation (two qualitative studies complete).
9. Liu, Peggy J., Theresa A. Kwon, Ximena Garcia-Rada, and Nicole You Jeong Kim, "Six Dimensions of Shared Consumption," manuscript in preparation.

PUBLICATIONS PRIOR TO MARKETING PH.D. PROGRAM

Prior Majors: Retailing and Fashion Marketing (Korean Name: Hyun Jin Kwon)

10. Shteynberg, Garriy, Theresa A. Kwon, Seong-Jae Yoo, Heather Smith, Jessica Apostle, Dipal Mistry, and Kristin Houser (2021), "Many Minds Make Money: People are Slower to Destroy Novel Currency Known to More Ingroup Members," *Journal of Theoretical Social Psychology*, 5(3), 307–313.
11. Kwon, Theresa A., Ho Jung Choo, and Youn-Kyung Kim (2020), "Why Do We Feel Bored with Our Clothing and Where Does It End Up?" *International Journal of Consumer Studies*, 44(1), 1–13.
 - Honorable Mention Award, *Global Fashion Management Conference*, London, UK: Feb 2014.
12. Park, Hyejune, Theresa A. Kwon, Md Mostafa Zaman, and So Young Song (2020), "Thrift Shopping for Clothes: To Treat Self or Others?" *Journal of Global Fashion Marketing*, 11(1), 56–70.
13. Lee, Ha Kyung, So-Yeon Yoon, Ji Yeon Lee, Ha Bin Kim, Hyun Jin Kwon, Hyo Jeong Kang, Hee Jin Hur, Mi-Ah Lee, and Dae Geun Jun (2015), "The Effects of Sale Signs on Consumer Intentions to Visit a Store," *Journal of Global Fashion Marketing*, 6(1), 20–32.
14. Choo, Ho Jung, Ha Kyung Lee, Eun Soo Baek, and Hyun Jin Kwon (2013), "Research on Price Comparison of Fashion Brands in Global Market," *Fashion Information and Technology*, 10, 66–78.

HONORS AND AWARDS

During Marketing Ph.D. Program

Women in Marketing Academia NYC Leadership Conference Invited Participant (2023)
 Haring Symposium Doctoral Fellow, Indiana University (2023)
 SCP Doctoral Scholarship (2023)
 SCP Schumann Dissertation Proposal Competition Winner (2022)
 AMA-Sheth Doctoral Consortium Fellow, University of Texas at Austin (2022)
 Sheth Scholar Fellowship, University of Pittsburgh (2019, 2022)
 The Inman Family Fund Award, University of Pittsburgh (2021)
 Dean's Small Research Grant, University of Pittsburgh (4 times) (2020, 2021, 2022)
 ELG Fellowship, University of Pittsburgh (2019–2024)

Prior to Marketing Ph.D. Program

Chancellor's Scholarship, University of Tennessee (2015–2019)
Graduate Student Senate Teaching Award, University of Tennessee (2019)
Julius D. McElroy Scholarship, University of Tennessee (2018)
Josephine D. Cochran Scholarship, University of Tennessee (2017)
Travel Award, University of Tennessee (4 times) (2015–2018)
Sara Douglas Fellowship for Professional Promise, International Textile and Apparel Association (2017)
Top Poster Presentation Award (3rd place), 13th Annual Graduate Student Research Colloquium, University of Tennessee, College of Education, Health, and Human Science (2017)
Helen Sharp Hakala Scholarship, University of Tennessee (2016)
Graduate Fellowship, Brain Korea 21 Plus Research Team, Seoul National University (2013–2015)
Honorable Mention Award, Global Alliance of Marketing and Management Association (2014)
Scholarship (Lecture and Research), Seoul National University (2014)
Scholarship (SNU Development Fund), Seoul National University (2014)
Scholarship (Selected Exchange Student), Seoul National University (2010)
Scholarship (Eminence), Seoul National University (2010)
Scholarship (Superior Academic Performance), Seoul National University (4 times) (2007–2010)

CONFERENCE PRESENTATIONS (*presenter)

Chaired Symposia

1. Kim, Soo, Theresa A. Kwon, and Peggy J. Liu (co-chairs), "Gifting-Dynamics That Do Not Fit the Mold—Challenges and Resolutions," Symposium presented at the Association for Consumer Research Conference, Denver, CO: Oct 2022.

Presentations (see Appendix for presentations prior to Marketing Ph.D. Program)

1. Kwon, Theresa A.*, Peggy J. Liu, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Decision Journey Stages," Paper presented at the Haring Symposium, Bloomington, IN: Apr 2023.
2. Kwon, Theresa A.*, Soo Kim, Peggy J. Liu, and Kate E. Min, "Self-Gifting Hesitation," Paper presented at the Society for Consumer Psychology Conference, Puerto Rico: Mar 2023.
3. Kwon, Theresa A.*, Peggy J. Liu, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Decision Journey Stages," Paper presented at the Association for Consumer Research Conference, Denver, CO: Oct 2022.
4. Kim, Soo, Theresa A. Kwon*, Peggy J. Liu, and Kate E. Min, "Self-Gifting Hesitation," Paper presented at the Association for Consumer Research Conference, Denver, CO: Oct 2022.
5. Kwon, Theresa A., Peggy J. Liu*, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Decision Journey Stages," Poster presented at the Marketing Area Research Conference, Charlottesville, VA: May 2022.
6. Kwon, Theresa A., Peggy J. Liu*, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Journey Stages," Paper presented at the Society for Consumer Psychology Conference, Virtual Conference: Mar 2022.

7. Kwon, Theresa A.* and Peggy J. Liu, "Shared-Solitary Combined Experiences: The Desire for Some Solitary Time in Social Consumption Experiences," Paper presented at the Society for Consumer Psychology Conference, Virtual Conference: Mar 2022.
8. Kwon, Theresa A.*, Peggy J. Liu, and Soo Kim, "Social Barriers Loom Larger for the Self (vs. Others)," Paper presented at the Society for Consumer Psychology Conference, Virtual Conference: Mar 2022.
9. Kwon, Theresa A.*, Peggy J. Liu, and Kelly L. Haws, "It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Journey Stages," Poster presented at the Society for Judgment and Decision Making Conference, Virtual Conference: Feb 2022.
10. Kwon, Theresa A.* and Peggy J. Liu, "Shared-Solitary Combined Experiences: The Desire for Some Solitary Time in Social Consumption Experiences," Paper presented at the Association for Consumer Research Conference, Virtual Conference: Oct 2021.
11. Shteynberg, Garry* and Theresa A. Kwon, "Many Minds Make Money," Paper presented at the Society for Personality and Social Psychology Conference, New Orleans, LA: Feb 2020.

DOCTORAL COURSEWORK

Marketing and Related Fields

Consumer Behavior (University of Pittsburgh)
 Topics in Consumer Behavior (Carnegie Mellon University)
 Special Topics: Consumer Behavior (University of Tennessee)
 Consumer Behavior Research (University of Tennessee)
 Market Behavior Research (University of Pittsburgh)
 Marketing Strategy (University of Pittsburgh)
 Marketing Models (University of Pittsburgh)
 Behavioral Economics (Carnegie Mellon University)
 Human Judgment and Decision Making (Carnegie Mellon University)
 Foundations of Social Psychology (University of Pittsburgh)
 Social Psychology (University of Tennessee)
 Personality Science (University of Pittsburgh)

Statistics and Methods

Experimental Design (University of Pittsburgh)
 Research Methods in Behavioral Sciences (Carnegie Mellon University)
 Analysis of Variance for the Social Sciences (University of Tennessee)
 Multiple Regression for the Social Sciences (University of Tennessee)
 Quantitative Methods II (University of Pittsburgh)
 Applied Regression Analysis (University of Pittsburgh)
 Elements of Econometrics I (University of Tennessee)
 Applied Multivariate Methods (University of Tennessee)
 Structural Equation Models in Organizational Research (University of Tennessee)

TEACHING EXPERIENCE

Instructor

- University of Pittsburgh, College of Business Administration
 - Introduction to Marketing (Summer 2022)
 - Introduction to Marketing (Fall 2021)
- University of Tennessee, Dept. of Retail, Hospitality, and Tourism Management
 - Retail Category Management (Fall 2018)
 - Graduate Student Senate Teaching Award (2019)

Teaching Assistant (*guest lectured)

- University of Pittsburgh, College of Business Administration
 - Introduction to Marketing * (Spring 2022, Spring 2021)
- University of Tennessee, Dept. of Retail, Hospitality, and Tourism Management
 - International Retailing * (Spring 2019), Strategic Retail Planning * (Spring 2019), Retail Planning and Allocation (Spring 2018), Retail Market Planning and Execution (Spring 2018), Honors Class: Consumer Research * (Fall 2017), Retail Category Management * (Fall 2017, Fall 2016), Branding * (Spring 2017, Spring 2016), Issues and Trends in Consumer Services (Fall 2016), E-Retailing * (Spring 2016), Professional Development (Spring 2016), Consumers in the Marketplace * (Fall 2015), Fashion and Culture (Fall 2015)

Training

- Center for the Integration of Research Teaching and Learning (CIRTL) Associate Level Program (led by Dave Schumann), University of Tennessee, College of Business Administration (Summer 2017)

Guest Instructor

- Seoul National University, Dept. of Textiles, Merchandising, and Fashion Design, Fashion Market Research (November 2014)
- Pai Chai University, Dept. of Clothing and Textiles, Fashion Retailing (November 2014)

SERVICE

- Ad Hoc Reviewer, International Journal of Research in Marketing (2022)
- Ad Hoc Reviewer, Association for Consumer Research Conference (2022)
- Ad Hoc Reviewer, Society for Consumer Psychology Conference (2021, 2022)
- Graduate Student Advisory Board Member, University of Tennessee, College of Education, Health, and Human Sciences (2018–2019)
- Ad Hoc Reviewer, American Marketing Association/American Collegiate Retailing Association Triennial Conference (2015)

PROFESSIONAL EXPERIENCE

Group Attention and Behavior Lab, Dept. of Psychology, University of Tennessee Research Assistant to Garryy Shteynberg	2017-2018
CYS Co. Ltd/Fashion Brand Consulting, Seoul, South Korea Part-time Market Research Report Writer	2012-2015
Fashion Marketing Lab, Seoul National University Research Assistant to Ho Jung Choo	2013-2015

Consulting Group “H:EAR” (Youth-led Social Enterprise), Seoul, South Korea

2012-2013

Co-founder

- Funded by Korea Social Enterprise Promotion Agency and Seoul Design Foundations (approx. \$30,000)
- Featured in The Herald Business (Korean Media Company)

Diesel, Shinsegae International, Seoul, South Korea

2011 Summer

Buying and Operations Intern

LANGUAGES

Dual citizenship (U.S. and South Korea), Fluent in English and Korean

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)
Society for Judgment and Decision Making (SJDM)

REFERENCES

Peggy J. Liu *

Ben L. Fryrear Chair in Marketing
Associate Professor of Business Administration
Katz Graduate School of Business
University of Pittsburgh
(412) 383-0120
peggy.liu@pitt.edu
Dissertation Chair

Kelly L. Haws *

Anne Marie and Thomas B. Walker, Jr., Professor of Marketing
Owen Graduate School of Business
Vanderbilt University
(615) 322-2322
kelly.haws@vanderbilt.edu
Co-author and Dissertation Committee Member

Soo Kim *

Assistant Professor of Marketing
Nanyang Business School
Nanyang Technological University
(+65) 6904-1384
sooyeon.kim@ntu.edu.sg
Co-author and Dissertation Committee Member

Ximena Garcia-Rada

Assistant Professor of Marketing
Mays Business School
Texas A&M University
(979) 458-9532
xgarciarada@mays.tamu.edu
Co-author

J. Jeffrey Inman

Associate Dean for Research and Faculty
Albert Wesley Frey Chair in Marketing
Katz Graduate School of Business
University of Pittsburgh
(412) 648-1570
jinman@pitt.edu
Dissertation Committee Member

Eugenia C. Wu

Ben L. Fryrear Faculty Fellow
Associate Professor of Business Administration
Katz Graduate School of Business
University of Pittsburgh
(412) 648-1566
ecwu@pitt.edu
Dissertation Committee Member

All listed faculty members serve as references. Additionally, three letters of recommendation will be sent from the faculty references denoted by a *.

APPENDIX. CONFERENCE PRESENTATIONS PRIOR TO MARKETING PH.D. PROGRAM (*presenter)

Retailing and Fashion Marketing Conferences (Korean Name: Hyun Jin Kwon)

1. Kwon, Theresa*, Ho Jung Choo, and Youn-Kyung Kim, "Why We Feel Bored of Our Clothing and Where Does It End Up? Identification of Antecedents of Boredom and The Role of Boredom in Clothing Disposal," Paper presented at the International Textile and Apparel Association Annual Conference, Cleveland, OH: Nov 2018.
2. Kwon, Theresa*, Youn-Kyung Kim, and Soo-Hee Park, "A Comparative Analysis of Second-Hand Clothing Retailers," Paper presented at the International Textile and Apparel Association Annual Conference, Cleveland, OH: Nov 2018.
3. Sneed, Christopher T., Theresa Kwon*, and Ann Fairhurst, "Do They Matter? The Impact of Atmospheric on Farmers' Market Consumers' Purchase Intention and Word-of-Mouth," Paper presented at the International Textile and Apparel Association Annual Conference, St. Petersburg, FL: Nov 2017.
4. Ki, Chungwha, Theresa Kwon*, and Youn-Kyung Kim, "Luxury Fashion Consumers: Comparing High and Low Guilt Groups," Poster presented at the International Textile and Apparel Association Annual Conference, St. Petersburg, FL: Nov 2017.
5. Zaman, Md. Mostafa*, Theresa Kwon, and Youn-Kyung Kim, "Profiling Second-Hand Clothing Shoppers with Decision Tree Predictive Model," Paper presented at the International Textile and Apparel Association Annual Conference, St. Petersburg, FL: Nov 2017.
6. Kwon, Theresa* and Youn-Kyung Kim, "Identifying Sustainable Style Consumers with Decision Tree Predictive Model," Poster presented at the 13th Annual Graduate Student Research Colloquium, College of Education, Health, and Human Science, University of Tennessee, Knoxville, TN: Mar 2017.
7. Kwon, Theresa*, Erin Cho, and Youn-Kyung Kim, "Identifying Sustainable Style Consumers with Decision Tree Predictive Model," Paper presented at the International Textile and Apparel Association Annual Conference, Vancouver, BC, Canada: Nov 2016.
8. Song, So Young, Theresa Kwon*, and Youn-Kyung Kim, "The Socially Responsible Purchase and Use (SRPD) Scale: Gender-based Differential Item Functioning," Paper presented at the American Collegiate Retailing Association Conference, Secaucus, NJ: Apr 2016.
9. Song, So Young*, Erin Cho, Youn-Kyung Kim, and Theresa Kwon, "Clothing Communication via Social Media: A Decision Tree Predictive Model," Paper presented at the International Textile and Apparel Association Annual Conference, Santa Fe, NM: Nov 2015.
10. Lee, Ji Yeon, Ho Jung Choo, So Won Jeong, and Theresa Kwon*, "Sustainability Criteria Identified in Global Sourcing Practices: Focused on Apparel Manufacturer's Supply Chain," Poster presented at the International Textile and Apparel Association Annual Conference, Santa Fe, NM: Nov 2015.
11. Kwon, Theresa*, Da In Lee, Karen Ka-Leung Moon, and Ho Jung Choo, "Enough Information on Eco-Fashion Apparels? A Content Analysis of Eco-Fashion Websites," Paper presented at the American Marketing Association/American Collegiate Retailing Association Triennial Conference, Coral Gables FL: Mar 2015.

12. Kwon, Hyun Jin* and Ho Jung Choo, "The Effect of Boredom on Clothing Disposal," Paper presented at the Global Fashion Management Conference, London, UK: Feb 2014.
13. Lee, Ha Kyung*, Ho Jung Choo, So-Yeon Yoon, Ji Yeon Lee, Ha Bin Kim, Hyun Jin Kwon, Hyo Jeong Kang, Hee Jin Hur, Mi-Ah Lee, and Dae Geun Jun, "The Effects of Sale Signs on Consumer Intentions to Visit a Store," Paper presented at the Global Fashion Management Conference, London, UK: Feb 2014.
14. Lee, Ha Kyung*, Eun Soo Baek, Ho Jung Choo, and Hyun Jin Kwon, "Fashion Consumption of Single-Person Household in South Korea," Paper presented at the Society of Fashion & Textile Industry Spring Conference, Busan, South Korea: May 2014.
15. Kwon, Hyun Jin* and Ho Jung Choo, "The Effect of Boredom on Clothing Disposal," Paper presented at the Korean Society of Consumer Studies Conference, Daejeon, South Korea: Nov 2013.
16. Lee, Ha Kyung*, Ho Jung Choo, Eun Soo Baek, Hyun Jin Kwon, and Chung Min Lee, "Outdoor Fashion Consumption Based on Engagement in Outdoor Activities," Poster presented at the Society of Fashion & Textile Industry Fall Conference, Seoul, South Korea: Nov 2013.
17. Lee, Ji Yeon*, Ho Jung Choo, Ha Kyung Lee, Eun Soo Baek, and Hyun Jin Kwon, "Fashion Marketing Channel Usage of Middle-Aged Consumers in Seoul," Poster presented at the Society of Fashion & Textile Industry Fall Conference, Seoul, South Korea: Nov 2013.