

**VITA**  
**C. Whan Park**

Born: November 3, 1944  
Married, 2 children

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University of Southern California  
Marshall School of Business  
Department of Marketing  
HOH 611  
Los Angeles, CA 90089

**POSITIONS HELD**

Robert E. Brooker  
Professor of Marketing

University of Southern California  
2016-present

Joseph A. DeBell  
Professor of Marketing

University of Southern California,  
1997-2016

Albert Wesley Frey Distinguished  
Professor of Marketing

University of Pittsburgh, 1992-1997

Distinguished Professor of Marketing

University of Pittsburgh, 1985

Professor

University of Pittsburgh, 1983-85

Associate Professor

University of Pittsburgh, 1979

Visiting Associate Professor

U.C.L.A., 1978 (Fall) - 1979

Associate Professor

School of Business,  
University of Kansas, 1978-1979

Assistant Professor

School of Business, University of Kansas  
Appointed in August, 1974

**EDUCATION**

- Graduated from Seoul National University (B.A. in German Language and Literature), 1967.
- Graduated from University of Illinois (M.S. and Ph.D. in Business Administration, Majoring in Marketing), 1969-1974.

## TEACHING

- Major teaching interests:
  1. Marketing Management
  2. Consumer Behavior
  3. Marketing Strategy
  4. Promotion Strategy
- Participated in Several Executive Development Programs.

## PUBLICATIONS

### JOURNALS

1. C. Whan Park and Jagdish N. Sheth, "Individual and Situational Difference Variables as Determinants of Information Processing Judgments," Communications Research, Vol. 2, No. 3 (July 1975), pp. 260-266.
2. Jagdish N. Sheth and C. Whan Park, "Multidimensionality of Brand Loyalty Construct in Marketing," Markeds Kommunikasjon, 3 (1975), pp. 30-42.
3. C. Whan Park, "Prior Familiarity and Product Complexity as Determinants of the Consumer's Selection of Judgmental Models," Journal of Marketing Research, (May 1976), pp. 144-151.
4. C. Whan Park and V. Parker Lessig, "Judgmental Rules and Stages of the Familiarity Curve: Promotional Implications," Journal of Advertising (Winter 1977), pp. 10-16.
5. C. Whan Park and V. Parker Lessig, "Students and Housewives: Differences in Susceptibility to Reference Group Influence," Journal of Consumer Research (September 1977), pp. 102-110.
6. C. Whan Park, "A Few Questions on Consumer Information Processing: Two Product Cases – Coffee and Toothpaste," Journal of Marketing Research (May 1978), pp. 243-249.
7. C. Whan Park, "Conflict Resolution Choice Model," Journal of Consumer Research (September 1978), pp. 124-137.
8. C. Whan Park, "A Seven-Point Scale and A DM's Simplifying Choice Strategy: An Operationalized Satisficing-Plus Model," Organizational Behavior and Human Performance (April 1978), pp. 252-271.

9. V. Parker Lessig and C. Whan Park, "Promotional Perspectives of Reference Group Influence: Advertising Implications," Journal of Advertising (Spring 1978), pp. 41-47.
10. V. Parker Lessig and C. Whan Park, "Predictive and Diagnostic Characteristics of Two Consumer Decision Models," European Research, (May 1978).
11. C. Whan Park and F. W. Winter, "Product Quality Judgment: An Information Processing Approach," Journal of The Market Research Society, Vol. 21, 1979, pp. 211-219.
12. James R. Bettman and C. Whan Park, "Effects of Prior Knowledge and Experience on Consumer Decision Processes: A Protocol Analysis," Journal of Consumer Research, (December 1980), pp. 234-248.
13. C. Whan Park, Robert W. Huges, Vinod Thukral, and Roberto Friedmann, "Decision Plan and Actual Choice," Journal of Marketing, (Spring 1981), pp. 33-47.
14. C. Whan Park and V. Parker Lessig, "The Construct of Familiarity and Its Impact Upon Consumer Decision Process: Cognitive Biases and Heuristics," Journal of Consumer Research, (September 1981), pp. 223-230.
15. S.J. Chan, C. Whan Park, and P. L. Yu, "High-Stake Decision-Making -An Empirical Study Based on House Purchase Processes," Human System Management, 1982, No. 3, pp. 91-106.
16. C. Whan Park, "Joint Decision in Home Purchasing: A Muddling Through Process," Journal of Consumer Research, (September 1982), pp. 151-162.
17. V. Parker Lessig and C. Whan Park, "Motivational Reference Group Influences: Relationship to Product Complexity, Conspicuousness, and Brand Distinction," European Research, (January 1982).
18. C. Whan Park and Richard J. Lutz, "Decision Plans and Consumer Choice Dynamics," Journal of Marketing Research, (February 1982), pp. 108-115.
19. C. Whan Park and Banwari Mittal, "A Theory of Involvement in Consumer Behavior: Problems and Issues," Research in Consumer Behavior, Jagdish N. Sheth (ed.), Vol. 1, 1985, 201-232.
20. C. Whan Park and S. Mark Young, "The Impact of Involvement and the Role of Commercial Music on Brand Attitude Formation," Journal of Marketing Research, (February 1986), 23, 11-24.

21. C. Whan Park, Bernard J. Jaworski, and Deborah J. MacInnis, "Strategic Brand Concept-Image Management," Journal of Marketing, (October 1986), 50, 135-146; Winner, Alpha Kappa Psi Award, Journal of Marketing.
22. C. Whan Park, Henry Assael and Seoil Chaik, "Mediating Roles of Trial and Learning on Involvement-Associated Characteristics," Journal of Consumer Marketing, 4, (Summer 1987), 25-34.
23. C. Whan Park, Meryl P. Gardner, and Vinod Thukral, "Self-Perceived Knowledge: Some Effects on Information Processing for a Choice Task," The American Journal of Psychology, (Fall 1988), Vol. 101, 401-424.
24. C. Whan Park, Martin S. Roth, and Philip F. Jacques, "Evaluating the Effects of Advertising and Sales Promotion Campaigns," Industrial Marketing Management, Vol. 17, 1988, 129-140.
25. C. Whan Park, Easwar S. Iyer and Daniel C. Smith, "The Effects of Situational Factors on In-Store Grocery Shopping Behavior: The Role of Store Environment and Time Available for Shopping," Journal of Consumer Research, (March 1989), pp. 422-433.
26. C. Whan Park and Daniel C. Smith, "Product-Level Choice: A Top-Down or Bottom-Up process?" Journal of Consumer Research (December 1989), pp. 289-299.
27. C. Whan Park, V. Parker Lessig and D. H. Lee, "Types of Advertising Format and Conditions For Their Effectiveness: Differences in the level and Nature of Product Knowledge", Current Issues and Research in Advertising, Vol. 13, No. 182, 1990, pp. 125-154.
28. C. Whan Park and Daniel C. Smith, "product class Competitors as Sources of Innovative Marketing Strategies", Journal of Consumer Marketing (Spring 1990), 27-38.
29. C. Whan Park, Sandra Milberg and Robert Lawson, "Brand Extension Decisions: Product Level Similarity and Brand Concept Consistency," Journal of Consumer Research (September 1991),pp. 161-173.
30. Deborah J. MacInnis and C. Whan Park, "The Differential Role of Characteristics of Music on High and Low Involvement Consumers' processing of Ads." Journal of Consumer Research (September 1991), pp. 185-193.
31. Daniel C. Smith and C. Whan Park, "The Effects of Brand Extensions on Market Share and Advertising Efficiency," Journal of Marketing Research (August 1992), pp. 296-313.

32. Minhi Han, C. Whan Park and Deborah J. MacInnis, "The Adaptive Information Processing Hypothesis: Accounting for the V-Shaped Advertising Response Function," Journal of Advertising (June 1992), pp. 37-46.
33. C. Whan Park, David L. Mothersbaugh and Lawrence Feick, "Consumer Knowledge Assessment," Journal of Consumer Research (June 1994), pp. 71-82.
34. C. Whan Park, Sung Youl Jun and Allan D. Shocker, "Composite Branding Alliances: An Investigation of Extension and Feedback Effects," Journal of Marketing Research (November 1996), 453-466.
35. Sandra J. Milberg, C. Whan Park and Michael S. McCarthy, "Managing Negative Feedback Effects Associated with Brand Extensions: The Impact of Alternative Branding Strategies," Journal of Consumer Psychology, 1997, 6 (2), 119-140.
36. Karen Russo France and C. Whan Park, "The Effect of Different Levels of Cognitive Appraisal and Emotional Valence on Commercial Effectiveness," Journal of Current Issues and Research in Advertising (Fall 1997), 1-21.
37. C. Whan Park, Sung Youl Jun and Deborah J. MacInnis, "Choosing What I Want versus Rejecting What I Don't Want: An Application of Decision Framing to Product Option Choice Decisions," Journal of Marketing Research, ( May 2000), 187-202.
38. Sethi, Rajesh, Daniel Smith and C. Whan Park, "The Effect of Cross-Functional Teams on New Product Innovativeness," Journal of Marketing Research, (February 2001), 73-85.
39. Rajesh Sethi, Daniel Smith, and C. Whan Park, "Creating Creative Cross-Functional Teams," Harvard Business Review, (August 2002), 16-17.
40. Shapiro, Stewart, Deborah J. MacInnis, and C. Whan Park, "Understanding Program induced Mood Effects: Decoupling Arousal from Valence," Journal of Advertising, (2002), 31 (4), 15-26.
41. Nunes, Joseph C. and C. Whan Park, "Incommensurate Resources: Not Just More of the Same," Journal of Marketing Research, (February 2003), 26-38.
42. Matthew Thomson, Deborah J. MacInnis, and C. Whan Park, "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands," Journal of Consumer Psychology, (2005), 15 (1), 77-91. Reprinted in *Recherche et Applications en Marketing*, 20 (1), 2005, 79-98.
43. MacInnis, Deborah J., Vanessa Patrick and C. Whan Park, "Looking Through the Crystal Ball: Affective Forecasting and Misforecasting in Consumer Behavior", Review of Marketing Research, Vol. 2, 43-80.

44. Park, C. Whan, Foreword, *Creating Image and the Psychology of Marketing Communications*, Kahle, Lynn R., and Chung-Hyun Kim (eds.), Lawrence Erlbaum Associates, Inc., Publishers, (2005).
45. Park, C. Whan and Deborah J. MacInnis, "What's in and what's out: Questions over the Boundaries of the Attitude Construct." Journal of Consumer Research, (June 2006), 16-18.
46. Patrick, Vanessa M., Deborah J. MacInnis, and C. Whan Park, "Not as Happy as I Thought I'd Be? Affective Misforecasting and Product Evaluations." Journal of Consumer Research, (March 2007), 479-489.
47. Patrick, Vanessa M. and C. Whan Park, "Paying Before Consuming: Examining the Robustness of Consumers' Preferences for Prepayment." Journal of Retailing, (2006), Vol. 82, Issue 3, 165-175.
48. Park, C. Whan, Deborah J. MacInnis, and Joseph Priester, "Beyond Attitudes: Attachment and Consumer Behavior." Seoul National Journal (2006), 12(2), 3-36.
49. Alexander Fedorikhin, C. Whan Park, and Matthew Thomson, "Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions," Journal of Consumer Psychology (2008), 18, 281-291.
50. Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas B. Eisingerich, & Dawn Iacobucci, "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," Journal of Marketing (November, 2010), Vol. 74, Number 6, 1-17.
51. Luo, Lan, Chen, Xinlei, Han, Jeanie, and Park, C. Whan, "Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases." Journal of Marketing Research (December, 2010), Vol. 47, Number 6, 1114-1128.
52. Park, C. Whan, Andreas B. Eisingerich, Gratiana Pol, and Jason Whan Park, "Brand Logo's Impact on Firm Performance," Journal of Business Research, Special Issue on Brand Management (February, 2013) Vol. 66, Issue 2, 180-187.
53. Park, C. Whan, Andreas B. Eisingerich, and Jason W. Park, "Attachment-Aversion (AA) model of customer-brand relationships," Journal of Consumer Psychology (April 2013), Vol. 23, Issue 2, 229-248.
54. Park, C. Whan, Andreas B. Eisingerich, and Jason W. Park, "From Brand Aversion or Indifference to Brand Attachment: Authors' Response to Commentaries to Park, Eisingerich, and Park's Brand Attachment-aversion Model," Journal of Consumer Psychology (April 2013), Vol. 23, Issue 2, 269-274.

55. Park, C. Whan, Andreas B. Eisingerich, Gratiana Pol, and Jason W. Park, "The Multifaceted Power of a Brand's Logo: an Integrator, Reflector, and Synthesizer of a Brand," *MIT Sloan Management Review*, (Winter 2014).
56. Chun, Hae-Eun, C. Whan Park, Andreas B. Eisingerich, Deborah J. MacInnis, "Strategic benefits of low fit brand extensions: when and why," *Journal of Consumer Psychology*, Volume 25, Issue 4, October 2015, pages 577-595.

## **EDITORIALS FOR THE JOURNAL OF CONSUMER PSYCHOLOGY**

1. Park, C. Whan, "Goals for Short Articles," Editorial. Journal of Consumer Psychology (2009), 19, 570-573).
2. Park, C. Whan, "A two-step interactive review process," Editorial. Journal of Consumer Psychology (2010), 20, 105-106.
3. Park, C. Whan, "The next challenge for the Journal of Consumer Psychology," Editorial. Journal of Consumer Psychology (2010), 20, 231-232.
4. Park, C. Whan, "Two types of attractive research: Cute research and beautiful research," Editorial. Journal of Consumer Psychology (2012), 22, 299-302.
5. Park, C. Whan, "What is JCP's next move?" Editorial. Journal of Consumer Psychology (2012), 23.

## **BOOK CHAPTERS**

1. C. Whan Park and Banwari Mittal, "A Theory of Involvement and Consumer Behavior," in Consumer Behavior: Basic Findings and Management Implications, Gerald Zaltman and Melanie Wallendorf, eds., New York: John Wiley & Sons, 2nd edition, 1983.
2. C. Whan Park, Deborah J. MacInnis, and Joe Priester, "Brand Attachment: Construct, Consequences and Causes," in Foundations and Trends in Marketing 1(3), Eliashburg, J., ed., Now Publishing Co., 2006.
3. C. Whan Park, Deborah J. MacInnis, Joseph Priester, "Brand Attachment and a Strategic Brand Exemplar" in Handbook of Brand and Experience Management, Schmitt, B. and Rogers, D., eds., (2009). Elgar Publishing.
4. C. Whan Park, Deborah J. MacInnis, Joseph Priester, and Wan Zhong, The Connection-Prominence Attachment Model (CPAM): A Conceptual and Methodological Exploration

of Brand Attachment, Handbook of Brand Relationships, Edited by MacInnis, Deborah J., C Whan Park, and Joseph Priester, Ch. 17, Armonk, NY: M. E. Sharpe (2009).

5. C. Whan Park, Deborah J. MacInnis, Joseph Priester, and Wan Zhong, The Prominent Oneness: A New Perspective toward Brand-Customer Relationships, Handbook of Brand Relationships, Edited by MacInnis, Deborah J., C Whan Park, and Joseph Priester, Ch. 20. Armonk, NY: M. E. Sharpe (2009).
6. C. Whan Park, Deborah J. MacInnis, Xavier Dreze, and J. Lee, Measuring Brand Equity: The Marketing Surplus and Efficiency (MARKSURE)-Based Brand Equity Measure, Contemporary Branding Issues: A Research Perspective, Edited by B. Loken, R. Ahluwalia, and M. Houston, Taylor and Francis Group Publishing (2009).
7. C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich, Brand Architecture Design and Brand Naming Decision, Routledge Companion to Brand Management, Taylor & Francis Group (2015). Forthcoming.

## **SELECT PROCEEDINGS AND PRESENTATIONS**

1. Jagdish N. Sheth and C. Whan Park, "Equivalence of Fishbein's and Rosenberg's Attitude Model," APA Proceedings (American Psychological Association) (Division 23), 1973, pp. 821-822.
2. Jagdish N. Sheth and C. Whan Park, "Multidimensional Concept of Brand Loyalty," ACR Proceedings, (Association for Consumer Research), 1973, pp. 449-459.
3. C. Whan Park, "A Test of the Relevance of Judgmental Models to the Consumer's Evaluation Processes," AIDS Proceedings (American Institute of Decision Sciences), Cincinnati, Ohio, 1975, pp. 241-243.
4. C. Whan Park and Charles M. Schaninger, "The Identification of the Consumer's Judgmental Rules: Statistical Prediction vs. Structured Protocol," ACR Proceedings, (Association for Consumer Research), Cincinnati, Ohio, 1975, pp. 184-190.
5. C. Whan Park and V. Parker Lessig, "A Theory of Reference Group Structure and Influence," AIDS Proceedings (American Institute of Decision Sciences), San Francisco, CA, 1976.
6. C. Whan Park and William J. Bahr, "A Situational Analysis of Communication Effect: A New Product Purchase by Mail-Order," ACR Proceedings (Association for Consumer Research), San Francisco, CA, 1979, pp. 650-654.
7. James R. Bettman and C. Whan Park, "Implications of a Constructive View of Choice for Analysis of Protocol Data: A Coding Scheme for Elements of Choice Process," ACR



Proceedings (Association for Consumer Research), San Francisco, CA, 1979, pp. 148-153.

8. C. Whan Park and Easwar Iyer, "An Examination of the Response Pattern in Family Decision Making," AMA Proceedings (American Marketing Association), Washington, D.C., 1981, pp. 146-149.
9. C. Whan Park, V. Parker Lessig, and James R. Merrill, "The Elusive Role of Price in Brand Choice Behavior," ACR Proceedings (Association for Consumer Research), San Francisco, CA, 1983, pp. 320-324.
10. C. Whan Park and S. Mark Young, "Types and Levels of Involvement and Brand Attitude Formation Process," ACR Proceedings (Association for Consumer Research), St. Louis, MO, 1981, pp. 201-205.
11. Gordon McClung, C. Whan Park and William Sauer, "Viewer Processing of Commercial Messages: Context and Involvement," ACR Proceedings (Association for Consumer Research), Washington, D.C., 1984, pp. 351-355.
12. C. Whan Park and Gordon McClung, "The Effect of TV Program Involvement on Involvement with Commercials," ACR Proceedings (Association for Consumer Research), Las Vegas, NV, 1985.
13. C. Whan Park, Robert Lawson and Sandra Milberg, "Memory Structure of Brand Names," ACR Proceedings, Honolulu, Hawaii, 1988, pp. 726-731.
14. C. Whan Park, Lawrence Feick and David L. Mothersbaugh, "Consumer Knowledge Assessment: How Product Experience and Knowledge of Brands, Attributes, and Features Affects What We Think We Know," ACR Proceedings (Association for Consumer Research), Chicago, IL, 1991.
15. C. Whan Park, Mike McCarthy and Sandy Milberg, "The Effects of Direct and Associative Brand Extension Strategies on Consumer Response to Brand Extensions," ACR Proceedings (Association for Consumer Research), Vancouver, Canada, 1993, pp. 28-33
16. Karen Russo France, Reshma H. Shah and C. Whan Park, "The Impact of Emotional Valence and Intensity on Ad Evaluation and Memory," ACR Proceedings (Association for Consumer Research), Nashville, TN, 1993, pp. 583-588.
17. Yun-Oh Whang, C. Whan Park and Valerie Folkes, "Decision Bias from Anticipating Product Failure: Double Jeopardy, Double Protection, or In-Between," ACR Proceedings (Association for Consumer Research), Atlanta, GA, 2002.

18. Patrick, Vanessa M. and C. Whan Park, "When One Thing Leads to Another: Consumption Chains and Consumer Satisfaction," ACR Proceedings (Association for Consumer Research), Portland, Oregon, Geeta Menon and Akshay R. Rao (eds.), *Advances in Consumer Research*, Vol. XXXII, 2005.
19. Jun, Sung-Youl, Deborah J. MacInnis, and C. Whan Park, "Formation of Price Expectation in Brand Extension and Impact on Brand Extension Evaluation," ACR Proceedings (Association for Consumer Research), Portland, Oregon, Geeta Menon and Akshay R. Rao (eds.), *Advances in Consumer Research*, Vol. XXXII, 2005.
20. C. Whan Park, "An Extraordinary Journal for Extraordinary Ideas," Presented at ACR Conference (Association for Consumer Research), San Francisco, CA, 2008.
21. C. Whan Park, "Cute Research versus Beautiful Research," 2011 SCP Fellow Speech, Presented at SCP Conference, Las Vegas, CA. 2011.

## **BOOKS**

1. C. Whan Park and Gerald Zaltman, Marketing Management, 1987, Dryden Press.
2. Deborah J. MacInnis, C. Whan Park, and Joseph Priester, Handbook of Brand Relationships, ME Sharpe, 2009.
3. Deborah J. MacInnis, C. Whan Park, and Naresh K. Malhotra, Brand Meaning Management (Review of Marketing Research), Emerald Group Publishing Limited, 2015.

## **AWARDS**

1. 1987 Alpha Kappa Psi Award for the most significant contribution to the marketing management field with the paper, "Strategic Brand Concept-Image Management," Journal of Marketing, October 1986.
2. Outstanding Reviewer Award (1993-1996), Journal of Marketing
3. 2008 Davidson Honorable Mention Award for the Best article in *Journal of Retailing* 2006 (Volume 82) for the article, "Paying Before Consuming: Examining the Robustness of Consumers' Preference for Prepayment."
4. Selected as the Fellow for Society for Consumer Psychology, 2011.
5. Selected as the Fellow for Association for Consumer Research, 2015.

## **PROFESSIONAL EDITORIAL SERVICES**

1. A member of the editorial board of Journal of Marketing and Journal of Consumer Psychology.
2. A member of (ad-hoc) on the editorial board of Journal of Marketing Research.
3. Editor of Journal of Consumer Psychology (2008-2011)

## **OTHER PROFESSIONAL SERVICES**

1. Co-chaired 1992 AMA Winter Educators' Conference, St. Petersburg, FL. with Daniel Smith at Indiana University.
2. Managed the Samsung Executive Marketing Program from 1989 to 1997.
3. Director of Global Branding Center at Marshall School of Business (2006-present).
4. Academic Director for Three Global Branding Center Executive Programs (2006-present).
5. A member of the Board of Directors of Samsung Corporation (1999-2009, March)
6. Advisor of Cheil Communication Inc. (Samsung Subsidiary) (1990-2000)
7. Advisor of Pulmuone Corporation (1993-present)

## **PH.D. STUDENTS– Committee Chairperson**

<u>Year</u>	<u>Name</u>	<u>Current Affiliation</u>
1982	Banwari Mittal	Northern Kentucky University
1983	Vinod Thukral (co-chair with Parker Lessig)	Tulane University
1983	Easwar Iyer	University of Massachusetts (Amherst)
1986	Deborah MacInnis	University of Southern California
1986	Bernard Jaworski (co-chair with Gerard Zaltman)	Claremont Graduate College
1986	Gordan William McClung	Waynesburg University
1987	Daniel C. Smith	Indiana University (Bloomington)

1988	Christine Moorman (co-chair with Gerard Zaltman)	Duke University (Durham)
1990	Dong Hoon Lee	ORICOM Advertising Agency (Korea)
1992	Sandra J. Milberg	Universidad Adolfo Ibanez (Chile)
1993	Karen Russo France	West Virginia University
1994	Rajesh Sethi (co-chair with Daniel Smith)	Clarkson University
1995	Robert Lawson (co-chair with Rajiv Grover)	William Patterson College
1997	Robert Gilbert	University of Pittsburgh
1997	Reshma Shah	Emory University
1998	Ganseog Ryu	Korea University
2001	Jeanie Han	Line Euro-Americas Corp.
2002	Yun-Oh Whang	University of Pittsburgh
2004	Matthew Thomson (co-chair with Deborah J. MacInnis)	University of Western Ontario
2004	Vanessa Patrick (co-chair with Deborah J. MacInnis)	University of Houston
2010	Heather Wan (co-chair with Deborah J. MacInnis)	Hewlett Packard
2012	Gratiana Pol	Entrepreneur
2013	Sean Coary	St. Josephs University
2016	Michael Jia	Hong Kong University