

SUNYEE YOON

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ACADEMIC APPOINTMENTS

Associate Professor with tenure (Fall 2023–present)
Marketing Department, University at Buffalo School of Management,
The State University of New York

Assistant Professor (Fall 2016–Spring 2023)
Marketing Department, University at Buffalo School of Management,
The State University of New York

EDUCATION

Ph.D., Consumer Behavior and Family Economics
University of Wisconsin-Madison, 2016
(Academic advisor: Dr. Nancy Wong; Dissertation: “*The Dream of Prosperity Alive: How Perceived Economic Mobility Shapes Consumer Behavior and Subjective Well-being*”)

M.A., Consumer Behavior and Family Economics
University of Wisconsin-Madison, 2012

B.A., Business Administration and Mass Communication (double major)
Sogang University, Seoul, South Korea
Summa cum laude, 2005

REFEREED JOURNAL PUBLICATION (*CORRESPONDING AUTHOR)

Zhou, Xinyue, Chunqu Xiao, **Sunyee Yoon***, and Hong Zhu, (2025) “The Color of Status: Color Saturation, Brand Heritage, and Perceived Status of Luxury Brands,” *forthcoming* at the *Journal of Consumer Research*. The first three authors equally contributed.

Kim, Danny and **Sunyee Yoon***, and Jeffrey P. Boichuk, (2025) “Contagion of Inequality: How Perceiving Income Inequality Deters Animal Welfare Consumption,” *forthcoming* at the *Psychology & Marketing*.

Yoon, Sunyee*, Danny Kim, and Jeffrey P. Boichuk, (2025) “Animal Welfare Consumption: The Interactive Effect of Power and Animal Anthropomorphism,” 190 (March), 115203, *Journal of Business Research*.

Kim, Danny and **Sunyee Yoon*** (2021), “Guilt of the Meat-Eating Consumer: When Animal Anthropomorphism Leads to Healthy Meat Dish Choices,” *Journal of Consumer Psychology*, 31 (4), 665-83. *Nominated for 2022 JCP Best Paper by an Early Contributor Award*

Yoon, Sunyee and Hyeongmin (Christian) Kim* (2018), “Feeling Economically Stuck: The Effect of Perceived Economic Mobility and Socioeconomic Status on Variety Seeking,” *Journal of Consumer Research*, 44 (5), 1141-1156.

Yoon, Sunyee and Hyeongmin (Christian) Kim* (2016) “Keeping the American Dream Alive: The Interactive Effect of Perceived Economic Mobility and Materialism on Impulsive Spending,” *Journal of Marketing Research*, 52 (5), 759-772.

Dholakia, Utpal, Leona Tam, **Sunyee Yoon**, and Nancy Wong* (2016) “The Ant and the Grasshopper: Understanding Personal Saving Orientation,” *Journal of Consumer Research*, 43 (1), 134-155.

RESEARCH PRESENTATIONS

Kang, Seoyoon and Sunyee Yoon (February 2025) “Designing Sincerity: How Packaging Text Quantity Influences Brand Sincerity Perception and Product Evaluation,” Society for Consumer Psychology; Las Vegas, NV.

Kang, Seoyoon and Sunyee Yoon (November 2024) “The Text Quantity Heuristic: Text Quantity on Product Package Affects Brand Sincerity Perception and Product Evaluation,” Society for Marketing Advances; Tampa, FL.

Kim, Danny, Sunyee Yoon, and Jeffery Boichuk (October 2023) “The World is Not Fair: Perception of Income Inequality Shapes Animal Welfare Consumption,” Association for Consumer Research; Seattle, WA.

Yoon, Sunyee, Danny Kim, and Jeffery Boichuk (March 2023) “Animal Welfare: How Power and Anthropomorphism Interact to Influence Consumer Preferences,” Society for Consumer Psychology; San Juan, Puerto Rico.

Kim, Danny, Sunyee Yoon, and Jeffery Boichuk (March 2023) “Contagion of Inequality: How Perceived Income Inequality Influences Animal Welfare Consumption,” Society for Consumer Psychology; San Juan, Puerto Rico.

Zhou, Xinyue, Chunqu Xiao, and Sunyee Yoon (March 2023) “The Color of Status: Color Saturation, Brand Heritage, and Perceived Status of Luxury Fashion Brands,” Society for Consumer Psychology; San Juan, Puerto Rico.

Kim, Danny JM and Sunyee Yoon (October 2022), “Contagion of Inequality: How Perceived Income Inequality Influences Animal Welfare Consumption,” International Conference of Asian Marketing Associations; Jeju Island, South Korea (Online Presentation).

Yoon, Sunyee and Danny JM Kim (September 2022), “Guilt of the Meat-Eating Consumer: When Animal Anthropomorphism Leads to Healthy Meat Dish Choices,” Center for Ingestive Behavior Research; University at Buffalo.

Yoon, Sunyee, Danny JM Kim, and Jeffrey P. Boichuk (October 2021), “Animal-Friendly Consumption: Power Begets Responsibility,” Association for Consumer Research; Seattle, WA.

Yoon, Sunyee and Danny JM Kim (February 2019), “Meat Me for Dinner: Animal Anthropomorphism and Food Choices,” Society for Consumer Psychology; Savannah, GA.

Yoon, Sunyee and Danny JM Kim (November 2018), “Meat Me for Dinner: Animal Anthropomorphism and Food Choices,” Fall research camp; McIntire School of Commerce, University of Virginia.

Kim, Danny JM and Sunyee Yoon (October 2018), “When Humans Consume Humanlike Animals: Anthropomorphism, Power, and Cruelty-Free Consumption,” Association for Consumer Research; Dallas, TX.

Yoon, Sunyee and Nancy Wong (May 2015), “The Rainbow and the Pot of Gold: The Relationship among Perceived Economic Mobility, Materialism, and Consumer Wellbeing,” American Council on Consumers Interests; Clearwater Beach, FL.

Yoon, Sunyee and Hyeongmin (Christian) Kim (March 2015), “The Flip Side of Materialism: Does Materialism Always Lower Self-control?” Society for Consumer Psychology; Phoenix, AZ.

Yoon, Sunyee and Nancy Wong (October 2014), “Perceived Economic Mobility: Measurement, Validity, and Implications for Consumer Wellbeing and Materialism,” Association for Consumer Research; Baltimore, MD.

Dholakia, Utpal, Leona Tam, Sunyee Yoon, and Nancy Wong (May 2014), “Understanding Personal Savings Orientation,” Boulder Summer Conference; Boulder, CO.

Dholakia, Utpal, Leona Tam, Sunyee Yoon, and Nancy Wong (June 2014), “The Ant and the Grasshopper: Understanding Personal Saving Orientation,” EMAC; Valencia, Spain.

Yoon, Sunyee and Nancy Wong (March 2014), “The Hopeful Materialists: Materialism, Economic Mobility, and Saving Propensity,” Society for Consumer Psychology; Miami, FL.

Yoon, Sunyee and Nancy Wong (July 2013), “Building Erotic Capital: Cosmetic Surgery as Female Investment in a Social Exchange Resource,” La Londe Conference; La Londe les Maures, France.

Yoon, Sunyee, Nancy Wong, and Dee Warmath (December 2012), “Building Erotic Capital: Cosmetic Surgery as Asian Women’s Investment in a Social Exchange Resource,” Advertising and Consumer Psychology; Singapore.

Yoon, Sunyee and Nancy Wong (October 2012), “True Comeliness or Fake Beauty: Cosmetic Surgery as Mating Strategy,” Association for Consumer Research; Vancouver, Canada.

Ph.D. ADVISING

Ph.D. Dissertation committee chair

- Danny Kim, May 2022 (First placement: Tenure-track assistant professor of Marketing, Gonzaga University)

Ph.D. Dissertation committee member

- Seoyoon Kang, May 2024 (First placement: Tenure-track assistant professor of Marketing, University of New Hampshire)
- Xinghui Chen, May 2024 (First placement: Tenure-track assistant professor of Marketing, University of Wisconsin- Platteville)

TEACHING

MGM 651 Consumer Behavior (MBA),
School of Management, University at Buffalo, Fall 2023–present

MGM 404 Consumer Behavior (Undergraduate),
School of Management, University at Buffalo, Fall 2016–present

MGM 796 Ph.D. Seminar (Graduate),
School of Management, University at Buffalo, Fall 2020

MGM 647/797, Supervised research/Independent studies (Graduate),
School of Management, University at Buffalo, Fall 2017–Fall 2023

SELECTED GRANTS AND AWARDS

Summer Impact Fund, School of Management, University at Buffalo, 2023-2024

Dean’s Faculty Summer Fellowship, School of Management, University at Buffalo, 2024-2026

Faculty Mentor of the Year,
Undergraduate Poster Competition, School of Management, University at Buffalo, Spring 2023

UNIVERSITY SERVICE

Conference Organizer,
Future of Marketing, Emerging Trends and Innovations,
Department of Marketing, School of Management, University at Buffalo, 2024

Ph.D. Program Admission Committee,
Department of Marketing, School of Management, University at Buffalo, 2017 - 2025

Faculty Search Committee,
Department of Marketing, School of Management, University at Buffalo, 2017, 2018, 2023, 2024,
2025

Undergraduate Committee,
School of Management, University at Buffalo, September 2018–present

Faculty Judge at the Undergraduate Poster Competition,
School of Management, University at Buffalo, 2019, 2022

Department representative at the UB Open House event,
School of Management, University at Buffalo, 2022

Affiliated Faculty, Center for Ingestive Behavior Research,
University at Buffalo, 2022 spring–present

PROFESSIONAL SERVICE

Editorial Review Board Member of the *Journal of Consumer Psychology*, July 1, 2024–present

Editorial Board Member of the *Asia Marketing Journal*, April 1, 2021–present

Program committee for the SCP (Society for Consumer Psychology) conference, March 2023

Article editor at *SAGE Open*, July–August 2022

Reviewer for *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Psychology & Marketing*, *Journal of Experimental Social Psychology*, *Journal of Consumer Behaviour*, *European Journal of Marketing*, *International Journal of Consumer Studies*, *Journal of Consumer Behavior*, *Journal of Interactive Marketing*, *Journal of Financial Counseling and Planning*

Session chair at the conference “Crowdsourcing in the Sharing Economy, A Multidisciplinary Perspective,” Johns Hopkins Carey Business School, April 2018

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology

INDUSTRY EMPLOYMENT HISTORY

Marketing Research Associate, AMOREPACIFIC, South Korea, 2005–2007

Marketing Communication Associate, AMOREPACIFIC, South Korea, 2008–2009

Updated on August 9, 2025