



**University at Buffalo**  
*The State University of New York*

## **Sunyee Yoon**

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### **ACADEMIC POSITION**

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July 2016 - current	Assistant Professor of Marketing, School of Management, University at Buffalo
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### **EDUCATION**

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May 2016	Ph.D., Consumer Behavior and Family Economics, University of Wisconsin-Madison (Advisor: Prof. Nancy Wong) Dissertation: <i>"The Dream of Prosperity Alive: How Perceived Economic Mobility Shapes Consumer Behavior and Subjective Well-being"</i>
2012	M.A., Consumer Behavior and Family Economics, University of Wisconsin-Madison
2005	B.A., Business Administration and Mass Communication (double major) Sogang University, South Korea <i>Summa cum laude</i>

### **RESEARCH INTEREST**

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Social hierarchy: social class, mobility, and income inequality  
Prosocial consumption: animal welfare and sustainable consumption

## **PUBLICATIONS**

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Kim, Danny JM and **Sunye Yoon** (2021) "Guilt of the Meat-Eating Consumer: When Animal Anthropomorphism leads to Healthy Meat Dish Choices," *forthcoming at Journal of Consumer Psychology*. Both authors equally contributed

**Yoon, Sunye** 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. Both authors equally contributed.

**Yoon, Sunye** 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, **Sunye Yoon**, and Nancy Wong (2016) "The Ant and the Grasshopper: Understanding Personal Saving Orientation," *Journal of Consumer Research*, 43 (1), 134-155.

## **REFEREED CONFERENCE PRESENTATIONS (\* presenter)**

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\*Sunye Yoon and Danny Kim (Feb 2019), "Meat Me for Dinner: Animal Anthropomorphism and Food Choices," Society for Consumer Psychology: Savannah, Georgia.

\*Danny Kim and Sunye Yoon (Oct 2018), "When humans consume humanlike animals: Anthropomorphism, power, and cruelty-free consumption," Association for Consumer Research: Dallas, Texas.

\*Yoon, Sunye 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, Florida.

\*Yoon, Sunye and Hyeongmin (Christian) Kim (March 2015), "The Flip Side of Materialism: Does Materialism Always Lower Self-control?" Society for Consumer Psychology; Phoenix, Arizona.

\*Yoon, Sunye and Nancy Wong (October 2014), "Perceived Economic Mobility: Measurement, Validity, and Implications for Consumer Wellbeing and Materialism," Association for Consumer Research: Baltimore, Maryland.



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Dholakia, Utpal, Leona Tam, Sunyee Yoon, and \*Nancy Wong (May 2014), "The Ant and the Grasshopper: 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, Florida.

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.

## **TEACHING**

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MGM 404 Consumer Behavior (Undergraduates),  
School of Management, University at Buffalo 2016 fall - current

## **UNIVERSITY SERVICE**

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

Faculty Judge at the undergraduate poster competition,  
School of Management, University at Buffalo March 2019

## **PROFESSIONAL SERVICE**

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

Reviewer at “Journal of Consumer Research,” “European Journal of Marketing,” “Journal of Interactive Marketing,” “Journal of Financial Counseling and Planning”

## **INDUSTRY EXPERIENCE**

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Marketing Research Associate, AMOREPACIFIC, South Korea	2005-2007
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Marketing Communication Associate, AMOREPACIFIC, South Korea	2008-2009
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## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association

Association for Consumer Research

Society for Consumer Psychology