

## SANGSUK YOON

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### ACADEMIC APPOINTMENT

- **University of Dayton**, 2018-current  
Assistant Professor, Department of Management and Marketing, University of Dayton

### PROFESSIONAL EXPERIENCE

- **Center for Neural Decision Making**, 2012–2018  
(currently, Center for Applied Research in Decision Making)  
Research Assistant, Department of Marketing, Temple University
- **Ecology & Behavior System Lab**, 2011  
Research Assistant, Department of Biological Science, Pusan National University
- **Cognition Lab**, 2009–2010  
Research Assistant, Department of Psychology, Pusan National University

### EDUCATION

- **Ph.D. Business Administration**, 2018  
Fox School of Business, Temple University, Philadelphia, PA
- **M.A. Psychology**, 2011  
Pusan National University, Busan, South Korea
- **B.B.A. Business Administration & B.A. Psychology**, 2006  
Pusan National University, Busan, South Korea

### PUBLICATIONS

- The forecasting collaborative (2023) Insights into the accuracy of social scientists' forecasts of societal change. *Nature Human Behavior*, 7, 484-501.
- Chae, B. G., **Yoon, S.**, Baskin, E., & Zhu, R. J. (2023) The lasting smell of temptation: Counteractive effects of indulgent food scents. *Journal of Business Research*, 155, 113437.
- Bago, B., Kovacs, M., Protzko, J., ..., **Yoon, S.**, ..., Aczel, B. (2022) Situational factors shape moral judgments in the trolley dilemma in Eastern, Southern and Western countries in a culturally diverse sample. *Nature Human Behavior*, 6, 880-895.

- Choi, M., & **Yoon, S.** (2021) Asymmetric underlying mechanisms of relation-based and property-based noun-noun conceptual combinations. *Frontiers in Psychology*, 12:567971.
- Venkatraman, V., & **Yoon, S.** (2020) Adaptivity in decision-making strategies across age: Process insights and implications. *Journal of Marketing Behavior*, 4(2-4), 103-132.
- Botvinik-Nezer, R., Holzmeister, F., Camerer, C. F., ..., **Yoon, S.**, ..., & Schonberg, T. (2020) Variability in the analysis of a single neuroimaging dataset by many teams. *Nature*, 582, 84-88.
- **Yoon, S.**, Fong, N., & Dimoka, A. (2019) The robustness of anchoring effects on preferential judgments. *Judgment and Decision Making* 14(4), 470-487.
- **Yoon, S.**, & Fong, N. (2019) Uninformative anchors have persistent effects on valuation judgments. *Journal of Consumer Psychology*, 29(3), 391-410.
- Silberzahn, R., Uhlmann, E. L., Martin, D. P., ..., **Yoon, S.**, & Nosek, B. A. (2018). Many analysts, one dataset: Making transparent how variations in analytical choices affect results. *Advances in Methods and Practices in Psychological Science*, 1(3), 337-356.
- **Yoon, S.**, Vo, K., & Venkatraman, V. (2017) Variability in decision strategies across description-based and experience-based decision making. *Journal of Behavioral Decision Making*, 30, 951-963.
- Choi, M. G., **Yoon, S.**, & Oh, J. H. (2016) Development and validation of the Korean Illness Perception Questionnaire (K-IPQ). *Korean Journal of Health Communication*, 11(2), 123-143.
- Uehara, T., Li, B., Kim, B. M., **Yoon, S. S.**, Quach, Q. K., Kim, H., & Chon, T. S. (2014). Inferring conflicting behavior of zebra fish (*Danio rerio*) in response to food and predator based on a self-organizing map (SOM) and intermittency test. *Ecological Informatics*, 29, 119-129.
- **Yoon, S. S.**, & Shin, H. J. (2010). The effect of substitute on WTP and WTA. *The Korean Journal of Cognitive and Biological Psychology*, 22(4), 601-619.

### WORKING PAPERS

- **Yoon, S.** & Venkatraman, V. To choose or to reject: The asymmetric effect of decision frames on subsequent preferences (in prep)
- **Yoon, S.**, & Fong, N. Incongruent effects of anchoring on valuation and choice (under review)
- **Yoon, S.**, & Fong, N. Numeric competencies and anchoring biases. Earlier version published under Papafragou, A., Grodner, D., Mirman, D., & Trueswell, J.C. (Eds.), 2016. Proceedings of the 38th Annual Conference of the Cognitive Science Society
- Štěpán Bahník & **Yoon, S.** Anchoring in business (under review)

## CONFERENCE PRESENTATIONS

- Choe, Y., Kim, H., Baek, J., & **Yoon, S.** (2020). Spatially induced heterogeneity in consumers' preferences for mega-sport event packages. 2020 Global Marketing Conference, Seoul, South Korea.
- Chae, B., Zhu, R. J., **Yoon, S.**, & Baskin, E. (2019) The influence of indulgent olfactory cues on food consumption. *The 41<sup>st</sup> Annual ISMS Marketing Science Conference*, Rome, Italy.
- **Yoon, S.**, & Fong, N., & Venkatraman, V. (2018). The neural mechanisms of anchoring effects on willingness-to-pay. *The 16<sup>th</sup> Society for Neuroeconomics Annual Meeting*, Philadelphia, PA.
- **Yoon, S.**, & Fong, N., & Venkatraman, V. (2018). The neural mechanisms of anchoring effects on willingness-to-pay. *The 7<sup>th</sup> Consumer Neuroscience Symposium*, Philadelphia, PA.
- Choi, M., & **Yoon, S.** (2018). Do humans have two systems to be creative?: Asymmetric underlying mechanisms of relation-based and property-based conceptual combination. *The 40<sup>th</sup> Annual Meeting of the Cognitive Science Society*, Madison, WI.
- Fong, N., & **Yoon, S.** (2018). Conditional promotions and purchasing breadth. *The 40<sup>th</sup> Annual ISMS Marketing Science Conference*, Philadelphia, PA.
- **Yoon, S.**, & Venkatraman, V. (2017). Choosing versus rejecting: The effect of decision modes on subsequent preferences. *The Association for Consumer Research Conference 2017*, San Diego, CA (*Advances in Consumer Research*, 45, 987-988)
- **Yoon, S.**, & Venkatraman, V. (2017). To choose or to reject: The asymmetric effect of decision frames on subsequent preferences. *The 7<sup>th</sup> Annual Interdisciplinary Symposium on Decision Neuroscience*, Stanford, CA.
- **Yoon, S.**, & Venkatraman, V. (2016). The effect of decision modes on subsequent choice behavior. *Society for Judgment and Decision Making 2016*, Boston, MA.
- **Yoon, S.**, & Fong, N. (2016). Numeric competencies and anchoring biases. *The 38<sup>th</sup> Annual Meeting of the Cognitive Science Society*, Philadelphia, PA.
- **Yoon, S.**, & Fong, N. (2016). The persistence of anchoring effects on valuations. *The International Conference on Thinking 2016*, Providence, RI.
- Fong, N., & **Yoon, S.** (2016). Conditional promotions and purchasing breadth. *Wharton Customer Analytics Initiative*, Philadelphia, PA.
- **Yoon, S.**, Vo, K., & Venkatraman, V. (2015). An overall probability of winning heuristic in decision from experience. *Society for Judgment and Decision Making 2015*, Chicago, IL.

- Venkatraman, V., **Yoon, S.**, & Vo, K. (2015). Overall probability of winning heuristic in decision under uncertainty and ambiguity. *The Association for Consumer Research Conference 2014*. New Orleans, LA (*Advances in Consumer Research*, 43, 260-264)
- **Yoon, S.**, Vo, K., & Venkatraman, V. (2015). Aging and decision making: Process insights into variability in decision strategies in risky and financial decision making. *The 4th Consumer Neuroscience Symposium*, Miami, FL.
- **Yoon, S.**, Fong, N., & Dimoka, A. (2015). The persistence of anchoring effects in valuations. The 37<sup>th</sup> Annual *ISMS Marketing Science 2015*, Baltimore, MD.
- **Yoon, S.**, Vo, K., & Venkatraman, V. (2015). Age-related differences in financial decision making: A process-tracking approach. *The Scientific Research Network on Decision Neuroscience & Aging*, Miami, FL.
- **Yoon, S.**, Fong, N., & Dimoka, A. (2015). The persistence of anchoring effects in valuations. *American Economic Association 2015*, Boston, MA.
- **Yoon, S.**, Fong, N., & Dimoka, A. (2014). Anchoring effects in product valuation: Inferences and self-generated anchors, *The Association for Consumer Research Conference 2014*. Baltimore, MD (*Advances in Consumer Research*, 42, 820).
- Fong, N., & **Yoon, S.** (2014). Sunk search costs and the perceived value of information, *The Association for Consumer Research Conference 2014*. Baltimore, MD (*Advances in Consumer Research*, 42, 784).
- **Yoon, S.**, Vo, K., & Venkatraman, V. (2014). The effects of aging on adaptive decision making: Mechanisms and implications. *The 4<sup>th</sup> Annual Interdisciplinary Symposium on Decision Neuroscience*, Stanford, CA.
- Venkatraman, V., **Yoon, S.**, & Vo, K. (2014). From risky choice to annuities: Effects of aging on decision preferences. *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, Colorado.
- Choi M. G., & **Yoon, S. S.** (2013). Entrepreneurship as a creative cognition. Proceedings of 2013 Annual Conference of the Korean Association of Small Business Studies (pp. 121-139). *The Korea Chamber of Commerce & Industry*, Seoul, South Korea.
- Lee, D. H., **Yoon, S. S.**, Kim, B., Shin, H. J., Jung, Y., Jeong, M. Y., & Kim, H. J. (2010, August). Embodied action concepts in the brain: fMRI comparison between right-handers and left-handers. *The 7<sup>th</sup> International Conference on Cognitive Science*. Beijing, China.
- **Yoon, S. S.**, Lee, D. H., Hydock, C., & Sohn, M. H. (2010, August). Consistent target-distractor mapping in task switching. *The 7<sup>th</sup> International Conference on Cognitive Science*. Beijing, China.

- **Yoon, S. S.**, Lee, G. E., & Shin, H. J. (2010, August). The effect of substitute on the disparity between WTA and WTP. *The 7<sup>th</sup> International Conference on Cognitive Science*. Beijing, China.
- **Yoon, S. S.**, Choi, M. G., & Shin, H. J. (2010, July). Reanalysis of Linda problem. *The 32<sup>nd</sup> Annual Meeting of the Cognitive Science Society*. Portland, OR. USA.
- **Yoon, S. S.**, Choi, M. G., & Shin, H. J. (2010, May). The WTA-WTP disparity under Framed Transaction. *The 22<sup>nd</sup> Annual Convention on Association for Psychological Science*. Boston, MA. USA.

### **HONORS, AWARDS, & GRANTS**

- First Place, 8<sup>th</sup> Annual PhD program school-wide student research competition, Fox School of Business, Temple University (2018)
- Doctoral Dissertation Completion Grant, Temple University (2018)
- Young Scholars Research Grant (\$1,000), Fox School of Business, Temple University (2017)
- Fellow and Travel Award, *Summer School in Social Neuroscience & Neuroeconomics* (2017)
- Fellow and Travel Award, *Workshop on Human Neuroimaging Methods and Best Practices*, The Scientific Research Network on Decision Neuroscience and Aging (2017)
- Young Scholars Research Grant (\$2,500), Fox School of Business, Temple University (2016)
- Fellow and Travel Award, *Summer Institute on Bounded Rationality*, Max Planck Institute on Human Development (2016)
- Fellow, *American Marketing Association-Sbeth Foundation Doctoral Consortium* (2016)
- Travel Award, *The 4<sup>th</sup> Consumer Neuroscience Symposium*, Department of Marketing, University of Miami (2015)
- Fellow, *The Summer School on Theories and Methods in Judgment and Decision Making Research*, The German Research Foundation (DFG) Research Unit (2015)
- Travel Award, *The Scientific Research Network on Decision Neuroscience and Aging* (2015)
- Fellow, *Workshop on Computational Modeling & Neuroimaging*, The Scientific Research Network on Decision Neuroscience and Aging (2015)
- Young Scholars Research Grant (\$1,000), Fox School of Business, Temple University (2015)
- Young Scholars Research Grant (\$4,000), Fox School of Business, Temple University (2014)
- Young Scholars Research Grant (\$2,400), Fox School of Business, Temple University (2013)

### **PROFESSIONAL SERVICE**

- Ad Hoc Review for: *Collabra: Psychology, PLOS One, Journal of Interactive Marketing, Social Science & Medicine, Scientific Reports*

### **TEACHING**

- **Assistant Professor (School of Business, University of Dayton)**  
Marketing Analytics and Strategy, Fall 2018 – Spring 2024  
Principles of Marketing, Summer 2023

- **Instructor (Fox School of Business, Temple University)**  
International Marketing, Fall 2017  
Marketing Research, Fall 2016
- **Teaching Assistant**  
**Fox School of Business, Temple University**  
Marketing Research (Prof. Boyoun (Grace) Chae), Spring 2017  
Marketing Research (Prof. Yuchi Zhang), Spring 2016  
Judgment and Decision Making (Prof. Vinod Venkatraman; Ph.D. course), Fall 2015, 2016