

Curriculum Vita

**JUNHONG “Jun” MIN, Ph.D. in Marketing, MMR
(Master of Marketing Research), & BS in Chemistry**

**Michigan Technological University
School of Business and Economics
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Houghton, MI 49931**

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Background

EDUCATION

PhD

State University of New York at Binghamton, U.S.A.
Degree: Doctor of Philosophy in Marketing, 2008
Major: Marketing
Dissertation: "Relationship Memory and Performance: An Empirical Test of Governance Value Determinants in Inter-firm Relationships."

MMR

Southern Illinois University at Edwardsville
Degree: Master of Marketing Research, 1999
Major: Marketing Research

MM

Soongsil University, South Korea
Degree: Master of Management, 1996
Major: Marketing
Minor: Organizational Behavior
Thesis: "The Empirical Study of the Marketing Channel Governance Mode by Consumer Power."

BS

Soongsil University, Seoul, South Korea
Degree: Bachelor of Science, 1994
Major: Chemistry

EMPLOYMENT

Present

2009-Present | Assistant Professor of Marketing,
Michigan Technological University

Past

2007-2009 | Assistant Professor of Marketing, SUNY at New Paltz, NY
2003-2007 | PhD student/lecturer, SUNY at Binghamton, NY
1999-2003 | Sr. Research Executive, ACNielsen, NYC, NY
1998-1999 | Intern, Maritz Marketing Research, Fenton, MO

AWARD, FELLOWSHIP, AND DONATION

Award

2011 | Best Paper Award, Marketing Research Track, Association of Collegiate Marketing Educators.

2010 | Best Paper Award, Marketing Research Track, Association of Collegiate Marketing Educators.

2008 | Research and Creative Projects Awards, SUNY at New Paltz.

2007 | Graduate Student Award for Excellence in Research, SUNY at Binghamton.

2006 | Leadership Award, International Student and Scholar Service, SUNY at Binghamton.

2005 | *Prentice-Hall/Pearson Education* Michael Solomon Best Paper Award, Society for Marketing Advances.

2005 | Best Paper Award, Services Marketing Track, Society for Marketing Advances.

Fellowship

Johnson, Dana M (Principal), Min, Junhong (Co-Principal), "EcoCAR Challenge Year Two 2009-2010 Communications Outreach/Marketing Graduate Fellowship," Sponsored by FPT-Other, \$7,500.00. (Awarded)

Johnson, Dana M (Principal), Min, Junhong (Co-Principal), "EcoCAR Challenge Year Two 2009-2010 Communications Outreach/Marketing Graduate Fellowship," Sponsored by Other-Association/Society, \$15,000.00. (Awarded)

Min, Junhong (Principal), Min, Junhong, "REF-SCG: Exploring the Evolution of the Sustainable Market: A Trend Analysis of Green Products and Services using Secondary Data," Sponsored by Internal, \$9,877.00 (Awarded)

Min, Junhong (Principal), "Professional Program in Individual Choice Behavior: Theory and Application of Discrete Choice Analysis, Massachusetts Institute of Technology, \$1,500.00 (Awarded)

Donation

2014 | \$1000,00 "Marketing Research Project," Donated by Baraga County Chamber of Commerce

2013 | \$1000,00 "Marketing Research Project," Donated by TNex Marketing Research Company

Research

RESEARCH INTERESTS

Theme I: Business to Business Marketing Strategy

- Inter-firm relationship governance
- Marketing channel management
- Relationship sales
- Marketing-Finance Interface
- CRM

Theme II: Application of Judgment and Decision Making to Marketing Research

- Marketing research methodology
- Conjoint analysis
- New product concept development
- Innovation and creativeness
- Big data analysis

BOOK CHAPTERS

Consumer Information Integration at Pre-Purchase: A Discrete Choice Experiment," Organizational Transformations Through Big Data Analytics, IGI Global. With Dalman, M. D. (Forthcoming 2015).

REFERRED JOURNAL ARTICLES

2014 | "Choosing the Sure Gain and the Sure Loss: Uncertainty Avoidance and the Reflection Effect," *Journal of Consumer Marketing*, 31 (5). 351-359. With Chatterjee, S., Atav, G., and Taylor, D. W.

2014 | "Modularization as a supplier opportunism safeguard in knowledge process offshoring relationships: theory and empirical evidence," *Problems and Perspective in Management*, 12 (2), 153-163. With Segal, M. N., and Mishra, D. P.

2014 | "The Identity Salience and Emotional Attachment Strategies in Alumni-University Relationships," *International Journal of Customer Relationship Marketing and Management*. 5 (2). 21-37, With Segal, M. N., and Dalman, M. D.

2014 | "Marketing Strategy for Unusual Brand Differentiation: Trivial Attribute Effect," *International Journal of Marketing Studies*, 6 (5). 63-72. With Dalman, M. D.

2014 | "An Exploratory Investigation of Marketing Research Services in India," *Academy of Business Disciplines Journal*, 6 (2), 1-22. With Segal,

M. N.

2013 | "Uncovering the Effect of Selected Moderators on the Disconfirmation-Satisfaction Relationship: A Meta-Analytic Approach," *Innovative Marketing Journal*, 9 (2), 7-17. With Mishra, D. P.

2011 | "An Empirical Assessment of Stimulus Presentation Mode Bias in Conjoint Analysis," *Innovative Marketing Journal*, 7 (4), 108-121. With Mishra, D. P., and Dalman, M. D.

2010 | "Analyzing the Relationship Between Dependent and Independent Variables in Marketing: A Comparison of Multiple Regression with Path Analysis," *Innovative Marketing Journal*, 6 (3), 113-120. With Mishra, D. P.

2009 | "The Susceptibility of Mental Accounting Principles to Evaluation Mode Effect" *Journal of Behavioral Decision Making*, 22 (2), 120-137. With Chatterjee, S., and Heath, T. B.

CONFERENCE PROCEEDINGS AND PRESENTATION

2014 | "A Guideline for Bank Promotion Concept Development: The Effect on Saving Decision Amount Decision," Society for Marketing Advances. With Park, M., and Ryu, S.

2014 | "Unusual Product Differentiation: Strategic Use of Trivial Attribute and Separate Evaluation Mode," AMS World Marketing Congress. With Dalman, M. D.

2014 | "Governance Strategy for the Social Relationships between Alumni and Their Alma Mater," Academy of Marketing Science. With Segal, M. N., and Dalman, M. D.

2014 | "The Effect of Bank Marketing Strategy on the Students' Saving Decisions," The Annual Midwest Business Administration Association (MBAA). With Segal, M. N., and Johnson, D. L.

2014 | "Individual Savings Decisions Under Mental and Emotional Accounting Rules," National Business And Economics Society. With Johnson, D. L.

2012 | "Relationship Governance for Marketing Research Service Buyer and Provider," Society of Marketing Advances. With Segal, M. N.

2012 | "A Study Of Understanding When Technology Attributes Can Increase Preference," Academy of Marketing Science. With Segal, M. N.

2012 | ""No-Opinion" Strategy in Survey Research," The Annual Midwest Business Administration Association (MBAA). With Segal, M. N., and Dalman, M. D.

2011 | "Promoting the Provider Performance in Service B2B Relationships," Society for Marketing Advances. With Mishra, D. P.

2011 | "Issues in Tech-Attributes in New Product Concept Evaluation: De-Biasing Effects of Choice Based Conjoint," Association of Collegiate Marketing Educators. With Dalman, D. M., and Lim, T. E.

2011 | "Trivial Attributes in Service Context: Preliminary Findings." The Annual Midwest Business Administration Association (MBAA), Dalman, M. D., and Segal, M. N.

2010 | "Supplier Opportunism and Relationship Performance in Marketing Research Outsourcing Relationships," Decision Science Institute. With Segal, M. N.

2010 | "The Effect of Rating Scales on Systematic Differences Between Students and Non-Students in Survey Research," Marketing Management Association. With Guo, T., and Mark, R. E.

2010 | "Marketing Research in an Emerging Economy: Preliminary Observations on Vietnam," The Annual Midwest Business Administration Association (MBAA). With Segal, M. N.

2010 | "An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-Branded Products," Association of Collegiate Marketing Educators. With Segal, M. N., and Dalman, M. D.

2009 | "Knowledge Process Outsourcing (KPO) for Marketing Research Services," The Annual Midwest Business Administration Association (MBAA). With Madhav, M. N.

2008 | "The Effect of Evaluation Mode and Attribute-Task Comparability on the Validity of Conjoint Analysis," Decision Science Institute. Lee, J. J., and Segal, M. N.

2006 | "Joint Versus Separate Evaluations of Mental Accounts," Advances in Consumer Research. With Chatterjee, S.

2006 | "Preference Reversals and the Reflection Effect: The Moderating Role of Uncertainty," European Advances in Consumer Research. With Chatterjee, S., and Taylor, D. W.

2005 | "Service Relationships and Certification: Theory and Empirical Evidence," Society for Marketing Advances. With Mishra, D. P., and Taylor, D.

KEY MANAGERIAL IMPLICATIONS

B2B Marketing Field

Adverse selection is a critical problem in supplier selection decision. Results showed that company's certification played an important role to prevent the information asymmetry problem.

A difficulty of managing Alumni-University relationship is that we largely don't know how our efforts made for alumni activities are converted to the resources that University desires to obtain. Results showed Identity Salience Strategy was associated with alumni's symbolic buying behavior (e.g., buying university logo products) while Emotional Attachment Strategy promoted alumni volunteering behavior.

To be successful in offshore marketing research service outsourcing, controlling supplier's opportunism is important. Results provided the evidence that modularizing marketing research service steps was the solution.

Marketing Research Field

Results showed that conjoint Analysis popularly used for New Product Concept Development was vulnerable to evaluation mode differences (e.g., joint vs. separate evaluation). It implies that in price research, Discrete Choice Conjoint Analysis may not be appropriate. The solution would be full-profile conjoint analysis.

Risk avoidance and uncertainty avoidance is seemingly similar but different in judgment and decision making. Its applications are largely open to marketing-finance interface.

Premium pricing strategy for really new products or too radical products is often challenged because of consumer's lack of knowledge or failure of understanding the true value of innovative technology. A solution is to add trivial attributes to create product differentiation.

RESEARCH IN PROGRESS

“The Interaction Effect of Reward Choice and Reward Announcement Time in the Survey Response Quality”

Target: *Journal of Business Research*

Current Status: *Data Collection*

“The Role of Customer Relationship Marketing in Individual Finance Decision Making: The Effect of Mental Accounting”

Target: *Journal of Bank Marketing*

Current Status: *2nd Data Set Collection*

“Relationship Memory and Performance: an Empirical Test of Governance Value Determinants in Inter-firm Relationships”

Target: *Journal of Marketing Research*

Current Status: *Final Draft revising*

“From Minimizing Transaction Costs to Realizing Governance Value: an Empirical Investigation of the Effect of Relationship Memory on Performance Outcomes in Long-Term Buyer Seller Relationships”

Target: *Journal of Marketing*

Current Status: *Questionnaire Development*

“Decomposing the Co-Brand Effects on Willingness to Buy: An Application of Choice Based Model”

Target: *Journal of Consumer Marketing*

Current Status: *Questionnaire Development*

“Fair Transactions and the Buyer-Seller Relationships Continuum”

Target: *Journal of Business Research*

Current Status: *Literature Review*

“The Role of Transformational and Transactional Leadership on Working Partnership in Conventional Industrial Marketing Channel Dyads”

Target: *Journal of Marketing Management*

Current Status: *Literature Review*

“Marketing Research Techniques for New Product Development”

Target: *Book*

Current Status: *Literature Review*

“Product for Past: New Product Concept Development by Decomposing Future”

Target: *Book*

Current Status: *Literature Review*

FUND IN PROGRESS

Min, Junhong (Co-Principal), "Cuyuna Range Heritage Tourism Project," Amount Requested: \$40,000.00, Donor: The Brainerd Lakes Area Economic Development Corporation (BLAEDC). (Date Submitted: April 2014), (Submitted & Pending).

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Academy of Marketing Science
Society for Marketing Advances
Marketing Management Association

Teaching

TEACHING INTERESTS

Course Teaching

Principles of Marketing
Business to Business Marketing
Marketing Research
New Product Concept Development
Multivariate Data Analysis

Marketing Research Technique Training

Qualtrics
Positioning Map
Conjoint Analysis
Data Analysis Using SPSS and XLSTAT
Structural Equation Modeling with EQS and AMOS

TEACHING EVALUATION

MKT3000: Principles of Marketing (Under)
MKT3600: Marketing Research (Under)
MKT4200: B2B Marketing (Under)
MKT5800: Marketing, Technology, and Innovation (MBA)

Summary Average Teaching Score = 4.5/5.0
Highest Teaching Score = 5.0/5.0
Lowest Teaching Score = 3.8/5.0

TEACHING INNOVATION AND EXPERIENTIAL LEARNING

Student Software Skills

IBM SPSS
XLSTAT-Conjoint
Qualtrics

Student Activities Focusing on Real World Experience

Call Center Experience
Online Survey Experience
B2B Relationship Sales Experience
M&M Sales Promotion and Communication Experience
Mystery Shopping Experience

OUTREACHING VIA ADVISING STUDENT PROJECTS

Projects

2014 | Promoting U.P. Tourism Business by SMRC
2013 | Baraga Visitor Survey, Baraga County Chamber of Commerce
2012 | Customer Satisfaction Study, Michigan Tech Auxiliary Services
2012 | Michigan Tech Alumni Segmentation Study
2012 | Market Leakage Tracking Project, Keweenaw Economic Development
2012 | Brand Power Research, Boss Snow Plow
2011 | Market Leakage Project, Keweenaw Economic Development Alliance
2011 | Houghton Country Residence Survey, City of Houghton
2010 | Eco-Car Marketing Campaign, Michigan Technological University
2009 | Wood Fuel Business Opportunity Study, Younggren Timber Company

Media Recognition

2010 | KBEAR 102.3, Impact Magazine
2011 | Daily Mining Gazette, News Ch6, Impact Magazine
2013 | Daily Mining Gazette, Fox News-Ch6, UP ABC 10 News

SELECTED COMMENTS FROM STUDENTS AND ALUMNI

Alumni

- “How are you? I just started on Monday and already they have been throwing basic marketing research terms and different surveys that you talked about in class. Companies today are reluctant to hire market research associates/ analyst without some sort of course background or experience. The class definitely gave me a foot in the door,” shown in a thank you email.
- “Hi Jun, I just wanted to share some good news with you....While interviewing for the position, one of my strengths as an applicant was the research experience that I had with Robson Electric Supply, which was the result of the group project in your marketing course,” shown in a thank you email.

MKT3000: Principles of Marketing (Under)

- “Test all reflected what was taught in the classroom.”
- “Would definitely take another course with Professor Min. He was extremely clear about his intentions for the class and presented the material in a very clear and understandable way.”

MKT3600: Marketing Research (Under)

- “The opportunity to do a real-life project made the class very effective.”
- “Qualtrics and SPSS these programs are sweet and will help me in the future greatly.”

MKT4200: B2B Marketing (Under)

- “Great suits always looks professional, Knows a lot about the subject and is very credible.”
- “Through explanation of key concepts, you have the classroom fell relaxed and you are approachable.”

MKT5800: Marketing, Technology, and Innovation (MBA)

- “This class was well organized and a real pleasure. I learned a lot and all methods were appropriate. I loved the Sunday night meeting,” from online Tech MBA.
- “You were very excited to teach the class so it made it much more interesting,” from Tech MBA.

Service

SERVICE FOR SCHOOL OF BUSINESS AND ECONOMICS

Faculty Advisor

2015-Present | Association of Student Marketing Researchers (ASMR)
2013-2014 | Faculty Advisor, Student Marketing Research & Consulting.
2012-2014 | Faculty Advisor, American Marketing Association (AMA) Club.

Committee

2013-Present | Undergraduate Programs Committee, Member.
2013-2014 | MIS Search Committee, Member.
2012-2013 | MIS Search Committee, Member.
2012-2013 | Strategic Planning Committee, Member.
2011-2012 | MBA Programs Committee, Member.
2011-2012 | SBE Dean Search Committee, Member.
2009-2011 | Marketing Search Committee, Member.
2010-2011 | Graduate Programs Committee, Member.
2009-2010 | Undergraduate Programs Committee, Member.

SERVICE FOR MICHIGAN TECHNOLOGICAL UNIVERSITY

Committee

2013-Present | University Assessment Council, Member.
2013-2014 | Senate Alternate, Member.
2012-2014 | University Finance Committee, Member.

EDITORIAL AND REVIEW ACTIVITIES

Editorial Board

2014-Present | *Journal of Marketing Thought*.

Ad Hoc Reviewer

2013-Present | *Journal of Business Research*.
2010-Present | *Journal of Marketing Theory and Practice*.
2011-Present | *Academy of Marketing Science*.
2013 | *Resources Policy*.
2013 | *Academy of Marketing Science World Marketing Congress*
2010 | *American Marketing Association Summer Conference*.
2010 | *Decision Science Institute Conference*.