
AWARDS, HONORS, AND FELLOWSHIPS

- Recipient of OER Grant, 2023 (TTU)
- Recipient of the Faculty Research Grant, 2023 (TTU)
- Recipient of the 2022 Jordan-Wagner Excellence in Research Award (COB, Tennessee Tech University)
- Recipient of 2021-2024 Performance Compensation (COB, Tennessee Tech University)
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Doctoral Fellow, 39th ISMS Marketing Science Conference, 2017
- Graduate Fellowship, University of California Irvine, 2015 – 2020
- Best Paper Award, “*Emotional Intelligence and Organizational Citizenship Behavior: The Mediating Effect of Social Network*”, Korean Academy of Management, 2014
- Outstanding Service Award (as a faculty), School of Business, Korea University, 2013
- Excellence of Teaching Award, School of Business, Korea University, 2012, 2013
- Outstanding Course Award (Teaching), School of Business, Korea University, 2009, 2010, 2011
- Research Grant, Brain Korea 21, National Research Foundation of Korea. 2007-2014
- Research Grant, “Developing A Graduate Program (MS) of Social Venture and Entrepreneurship”, Ministry of Employment and Labor, 2009
- Runner-up for the Best Dissertation Award, Korean Academy of Management, 2006

RESEARCH INTERESTS

Topics: Social Identity; Product Designs & Innovation; Sales Force Management; Social Networks

Methods: Game-Theoretic Modeling; Economic Experiments; Social Network Analysis

PEER- REVIEWED JOURNAL PUBLICATIONS

1. **Park, H.**, Hur, W.M. and Rhee, S.Y., (2023). Relaxation, morning recovery state and customer- and coworker-directed extra-role service behavior: the moderating effect of work–family interface. *Journal of Service Theory and Practice*, 33(6), pp. 748-770. (Level A from ABDC Journal Quality List)
2. **Park, H.**, Hur, W-M. and Kang, S., (2023). Contribution of sales control in salespeople’s creative selling: Work engagement as a mediator. *Journal of Retailing and Consumer Services*, 75, p.103491. (Level A from ABDC Journal Quality List)
3. **Park, H.** and Hur, W-M., (2023). Customer showrooming behavior, customer orientation, and emotional labor: Sales control as a moderator, *Journal of Retailing and Consumer Services*, 72, p. 103268. (Level A from ABDC Journal Quality List)
4. Hur, W.-M., Rhee, S.-Y., Lee, E. J., & **Park, H.** (2022). Corporate social responsibility perceptions and sustainable safety behaviors among frontline employees: The mediating roles of organization-based self-esteem and work engagement. *Corporate Social Responsibility and Environmental Management*, 29(1), 60–70. (SSCI, Impact Factor: 8.741)
5. Han, D., **Park, H.**, and Rhee, S-Y. (2021). The Role of regulatory focus and emotion recognition bias in cross-cultural negotiation, *Sustainability*, 2021, 13, 2659. (SSCI, Impact Factor: 3.251)

6. **Park, H.**, and Rhee, S-Y. (2020). Emotional intelligence and organizational citizenship behavior in Korea: The mediating effect of social networks, *Asian Journal of Business Research*, 10, 43-64. (SCOPUS)
7. Rhee, S-Y., **Park, H.**, and Bae, J (2020). Network structure of affective communication and shared emotion in teams, *Behavioral Sciences*, 10, 159. (SSCI, Impact Factor: 2.66)
8. Chung, Y. W., **Park, H** & Moon, H. K. (2012) The Antecedents and Consequences of Psychological Entitlement, *Korean Management Journal*, 20(3), 151-187.
9. **Park, H.** & Hahn, J-H. (2011), A Study on the Effect of CSR on Employees' Organizational Commitment and OCB, *Korean Journal of Organization & Management*, 35(3), 115-140.
10. Hahn, J-H. , **Park, H.** , & Kang, E-J. (2010), Network Centrality, Social Support and Self-Efficacy, *Management Education Review*, 62, 47-71.
11. **Park, H.** & Rhee, S-Y. (2009), The Effect of In-Group and Out-Group Tie Strengths on the Perception of Organizational Justice in Public Firms, *Korean NPO Review*, 8(2), 155-186.
12. **Park, H.** & Moon, H. K. (2009), A Study on the Contingency Effects of Group Social Network Diversities on the Group Performance: The moderating effects of group task characteristics and group structures, *DAEHAN Journal of Business*, 22(5), 2667-2695.
13. Chung, M-H & **Park, H.** (2009), Social Networks and Job Attitudes: Different Effects of Different Networks in Organizations, *Korean Journal of Industrial Relations*, 19(1), 37-64.
14. **Park, H** & Moon, H. K. (2009), Social Capital in Non-Profit Organization, *Korean NPO Review*, 7(3), 169-194.
15. Rhee, S-Y., **Park, H.**, Bae, J., & Moon, H. K. (2008), What Facilitates Energizing Relationships in Organizations: Perspectives from Multiple Levels of Analysis, *Korean Management Journal*, 16(2), 95-128.
16. **Park, H** & Moon, H. K. (2007), A Study on the Effects of Group Social Capital on the Group Effectiveness, *Korean Management Journal*, 15(4), 131-170.

MANUSCRIPTS

1. **Park, H.**, Pech, W., and Tyagi, R. "Self-Image and Ostracism: Using Social Identity in Branding," *under the 2nd review*, *Management Science*.
2. Hur, Won-Mu and **Park, H.** "Unlocking Emotional Labor: How Organizational Control Systems Shape the Heart and Soul of Frontline Service Employees," *under the 2nd review*, *Journal of Service Theory and Practice*.
3. **Park, H.**, Hur, W-M., and Le, Hoanh-Su. "Effects of perceived organizational health and safety climates on turnover intention," *under the 1st review*, *Asia Pacific Journal of Marketing and Logistics*

WORKS IN PROGRESS

1. **Park, H.**, Hur, W-M., and Chung, J-H. "Exploring the impact of customer and coworker incivility on career regret among retail employees: The mediating role of organizational dehumanization and moderating effect of psychological safety," *writing in progress*.

2. **Park, H.** and Hur, W-M. “The effects of organizational support on salespeople’s digital selling and sales performance,” *writing in progress*.

PUBLISHED BUSINESS CASES

1. **Park, H & Moon, H. K.** (2010), The Background of Launching “SHOW” Brand in Korea Telecom and Its Marketing Performance, *Business Way*, 4.

SELECTED PEER- REVIEWED CONFERENCE PRESENTATIONS AND PROCEEDINGS (U.S. ONLY)

1. **Park, H.** and Hur, W-M. (2023). The Effect of Customer Showrooming Behavior on Salespeople’s Emotional Labor: Mediated Moderating Effects of Customer Orientation and Sales Control Systems, *AMTP, Hilton Head*.
2. **Park, H.**, Hur, W-M., and Le, Hoanh-Su (2023). The Effects of Perceived Organizational Safety and Health Cultures on Frontline Service Employees’ Work Engagement and Turnover Intention, *QUIS 18, Hanoi*.
3. **Park, H.**, Hur, W-M., and Kang, S (2023). The effects of sales control on creative selling: A moderated mediation model of work engagement and job tenure, *AMA, San Francisco*.
4. **Park, H.**, Rhee, S.-Y., and Hur, W.-M. (2022). Off-work Relaxation, Morning Recovery State and Customer and Coworker-Directed Extra-Role Service Behavior: The Moderating Effect of Conflict between Work and Family, *American Marketing Association (AMA) Summer Conference, Chicago*. (A presenter and session chair)
5. **Park, H & Tyagi, R.** (2019) The Effects of Consumers' Social Identity on Market Outcomes, *Midwest Economic Conference, St. Louis*.
6. **Park, H & Tyagi, R.** (2019) Consumer Social Identity and Competition, *Association of Marketing Theory and Practice, Charleston*.
7. **Park, H & Rhee, S-Y.** (2014) The Role of Regulatory Focus and Emotion Recognition Bias in Cross-Cultural Negotiation, *Proceedings of Academy of Management, Philadelphia*.
8. **Park, H & Rhee, S-Y.** (2009) The Effect of In-Group and Out-Group Tie Strengths on the Perception of Organizational Justice in Public Firms, *Proceedings of Academy of Management, Chicago*.
9. Rhee, S-Y., **Park, H.**, Bae, J., & Moon, H. K (2008) Shared Emotion in Groups: The Role of the Network Structure of Affective Conversation, *Proceedings of Academy of Management, Anaheim*.

SELECTED INVITED TALKS

- “Social Identity, Conformity, and Reciprocity: An Experimental Investigation” 2019
Experimental Social Science Laboratory Seminar, University of California, Irvine

PROFESSIONAL SERVICES

Guest Co-Editor for a special issue ““Hallyu Marketing: The Global Success of the Korean-Style Cultural Branding” at *Asia Pacific Business Review (Level B from ABDC Journal Quality List)*

Guest Co-Editor for a special issue ““Extra-Role Behaviors for Sustainable Organization Management” at *Sustainability* (SSCI, Impact factor: 3.251) (2022 – Present)

Session chair at *American Marketing Association (AMA) Summer Conference 2022, Chicago*

Ad hoc reviewer for *Journal of Social Psychology*; *American Marketing Association*

Services for College of Business and Tennessee Tech University

- Member, University Committee “Faculty Senate” (2022 – Present)
- Member, University Committee “Academic Council” (2022 – Present)
- Member, University Committee “IPAC” (2021 – Present)
- Member, Taskforce “Quantitative Reasoning” (2020 – Present)

Session Co-Chair, Paul Merage Job Market Workshop Series, Feb 18 & 25, 2020

Services for School of Business, Korea University (as a Faculty)

- Member, Committee on “BK21 Funding for MBA and Graduate Program Development”
2007-2013
- Member, Committee on “AACSB Maintenance”
2012
- Member, Committee on “EQUIS Maintenance”
2011
- Member, Committee on “Launching Graduate Program in Social Venture and Entrepreneurship”
2009

Services for Undergraduate Students (as a Faculty)

- Mentor Faculty of “Corporate Strategy and Business Case Club”
2008

Services for Academy

- Ad hoc reviewer for *AMA Summer Conference*; *Journal of Consumer Marketing*; *Journal of Social Psychology*
- Guest Co-Editor for a special issue “Extra-Role Behaviors for Sustainable Organization Management” at *Sustainability* (SSCI, Impact factor: 3.251) (2022 – 2024, Feb.)
- Guest Co-Editor for a special issue ““Hallyu Marketing: The Global Success of the Korean-Style Cultural Branding” at *Asia Pacific Business Review (Level B from ABDC Journal Quality List)* (2023-2025, Feb.)

PROFESSIONAL AFFILIATION

American Marketing Association

The Institute for Operations Research and the Management Sciences (INFORMS)

Association of Marketing Theory and Practice (AMTP)

European Association for Research in Industrial Economics