

# Eric S. Park

Assistant Professor of Marketing  
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## APPOINTMENT

**Vanderbilt University**  
Owen Graduate School of  
Management

Assistant Professor of Marketing  
Division: Marketing

Nashville, TN  
May 2025 - Present

## EDUCATION

**Columbia University**  
Graduate School of Business

Behavioral Track; Advisor: Gita V. Johar  
Ph.D., Marketing  
M. Phil, Marketing

New York, NY  
May 2025  
May 2022

**The University of Texas at Austin**  
McCombs School of Business  
College of Natural Sciences

B.B.A *With Honors*, Marketing  
Elements of Computer Science Certification

Austin, TX  
May 2017

## INDUSTRY EXPERIENCE

**Anheuser-Busch InBev**  
New York, NY

Mgr. Innovation Agile, Insights  
Portfolio Analyst, Innovation

Dec 2018 – July 2019  
July 2017 – Dec 2018

## RESEARCH INTERESTS

**Topics:** Emerging Technology, Consumer-Technology Interaction, Digital (Web 2.0) and Virtual (Web 3.0) Marketplace, Social Presence, Social Influence

**Methodology:** Experimental Design, Secondary Data Analysis, Web Scraping, Process Tracing (e.g., mouse- & eye-tracking)

## PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

1. Rhonda Hadi, Shiri Melumad, **Eric S. Park** (2024), "The Metaverse: A New Digital Frontier for Consumer Behavior," *Journal of Consumer Psychology*, Volume 34, Issue 1, January 2024, Pages 142-166.
2. Rhonda Hadi\*, **Eric S. Park**\* (2024), "Bridging the Digital and Physical: The Psychology of Augmented Reality," *Current Opinion in Psychology*. (\*Equal Contribution)
3. Jaeyeon Chung, **Eric S. Park**, "Beyond Aesthetics: The Hidden Driver of Digital Art Popularity in NFT Markets." Under for 4<sup>th</sup> Round Review at *Journal of Marketing*
4. **Eric S. Park**, Gita V. Johar, "Fast Chat, Feels Crowded: Chat Speed Affects Popularity Judgments in Livestreams". Invited for 3<sup>rd</sup> Round Review at *Journal of Marketing Research*
5. Nathaniel Posner, **Eric S. Park**, Bernd Schmitt, "Variability, Mind Perception, and Trust in Artificial Intelligence." Invited for 2<sup>nd</sup> Round Review at *Journal of Marketing*.

## WORKING PAPERS

6. **Eric S. Park**, Kristen Lane, Silvia Bellezza, "Guardians of Luxury: How Digital Certification Safeguards Conspicuous Consumption." *Working Paper*.
  - *Luxury Education Foundation Grant 2022*
  - *CBS Behavioral Lab Fellowship 2022*
7. **Eric S. Park**, Sonia Kim, Gita V. Johar. "When Ads Hurt Social Networking Platforms: The Role of Psychological Ownership." *Working Paper*.

## WORK-IN-PROGRESS

8. **Eric S. Park**, Rhonda Hadi, Gita V. Johar, "Blending the Digital and Physical: Can AR increase empathy?". *Studies in Progress*.
  - *LIVE IGNITE Grant 2025*
  - *CELSS Seed Grant 2023*
  - *Department Research Fund 2024*

9. Youjung Jun, **Eric S. Park**, Jennifer Sun, Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases. *Studies in Progress*.
  - *Luxury Education Foundation Grant 2023*
10. **Eric S. Park\***, Shoshana Segal\*. “Stakeholders and Influencers” (\*Equal Contribution), *Studies in Progress*.
11. **Eric S. Park\***, Lan Luo\*, “Multi-stream and Platform Effects” (\*Equal Contribution), *Data Collection in Progress*.

## HONORS AND AWARDS

Live IGNITE Grant (~160 Hours of Programmer Time)	2025
Department Research Fund (\$3,000)	2024
University of Houston Doctoral Symposium Fellow	2024
CELSS Seed Grant (\$1,000)	2023
Luxury Education Foundation Scholarship (\$2,500)	2023
Paul and Sandra Montrone Doctoral Fellowship (\$20,000)	2023
Luxury Education Foundation Scholarship (\$6,333)	2022
CBS Behavioral Lab Fellowship	2022
Sawtooth Software Academic Grant (Free Software for 2-Years)	2022
Marketing Division 3 <sup>rd</sup> Year Best Student Award (\$1,000)	2022
Provost’s Diversity Recruitment Fellowships (\$2,000)	2019

## INVITED TALKS

ETH Zurich, <i>Department of Management, Technology, and Economics</i>	Jan, 2025
Baruch College, <i>Zicklin School of Business</i>	Oct, 2024
Rutgers University, <i>Rutgers Business School</i>	Oct, 2024
University of Michigan, <i>Ross School of Business</i>	Oct, 2024
Nanyang Technical University, <i>Nanyang Business School</i>	Oct, 2024
Oklahoma State University, <i>Spears School of Business</i>	Sep, 2024
Vanderbilt University, <i>Owen Graduate School of Management</i>	Sep, 2024
University of Alberta, <i>Alberta School of Business</i>	Sep, 2024

## CONFERENCE

### Chaired Conference Symposia

Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy. Mar 2024, *Society for Consumer Psychology* (Co-Chair with David Finken and Martin Mende; Roundtable)

NFTs 2: Value Drivers of Non-Fungible Tokens  
May 2023, *European Marketing Academy Conference* (Co-Chaired w/ Reto Hofstetter)

What NFTs offer Marketing: Implications of NFTs for consumers and firms  
Mar 2023, *Society for Consumer Psychology*

NFTs for Conspicuous Consumption.  
Dec 2022, *International Conference on Crypto-Marketing*

Socializing in the Virtual Realm: Emerging Social Technologies and Implications for Firms and Consumers. Oct 2022, *Association for Consumer Research*

“A Change in Perspective” in Context Effects.  
Oct 2022, *Association for Consumer Research*

## Conference Talks

*Fast Chat? Feels Crowded!: Chat Speed Affects Popularity Judgments in Livestreams*

- Theory + Practice in Marketing, May 2023
- Association for Consumer Research, Oct 2022

*Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption*

- Journal of Marketing Virtual Symposium: New Paradigms for a New World, July 2023
- European Marketing Academy Conference, May 2023
- Society for Consumer Psychology, March 2023
- International Conference on Crypto-Marketing, Dec 2022
- Association for Consumer Research, Oct 2022

*When Does Attraction Effect Occur?: A Case for Value Construction in Attraction Effect*

- Association for Consumer Research, Oct 2022
- Process Tracing Virtual Seminar Lightning Round Talk, Oct 2020

*Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases*

- ACR Asia-Pacific 2024, July 2024
- Association for Consumer Research, Nov 2023

*When Consumers Credit AI with Consciousness*

- Association for Consumer Research, Sep 2024

## SELECTED TEACHING EXPERIENCE

### **BUS 1600 Principles of Marketing**

Marketing Core (4 Sections; Undergrad).

- Average Instructor Rating: 4.7

## SERVICES TO FIELD

Ad-Hoc Review, Journal of Marketing	2025
Columbia Marketing Alumni Conference Committee	2023
Four School Conference Committee	2020
Theory + Practice in Marketing Conference Volunteer	2019

## ADDITIONAL INFORMATION

Languages: Native in English and Korean; Conversational knowledge of Japanese

Work Eligibility: U.S. Citizen