

SOHYOUN (SYNTHIA) SHIN

Professor of Marketing
California State University, Chico,
College of Business

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EDUCATION

Ph.D., Korea University, Major:
Business Administration,
Concentration: Marketing
M.S., Boston University, Major:
Multinational Commerce
M.A., California State University,
Chico, Major:
Communication Studies
(ABD, 2024 expected)
M.Ed., Eastern Washington
University, Major: Education,
Concentration: Adult
Education
B.S., Ewha Womans University,
Major: Economics

RESEARCH INTERESTS

Marketing Discipline-based

- Marketing Capability, Strategic Orientation, and Firm Performance
- Corporate Social Responsibility (CSR), Sustainability, and Political Consumerism
- Crisis Communications and Corporate Responses
- Cross-Cultural Research and International Marketing

Business Education and Pedagogy

- Equity, Diversity & Inclusion (EDI) and Cultural Intelligence
- Business Ethics and Academic Misconduct
- Team Learning, Academic Assessment, and Student Satisfaction

MEMBERSHIP

Member, American Marketing Association, 2008 - present.
Member, Korean Marketing Association, 2006 - present.
Member, Marketing Educators' Association, 2013 - present.
Member, INFORMS Marketing Science, 2011 - 2012

Last revised: 10/9/2024

ACADEMIC APPOINTMENTS

Professor of Marketing *Aug. 2024 – present*
Associate Professor of Marketing (with Tenure) *Aug. 2019 – Jul. 2024*
Assistant Professor of Marketing *Aug. 2015 – Jul. 2019*
California State University, Chico, College of Business
Visiting Professor of Marketing *Summer 2015*
Ewha Womans University, International Summer College
Assistant Professor of Marketing *Oct. 2011 - Aug. 2015*
Visiting Assistant Professor of Marketing *Jan. 2011 - Sept. 2011*
Eastern Washington University, College of Business & Public Administration

JOURNAL PUBLICATIONS Short-listed

Sohyoun Shin and Matthew Meuter (2023), "Untrustworthiness in Student Teams: A Cross-Cultural Comparison between Different Thinking Cultures of the U.S. and South Korea," *Marketing Education Review*, 33 (4), 285-302.
Sohyoun Shin, K. Damon Aiken, and Stephanie A. Hamel (2023), "Crisis Communications during the COVID-19 Pandemic: A Qualitative Case Study of Faculty's Pedagogy, Strategy, and Frame of Mind," *Business Communication Research and Practice*, 6 (1), 4-14.
Jung Min Jang and **Sohyoun Shin** (2019), "Content Order in Advertising and Thinking Styles: A Cross-Cultural Study of the United States and South Korea," *Journal of Advertising*, 48 (5), 457-472.
Sohyoun Shin, K. Damon Aiken, and Vincent Aleccia (2017), "Business Students' Attitude toward Academic Misconduct, Credential Embellishment, and Business Unethicality." *Journal of Business Ethics Education*, 14, 69-92.
Namwoon Kim, **Sohyoun Shin**, and Sungwook Min (2016), "Strategic Marketing Capability: Mobilizing Technological Resources for New Product Advantage," *Journal of Business Research*, 69 (12), 5644-5652.
Sohyoun Shin and Sungho Lee (2016), "An Examination of Firms' Strategic Orientations, Innovativeness, and Performance with Large Korean Companies," *Asia Pacific Journal of Innovation & Entrepreneurship*, 10 (1), 183-202.
* **Received "The Emerald Literati Awards - Highly Commended Paper Award"**
by the Emerald Group Publishing Details of all 25 peer-reviewed, refereed journal publications available upon request.

CONFERENCE PRESENTATIONS Short-listed

Sohyoun Shin, Jung Min Jang, and Jennifer Brundidge (2022), "Consumers' Political Orientation and Intent to Boycott and Corporate Social Irresponsibility News." The 2022 AMA Summer Academic Conference, Chicago, IL, U.S.A.
Sohyoun Shin (2021), "Fake News, Misinformation, and Disinformation on Social Media: Their Natures, Impacts and Treatments [Report of Initial Findings]." The 2021 AMA Summer Academic Conference, Virtual conference.
Sohyoun Shin and Sangyoon Seok (2020) "Corporate Social Responsibility Assurance Messages on Social Network Site," The 2020 AMA Summer Academic Conference, San Francisco, CA, U.S.A.
Jung Min Jang and **Sohyoun Shin** (2016), "Order of Information, Processing Fluency, and Product Evaluation: Cross-Cultural Investigation in the U.S. and Korea," The 2016 AMA Summer Academic Conference, Atlanta, GA, U.S.A.
Sohyoun Shin (2014), "Students' Academic Misconduct and Attitude toward Business Ethics," The 2014 AMA Summer Conference, San Francisco, CA, U.S.A.
* **Received "Best in Track Paper Award" at The 2014 AMA Summer Conference**
Details of all 43 conference presentations/proceedings available upon request.

ACADEMIC SERVICES Short-listed

Coordinator, COB Core Course Committee (for MKTG 305), 2017 - present.
Coordinator, MKTG Capstone Committee (for MKTG 490), 2018 - present.
Member, MKTG Retention Tenure Promotion (RTP) Committee, 2019 - present.
Full list of services available upon request.

PROFESSIONAL EXPERIENCE

Hyundai Card Co., *Manager, Marketing Planning Team* 2004 - 2005
PWC Consulting, *Consultant, CRM Solutions/ Fin. Svcs. Team* 2000 - 2004
Nestle Korea, *Brand Manager, Coffee Marketing Team* 2000 - 2000
Research International (TNS Global), *Researcher, Int'l Division* 1998 - 2000