

## SOHYOUN (SYNTHIA) SHIN

Associate 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
- Entrepreneurial Intention and Its Social Psychological Backgrounds
- 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: 10/30/2023*

## ACADEMIC APPOINTMENTS

### *Aug. 2019 - present*

Associate Professor of Marketing (with Tenure from 2019 onwards)  
California State University, Chico, College of Business

### *Aug. 2015 - Jul. 2019*

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

### *Summer 2015*

Visiting Professor of Marketing  
Ewha Womans University, International Summer College

### *Oct. 2011 - Aug. 2015*

Assistant Professor of Marketing  
Eastern Washington University, College of Business & Public Administration

### *Jan. 2011 - Sept. 2011*

Visiting Assistant Professor of Marketing  
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 Unethicity," *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 24 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 40 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., <i>Manager, Marketing Planning Team</i>	2004 - 2005
PWC Consulting, <i>Consultant, CRM Solutions/ Fin. Svcs. Team</i>	2000 - 2004
Nestle Korea, <i>Brand Manager, Coffee Marketing Team</i>	2000 - 2000
Research International (TNS Global), <i>Researcher, Int'l Division</i>	1998 - 2000