

Jeffrey Kang

SC Johnson College of Business | Cornell University

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Education

Cornell University, Ithaca, NY

- Ph.D. candidate in Marketing (Consumer Behavior), Expected 2024

New York University, New York, NY

- Bachelor of Arts in Economics and Psychology, cum laude, 2018
Minor: French

Research Interests

Perspective-Taking, Political Ideology, Attention, Managerial Creativity, and Meaning-Oriented Consumption

Working Papers (see abstracts in Appendix)

Jeffrey Kang and Geoffrey Fisher. “The Relationship Between Intertemporal and Attentional Discounting”, *Reject & Resubmit at Management Science*.

Jeffrey Kang and Manoj Thomas. “Corporate Neutrality: Consumer Response to Brand Activism”, *manuscript under preparation*.

Jeffrey Kang, Manoj Thomas and Dinesh Gauri. “How Attentional Competition Affects Online Purchase Decisions”, *manuscript under preparation*.

Research in Progress (see abstracts in Appendix)

Jeffrey Kang and Stijn M.J. van Osselaer. “Enhancing Creativity Through Dissimilarity”, *data collection*.

Conference Presentations

* *indicates presenter*

Kang, Jeffrey* and Manoj Thomas, “Corporate Neutrality: Consumer Response to Brand Activism,” *Association for Consumer Research, October 2023*

Kang, Jeffrey*, Manoj Thomas and Dinesh Gauri, “How Attentional Overload Affects Consumer Preferences,” *Association for Consumer Research, October 2021 (virtual)*

Kang, Jeffrey*, Manoj Thomas and Dinesh Gauri, “The Attentional Deprioritization Effect: How Attentional Overload Reduces Online Purchases,” *Society for Consumer Psychology, March 2022 (virtual)*

Teaching Experience

Instructor, SC Johnson College of Business, Cornell University

- Marketing Management (Instructor Rating 4.27/5.00), Fall 2020
- Marketing Management (Instructor Rating 4.67/5.00), Fall 2022

Teaching Assistant, SC Johnson College of Business, Cornell University

- Digital Marketing (MBA), Tommaso Bondi, Fall 2021
- Consumer Behavior (MBA), Kaitlin Woolley, Fall 2021
- Marketing Management (MBA), Doug Stayman, Kaitlin Woolley, Tommaso Bondi, Sherif Nasser, Fall 2020
- Managerial Decision Making (MBA), J. Edward Russo, Fall 2019

Teaching Assistant, Department of Psychology, New York University

- Intro to Psychology, Ted Coons, 2017-2018

Graduate Coursework

Ph.D. Coursework (Cornell University)

- Advanced Social Psychology (Tom Gilovich and Psychology Faculty)
- Behavioral Economics I (Ted O’Donoghue)
- Doctoral Proseminar Marketing (Vithala Rao and Marketing Faculty)
- Doctoral Seminar in Behavioral Decision Making (J. Edward Russo)
- Doctoral Seminar in Behavioral Marketing Cognitive Perspectives (Manoj Thomas)
- Doctoral Seminar in Behavioral Marketing (Stijn M.J. van Osselaer)
- Doctoral Seminar in Quantitative Models Choice Modeling and Diffusion (Sachin Gupta)
- Quantitative Methods 1 (Felix Thoenmes)
- Quantitative Methods 2 (Felix Thoenmes)

Awards and Honors

- Best Talk Winner for Judgment & Decision-Making II Track – Society for Consumer Psychology Conference, 2022
- Special Service Award – Society for Consumer Psychology Conference, 2022
- Bartholomew Family Charitable Fund PhD student Scholarship, Cornell 2021
- Dean’s List for Academic Year, NYU 2014-2018
- Dean’s Undergraduate Research Fund, NYU 2017

Prior Research Experience

Research Assistant, Professor Paul Glimcher, New York University

- Research mentor: Dr. Kenway Louie, 2017-2018

Research Assistant, Professor Elizabeth Phelps, New York University

- Research mentor: Jennifer Lenow, Fall 2016

Industry Experience

- Internship, FHFGD (Finnegan) LLP, July – August 2016, Palo Alto, California

Skills

- Conversational in Chinese and French
- R, SPSS, MATLAB, Python

Appendix

“The Relationship Between Intertemporal and Attentional Discounting”

Jeffrey Kang and Geoffrey Fisher. *Reject & Resubmit at Management Science*

When making decisions, individuals tend to favor the currently attended alternative. However, there is heterogeneity in the relationship between attention and choice and it is unclear what factors explain this variance across people. This paper proposes and finds that the extent to which individuals discount future rewards is one behavioral factor that is associated with differences in attentional biases across people. Across five laboratory studies that tracked attentional deployment and asked participants to make tradeoffs between smaller-sooner and larger-later rewards, we found that individuals who were more likely to choose the smaller-sooner reward also were more likely to discount a currently unattended alternative. Furthermore, we find that one common framing manipulation that alters intertemporal decision-making also shifts the degree to which unattended alternatives are discounted when making decisions.

“Corporate Neutrality: Consumer Response to Brand Activism”

Jeffrey Kang and Manoj Thomas. *manuscript under preparation*

How do consumers respond to corporations staying neutral on sociomoral issues such as abortion, black-lives-matter, and same sex marriage? While liberals expect corporations to espouse liberal values, conservatives trust corporations that stay neutral on such matters. This is because conservatives moralize the pursuit of profits and free market competition. Such moralization of profits crowds out the moralization of sociomoral issues. In other words, conservative consumers tend to believe that the foremost moral duty of a corporation is to pursue profits in the free market by serving as many customers as possible rather than getting embroiled in culture wars at the expense of profitability. Adherence to Fair Market Ideology predicts support for corporate neutralism.

“How Attentional Competition Affects Online Purchase Decisions”

Jeffrey Kang, Manoj Thomas and Dinesh Gauri. *revising for resubmission*.

This research explores how question layout - grouped versus partitioned - influences response propensity. Findings suggest that partitioned questions increase affirmative responses, due to deliberation as a result of increased attention paid to each question. The effect is moderated by default choice and cognitive load and has implications for various contexts and domains, ranging from intertemporal choices to charity donations and product add-ons.

“Enhancing Creativity Through Dissimilarity”

Jeffrey Kang and Stijn M.J. van Osselaer. *data collection in progress*

In the domain of product development, designers frequently formulate products with a target audience in mind. The present study explores how this creative ideation process can be improved by demonstrating that incorporating the perspectives of “dissimilar” end-users can enhance perceived originality. Our theoretical framework posits that taking the perspective of dissimilar end-users facilitates the removal of cognitive fixations and enables designers to connect diverse

elements, thereby enhancing the perception of originality. In an exploratory study involving the creation of ice cream flavors, we found that adopting the perspective of a dissimilar end-user increased the perceived originality of the flavor.