

Eric Chuan-Fong Shih

SKK Graduate School of Business
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EDUCATION

Ph.D. Marketing Management, University of California, Irvine
MBA University of California, Riverside
B.A. Economics, University of California, Berkeley

EMPLOYMENT

Sungkyunkwan University (Korea)

SKK Graduate School of Business

- Dean, 2020 – present
- Vice Dean for Faculty and Research, 2014 – 2020
- Marketing Area Coordinator, 2007 – present
- Academic Director, Sungkyun Management Institute, 2017 – present
- Professor of Marketing, 2016 - present
- MediaWill Research Fellow, 2015 – 2017
- Associate Professor of Marketing, 2007 – 2016

Brock University (Canada)

Goodman School of Business

- Associate Professor of Marketing, 2006 – 2007

Wake Forest University

Babcock Graduate School of Management

- Assistant Professor of Marketing, 2000 – 2006

OTHER ACADEMIC APPOINTMENTS

Rice University

Jones Graduate School of Business

- Visiting Associate Professor of Marketing, 2013 – 2014

Massachusetts Institute of Technology

Sloan School of Management

- International Faculty Fellow, Spring 2009

University of California, Irvine

Center for Research on Information Technology and Organizations (CRITO)

- Faculty Associate, 2000 – 2012

RESEARCH

Research Interests

- Managerial decision making
- Technology adoption and use
- Marketing of technological innovations
- New product development
- Information technology and public policy

Peer Reviewed Publications

1. Chen, Steven, and Eric Shih (2019), "City Branding through Cinema: The Case of Postcolonial Hong Kong," *Journal of Brand Management*, 26 (5), 505-521.
2. Chen, Steven, Ray L. Benedicktus, Yuna Kim, and Eric Shih (2018), "Teaching Design Thinking in Marketing: Linking product Design and Marketing Strategy in a Product Development Class," *Journal of Marketing Education*, 40 (3), 176-187.
3. Chng, Daniel, Eric Shih, Matthew Rodgers, and Ben Song (2015), "Managers' Marketing Decision Making during Performance Decline and the Moderating Effect of Incentive Pay," *Journal of the Academy of Marketing Science*, 43 (5), 629-647.
4. Chng, Daniel, Matthew Rodgers, Eric Shih, and Ben Song (2015) "Impression Management in Organizational Decline: The Role of Distress Publicity, Executive Imaging Concerns, and Compensation Schemes," *Leadership Quarterly*, 26 (2), 270-285.
5. Dedrick, Jason, Kenneth L. Kraemer, and Eric Shih (2013), "Information Technology and Productivity in Developed and Developing Countries," *Journal of Management Information Systems*, 30 (1), 97-122.
6. Wang, Kai-Yu, Eric Shih, and Laura A. Peracchio (2013), "How Banner Advertisements can be Effective: Investigating the Influence of Perceptual Fluency," *International Journal of Advertising*, 32 (12), 121-141.
7. Shih, Eric, Alladi Venkatesh, Steven Chen, Erik Kruse (2013), "An Investigation of Theories of Diffusion in the Global Context: A Comparative Study of the US, Sweden and India," *Journal of Product Innovation Management*, 30 (1), 4-16.
8. Chng, Daniel, Matthew Rodgers, Eric Shih, and Ben Song (2012) "When does Incentive Compensation Motivate Managerial Behaviors? An Experimental Investigation of the Strategic Fit between Incentive Compensation, Executive Core Self-Evaluation, and Firm Performance," *Strategic Management Journal*, 33 (12), 1343-1362.
9. Shih, Eric and Hope J. Schau (2011) "To Justify or Not to Justify: The Role of Anticipated Regret on Consumers' Decision to Upgrade Technological Innovations," *Journal of Retailing*, 87 (2), 242-251.

10. Auh, Seigyoung and Eric Shih (2009), "Brand Name and Consumer Inference Making in Multigenerational Product Introduction Context," *Journal of Brand Management*, 16 (7), 439-454.
11. Auh, Seigyoung, Eric Shih, and Yeosun Yoon (2008), "Aligning Benefits with Payments: A Test of the Pattern Alignment Hypothesis," *Journal of Consumer Psychology*, 18 (4), 292-303.
12. Shih, Eric, Kenneth L. Kraemer, and Jason Dedrick (2008) "IT Diffusion in Developing Countries," *Communications of the ACM*, 51 (2), 43-48.
13. Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-370.
14. Shih, Eric, Kenneth L. Kraemer, and Jason Dedrick (2007) "Research Note: Determinants of Country-Level Investment in Information Technology," *Management Science*, 53 (3), 521-528.
15. Menguc, Bulent, Seigyoung Auh, Eric Shih (2007), "Transformational Leadership and Market Orientation: Implications for the Implementation of Competitive Strategies and Business Unit Performance," *Journal of Business Research*, 60 (4), 314-321.
16. Auh, Seigyoung and Chuan-Fong Shih (2005), "Balancing Giving-Up vs. Taking-In: Does the Pattern of Payment and Benefits Matter to Customers in a Financing Decision Context?" *Advances in Consumer Research*, 33, 139-145.
17. Shih, Chuan-Fong, Jason Dedrick, and Kenneth L. Kraemer (2005), "Rule of Law and the International Diffusion of E-Commerce," *Communications of the ACM*, 48 (11), 57-62.
18. Auh, Seigyoung and Chuan-Fong Shih (2005), "The Relative Effects of Relationship Quality and Exchange Satisfaction on Customer Loyalty: Investigation of Technology Industry," *Journal of Business-to-Business Marketing*, 12 (2), 73-100.
19. Shih, Chuan-Fong and Alladi Venkatesh (2004), "Beyond Adoption: Development and Application of a Use-Diffusion Model," *Journal of Marketing*, 68 (1), 59-72.
20. Venkatesh, Alladi, Erick Kruse, and Chuan-Fong Shih (2003), "The Networked Home: An Analysis of Current Developments and Future Trends," *Cognition, Technology and Work*, 5 (1), 23-32.
21. Venkatesh, Alladi, Norman Stolzoff, Chuan-Fong Shih (2000), "The Home of the Future: An Ethnographic Study of New Information Technologies in the Home," *Advances in Consumer Research*, 28, 88-97.
22. Venkatesh, Alladi, Chuan-Fong Shih, and Norman Stolzoff (2000), "A Longitudinal Analysis of Computing in the Home," in *Home Information and Telematics: Information, Technology and Society*, Andy Sloane and Felix van Rijn, eds., Boston: Kluwer Academic Publishers, 205-215.

23. Pechmann, Cornelia and Chuan-Fong Shih (1999), "Smoking Scenes in Movies and Antismoking Ads before Movies: Effects on Youth," *Journal of Marketing*, 63 (3), 1-13.
24. Shih, Chuan-Fong (1998), "Conceptualizing Consumer Experiences in Cyberspace," *European Journal of Marketing*, 32 (7), 655-663.

Conference Presentations

1. "City Branding through Cinema: Creating Hong Kong's Postcolonial Identity," *Global Marketing Conference*, Hong Kong, China, 2016.
2. "Marketing Executives' Impression Management during Regime of Performance Decline", *European Marketing Academy Conference*, Istanbul, Turkey, 2013.
3. "Managers' Strategic Risk-Taking during Decline," *European Marketing Academy Conference*, Lisbon, Portugal, 2012.
4. "IT and Productivity in Developed and Developing Countries," *Association for Information Systems SIG on ICT and Global Development*, St. Louis, Missouri, 2010.
5. "Glucose Depletion and Decision Making: An Examination of Choice in Context," *Korean Academy of Marketing Science Internal Conference*, Seoul, Korea, 2010.
6. "An Investigation of Theories of Diffusion in the Global Context: A Comparative Study of the US, Sweden and India," *Global Marketing Conference*, Tokyo, Japan, 2010.
7. "Information Technology and National Productivity in Developed and Developing Countries," *Academy of International Business*, Milan, Italy 2008.
8. "Balancing Giving-Up vs. Taking-In: Does the Pattern of Payments and Benefits Matter to Customers in a Financing Decision Context?" *Association for Consumer Research*, San Antonio, TX, 2005.
9. "The Effect of Compatibility between Benefit and Payment Patterns in Evaluating Financing Decisions: A Test of the Alignment Hypothesis," *Asia-Pacific Association for Consumer Research*, Seoul, Korea, 2004.
10. "International Diffusion of E-Commerce: Impacts of the Rule of Law and Access Costs," *Electronic-Commerce Research Conference*, Taichung, Taiwan, 2003.
11. "Brand Name and Consumer Inference Making in Multigenerational Product Introduction Context," *Association for Consumer Research*, Toronto, Canada, 2003.
12. "Effect of Relationship Quality in High Technology Industry: The Moderating Role of Switching Barriers," *Academy of Marketing Science*, Washington D.C., 2003.
13. "Determinants of IT Spending in Developed and Developing Countries," *Workshop on Information Systems and Economics*, Barcelona, Spain, 2002.

14. "Buy Now or Wait Later: Technology Adoption in Anticipation of New Product Introduction," *Asia Pacific Association for Consumer Research*, Beijing, China, 2002.
15. "The Home of the Future: An Ethnographic Study of New Information Technologies in the Home," *Association for Consumer Research*, Salt Lake City, UT, 2000.
16. "Intra-Household Diffusion of New Technologies: Conceptual Foundation and Illustrative Example," *Association for Consumer Research*, Columbus, OH, 1999.
17. "Telepresence and Bricolage: A Conceptual Model of Consumer Experiences in Virtual Environments," *Society for Consumer Psychology*, Austin, TX, 1998
18. "How Smoking in Movies and Anti-smoking Ads before Movies May Affect Teenagers' Perceptions of Peers who Smoke," *Association for Consumer Research*, Minneapolis, MN, 1997.

Research Awards

- Outstanding Reviewer, *Journal of Business Research*, 2018
- Best Conference Paper, Korean Scholars of Marketing Science International Conference, Spring 2013.
- Best Working Paper Award, Behavioral Strategy Professional Development Workshop, Academy of Management, 2011.
- Research Excellence Award, SKK Graduate School of Business, Sungkyunkwan University, 2011
- Best Conference Paper, Korean Academy of Marketing Science International Conference, Fall 2010.
- University of California Regents Dissertation Competition Fellowship, 1999 – 2000
- American Marketing Association Doctoral Consortium Fellow, 1998
- University of California Regents Fellowship, 1994 – 1999

TEACHING

Courses Taught

- Marketing Management (EMBA, MBA)
- Principles of Marketing (Undergraduate)
- Marketing Strategy (EMBA, MBA)
- New Product Development (MBA, PMBA)
- Marketing of Technological Innovations (MBA)
- Business-to-Business Marketing (MBA)
- Marketing Research (MBA)
- Customer Relationship Management (MBA)
- Database Marketing (MBA)

- Marketing Analytics (MBA)
- Consumer Behavior (MBA)
- Internet Marketing (MBA)
- Integrated Capstone (MBA)

Teaching Awards

- Teaching Excellence Award, SKK GSB, Sungkyunkwan University, 2017
- Teaching Excellence Award, SKK GSB, Sungkyunkwan University, 2012
- Best Professor Award, SKK GSB, Sungkyunkwan University, 2009
 - Voted by students

SERVICE

Service to School

- SKK Graduate School of Business
 - Marketing Area Coordinator, 2007 – present
 - Executive Committee, 2007 – present
 - AACSB Accreditation Committee, Chair 2009 – present
 - Rankings Committee, Chair 2010 – present
 - Faculty Review Committee, 2010-2013, Chair 2014 – present
 - Summer Research Grant Committee, Chair 2014 – present
 - Applied Business Projects Committee, 2014 – present
 - Curriculum Committee, 2010 – present
 - Admissions Committee, 2009 – 2011; 2014 – present
 - Career Development Committee, 2014 – 2016
 - EMBA Program Committee, 2009 – 2012
 - International Field Trip Faculty Advisor, 2008 – present
- Brock University
 - Marketing Faculty Search Committee, Chair 2006 – 2007
 - MBA Program Committee, 2006 – 2007
- Wake Forest University
 - Information System Services Committee, 2000 – 2006

Service to Academic Community

- Editorial Review Board
 - *Industrial Marketing Management*, 2006 – present
 - *International Journal of Advertising*, 2017 – present
 - *Journal of Global Scholars of Marketing Science*, 2009 – 2017
- Invited Journal Reviewer
 - *Journal of Marketing*
 - *Journal of the Academy of Marketing Science*

- *Journal of Retailing*
- *Journal of Consumer Psychology*
- *Strategic Management Journal*
- *MIS Quarterly*
- *Information System Research*
- *Journal of Business Research*
- *Journal of Economic Psychology*
- Conference Reviewer
 - Association for Consumer Research (ACR)
 - American Marketing Association (AMA)
 - International Conference on Information Systems (ICIS)
- Track Chair, Korean Scholars of Marketing Science, Global Marketing Conference
 - Customer Relationship Management: 2008, 2010, and 2012
 - Managerial Decision Making: 2014, 2016, 2018
- Track Chair, Academy of Marketing Science Conference, 2017, San Diego
- Conference Program Committee
 - Asia-Pacific Association for Consumer Research 2011
 - International Conference on Home Informatics and Telematics, 2004, 2007
- Board of Executive Directors: Korean Academy of Marketing Science (2007 – 2008)
- Ph.D. Dissertation Committee
 - Steven Chen (2009), Merage School of Business, University of California, Irvine
 - Chunlin Yuan (2013), Changwon National University, Korea

OTHER INFORMATION

- US citizen
- Language: English (native) and Chinese (fluent)