

JENNIFER S. HONG

Albers School of Business and Economics, Seattle University
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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, 2019 - Present
Albers School of Business and Economics, Seattle University

EDUCATION

Leonard N. Stern School of Business, New York University
Ph.D., Marketing, 2019
M. Phil., Marketing, 2017

Graduate School of Arts and Science, New York University
M.A., Psychology, Honors, 2013

University of Chicago
B.A., Economics, Honors, 2011

RESEARCH INTERESTS

Spatial and Aesthetic Influences
Product Bundling
Sustainability

Goals and Motivation
Persuasion Knowledge
Moral Judgments

REFEREED PUBLICATIONS

Hong, Jennifer S. (forthcoming). When do Bundled Products Compensate or Spill Over? Examining Consumer Inferences Based on Product Type. *Journal of Consumer Behaviour*.
<https://doi.org/10.1002/cb.70043>

Hong, Jennifer S., and Chance M. Ringor (2025). Revisiting Direct Mail Effectiveness: Balancing Organizational Goals with Consumer Sustainability Concerns. *Journal of Advertising Research*.
<https://doi.org/10.1080/00218499.2025.2492430>

Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (2024). "Proximity Bias: Interactive Effect of Spatial Distance and Outcome Valence on Probability Judgments," *Journal of Consumer Psychology*, 34, 18–34. <https://doi.org/10.1002/jcpsy.1341>

Hong, Jennifer S. and Mathew S. Isaac (2021). "Location, Location, Location: The Effect of Clutter on the Evaluation and Aesthetic Judgment of Off-Premise Signage," *Interdisciplinary Journal of Signage and Wayfinding*, 5(1), 20–40. <https://doi.org/10.15763/issn.2470-9670.2021.v5.i1.a77>

MANUSCRIPTS UNDER REVIEW & IN PREPARATION

- Pena Marin, Jorge, Mathew S. Isaac, and Jennifer S. Hong, “Going Smaller with Precise Numbers: Consequences of Goal Compatibility on Attribute Weighting and Consumer Choice,”
Invited for 4th round of review at *Journal of Marketing*.
- Hong, Jennifer S. “Choosing versus Bundling: The Downside of Bundle Customization,”
Under review at *Journal of Retailing*.
- Hong, Jennifer S. “The Role of Interdependent Self-Construal in Product Bundle Evaluation,”
Under review at *Journal of the Academy of Marketing Science*.
- Hong, Jennifer S. and Jae Lee, “Hitting the Sweet Spot: How Similarity and Dissimilarity Between Bundled Products Influence Bundle Evaluation,”
In preparation for submission to *Marketing Letters*.
- Hong, Jennifer S. and Mathew S. Isaac, “Rethinking Retail Signage: How Smaller Logos in Storefront Signs Boost Perceived Business Quality and Foot Traffic,”
In preparation for submission to *Journal of Retailing*.
- Hong, Jennifer S. “Competitive Compensatory Consumption: The Effect of Transaction Context on Compensatory Consumption,”
In preparation for submission to *Journal of Consumer Psychology*.

CHAired SYMPOSIA

- Hong, Jennifer S., (January 2019) “Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World,” *American Marketing Association*, Austin, TX.
- Hong, Jennifer S., (October 2018) “Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World,” *Association for Consumer Research*, Dallas, TX.

REFEREED CONFERENCE PRESENTATIONS (* denotes presenting author)

- Hong, Jennifer S.*, and Chance M. Ringor (October 2025), “Revisiting Direct Mail Effectiveness: Balancing Organizational Goals with Consumer Sustainability Concerns,” *Association for Consumer Research*, Washington D.C
- Pena-Marin, Jorge, Mathew S. Isaac, and Jennifer S. Hong* (March 2025), “Going Smaller with Precise Numbers: Consequences of Goal Compatibility on Attribute Weighting and Consumer Choice,” *Society for Consumer Psychology*, Las Vegas, NV.
- Pena-Marin, Jorge, Mathew S. Isaac, and Jennifer S. Hong* (September 2025), “Going Smaller with Precise Numbers: Consequences of Goal Compatibility on Attribute Weighting and Consumer Choice,” *Association for Consumer Research*, Paris, France.
- Hong, Jennifer S.*, and Jae Young Lee (September 2025), “Hit the Sweet Spot: When and Why Similarity Helps and/or Hurts Bundle Evaluation,” *Association for Consumer Research*, Paris, France.

REFEREED CONFERENCE PRESENTATIONS (CONTD.)

- Hong, Jennifer S.*, and Jae Young Lee (February 2022), “Hit the Sweet Spot: When and Why Similarity Helps and/or Hurts Bundle Evaluation,” *Society for Consumer Psychology*, Virtual.
- Pena-Marin, Jorge, Mathew S. Isaac*, and Jennifer S. Hong (August 2021), “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *Society for Consumer Psychology*, Tucson, AZ.
- Pena-Marin, Jorge, Mathew S. Isaac*, and Jennifer S. Hong (January 2021), “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *American Marketing Association*, Virtual.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (October 2020), “The Effect of Mere Physical Distance on Wishful Thinking: How Proximity and Valence Interactively Affect Probability Judgment,” *Association for Consumer Research*, Virtual.
- Hong, Jennifer S.*, and Andrea Bonezzi (October 2020), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation.” *Association for Consumer Research*, Virtual.
- Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis (November 2019), “The Downside of Product Bundle Customization,” *Society for Judgment and Decision Making*, Montreal, Canada.
- Hong, Jennifer S.*, Andrea Bonezzi, and Tom Meyvis (October 2019), “The Downside of Product Bundle Customization,” *Association for Consumer Research*, Atlanta, GA.
- Hong, Jennifer S.*, Andrea Bonezzi, and Tom Meyvis (February 2019), “The Downside of Product Bundle Customization,” *Society for Consumer Psychology*, Savannah, GA.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (January 2019), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *American Marketing Association*, Austin, TX.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (November 2018), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *Society for Judgment and Decision Making*, New Orleans, LA.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (October 2018), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *Association for Consumer Research*, Dallas, TX.
- Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (February 2018), “Proximity Bias: The Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” *Society for Consumer Psychology*, Dallas, TX.
- Hong, Jennifer S.*, and Andrea Bonezzi (February 2018), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” *Society for Consumer Psychology*, Dallas, TX.
- Hong, Jennifer S., Andrea Bonezzi, and Tom Meyvis (February 2018), “Parts in the Whole: Consumer Inference-Making Process in Product Bundling Context,” *Society for Consumer Psychology*, Dallas, TX.

REFEREED CONFERENCE PRESENTATIONS (CONTD.)

- Hong, Jennifer S.*, and Andrea Bonezzi (May 2017), “The Effect of Self-Construal on Product Bundle Evaluation,” *Trans-Atlantic Doctoral Conference*, London, UK.
- Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (November 2016), “Proximity Bias: The Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” *Society for Judgment and Decision Making*, Boston, MA.
- Hong, Jennifer S., and Andrea Bonezzi (February 2015), “The Effect of Self-Construal on Product Bundle Evaluation,” *Society for Consumer Psychology*, Phoenix, AZ.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

- Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (2020), “The Effect of Mere Physical Distance on Wishful Thinking: How Proximity and Valence Interactively Affect Probability Judgment.” in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 410-411.
- Hong, J. S., and Andrea Bonezzi (2020), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 408-409.
- Hong, Jennifer S., Tom Meyvis, and Andrea Bonezzi (2019), “Parts in the Whole: Compensation Versus Spillover Effects in Judgments of Bundled Products,” in *NA - Advances in Consumer Research Volume 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 629-630.
- Hong, Jennifer S., Andrea Bonezzi and Tom Meyvis (2019), “The Downside of Product Bundle Customization,” in *NA - Advances in Consumer Research Volume 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 627-628.
- Hong, Jennifer S., Chiara Longoni, and Vicki G. Morwitz (2018), “Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates,” in *NA - Advances in Consumer Research Volume 46*, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 293-297.

NON-REFEREED ACADEMIC PRESENTATIONS (* denotes presenting author)

- Pena-Marin, Jorge, Mathew S. Isaac, and Jennifer S. Hong* (2025). “Going Smaller with Precise Numbers: Consequences of Goal Compatibility on Attribute Weighting and Consumer Choice,” *University of Washington-Seattle University BIDS*, Seattle, WA.
- Hong, Jennifer S.*, and Chance M. Ringor (2024), “Revisiting Direct Mail Effectiveness: Balancing Organizational Goals with Consumer Sustainability Concerns,” *Albers Scholarship Seminar Series*, Seattle, WA.

NON-REFEREED ACADEMIC PRESENTATIONS (CONTD.)

Pena-Marin, Jorge, Mathew S. Isaac, and Jennifer S. Hong* (2023), “Going Smaller with Precise Numbers: Consequences of the Precision-Smallness Association on Attribute Weighting and Consumer Choice,” *Bocconi Marketing Seminar Series*, Milan, Italy.

Hong, Jennifer S.* and Andrea Bonezzi (2022), “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” *Albers Scholarship Seminar Series*, Seattle, WA.

Hong, Jennifer S.* and Mathew S. Isaac (2021), “The Effect of White Space in Retail Signage on Quality Inference,” *Academic Advisory Council for Signage Research and Education*, Cincinnati, OH.

Hong, Jennifer S.* and Mathew S. Isaac (2021), The Effect of White Space in Retail Signage on Quality Inference. *Albers Scholarship Seminar Series*, Seattle, WA.

Pena, Martin J., Mathew S. Isaac, and Jennifer S. Hong* (2021), “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *University of Washington Behavioral Informal Discussion Series*, Seattle, WA.

Hong, Jennifer S.* and Mathew S. Isaac (2020), “Location, Location, Location: The Effect of Clutter on the Evaluation and Aesthetic Judgment of Off-Premise Signage,” *Academic Advisory Council for Signage Research and Education*, Philadelphia, PA.

Hong, Jennifer S.*, Chiara Longoni, and Vicki G. Morwitz (2019), “Proximity Bias: The Interactive Effects of Spatial Distance and Outcome Valence on Probability Estimates,” *Albers Scholarship Seminar Series*, Seattle, WA.

HONORS AND AWARDS

Albers Student-Faculty Research Award
Seattle University, 2025

Poets & Quants 50 Best Undergraduate Business Professors Of 2024

Center for Business Ethics Faculty Fellowship
Seattle University, 2023-2024

AACSRE Emerging Fellowship Award (\$20,000)
Academic Advisory Council for Signage Research and Education, 2020–2022

Albers Summer Research Fellowship
Seattle University, 2020–2022

Doctoral Fellowship in Marketing
Leonard N. Stern School of Business, New York University, 2013 – 2019

Honors Scholar
Graduate School of Arts and Science, New York University, 2013

Research Grant for M.A. Scholar
Graduate School of Arts and Science, New York University, 2012

Dean’s List
The College, University of Chicago, 2007– 2011

TEACHING INTERESTS

Marketing Management
Consumer Behavior

Marketing Analytics
Marketing Research

TEACHING EXPERIENCE

Albers School of Business and Economics, Seattle University

Instructor

Introduction to Marketing (Undergraduate), 2020 - Present
Marketing Analytics (Undergraduate, MBA, & Online MBA), 2020 - Present
Marketing Strategy (MBA), 2021 - Present

Leonard N. Stern School of Business, New York University

Instructor

Consumer Behavior (Undergraduate), Fall 2016

Teaching Fellow

Data Driven Decision Making (Undergraduate), Prof. Xiao Liu
Spring 2019
Consumer Behavior (Undergraduate, MBA, and Executive MBA), Prof. Tom Meyvis
Spring 2016, Spring 2017, Winter 2017
Judgment and Decision Making (Pre-College), Prof. Adam Alter and Prof. Tom Meyvis
Summer 2016

Graduate School of Arts and Science, New York University

Teaching Assistant

Statistics for Behavior Sciences (Undergraduate), Prof. Elizabeth Bauer
Spring 2012

ACADEMIC SERVICE

Service to the Field

Editorial Review Board
Marketing Letters
Journal of Advertising Research

Ad Hoc Reviewer:
Journal of Consumer Research
Psychology & Marketing
Journal of Consumer Behavior
Journal of Marketing Theory and Practice
Journal of Experimental Psychology: Applied

Conference Reviewer:
Association for Consumer Research
Society for Consumer Psychology
American Marketing Association

ACADEMIC SERVICE (CONTD.)

Service to the University

- Institutional Review Board, Member
Seattle University, 2024 - Present
- Redhawk Summer Fridays, Panelist
Seattle University, 2025
- Student Research & Creativity Conference Steering Committee
Seattle University, 2025

Service to the College

- Center for Behavioral Research, Co-Founder & Co-Director
Albers School of Business and Economics, Seattle University, 2024 - Present
- Technology Task Force
Albers School of Business and Economics, Seattle University, 2024 - 2025
- Early Career MBA Assessment Committee
Albers School of Business and Economics, Seattle University, 2021 - 2024
- Undergraduate Admitted Students Open House, Panelist
Albers School of Business and Economics, Seattle University, 2023
- Undergraduate Business Analytics Core Task Force, Chair
Albers School of Business and Economics, Seattle University, 2023
- Undergraduate Calculus Core Task Force
Albers School of Business and Economics, Seattle University, 2023
- Curriculum and Academic Policy Committee
Albers School of Business and Economics, Seattle University, 2021 - 2023
- Albers Scholarship Seminar Series, Co-Host
Albers School of Business and Economics, Seattle University, 2021 - 2023
- MSBA/OMBA Program Review Committee
Albers School of Business and Economics, Seattle University, 2022
- Release Time Task Force
Albers School of Business and Economics, Seattle University, 2021 - 2022
- Business Analytics Program Review Committee
Albers School of Business and Economics, Seattle University, 2020
- Strategic Planning Committee
Albers School of Business and Economics, Seattle University, 2019 - 2020

Service to the Department

- Undergraduate Thesis Supervisor:
Chance M. Ringor (Class of 2024) & Amanda Dang (Class of 2023)
Albers School of Business and Economics, Seattle University, 2023 - 2024
- Speaker: Annual Tech Bowl
Albers School of Business and Economics, Seattle University, 2021 - 2024

ACADEMIC SERVICE (CONTD.)

Service to the Department

Speaker: Advertising in an Election Year

Albers School of Business and Economics, Seattle University, 2020 & 2024

Sports and Entertainment Marketing Tenure-Track Search Committee

Albers School of Business and Economics, Seattle University, 2021

Marketing Instructor Search Committee

Albers School of Business and Economics, Seattle University, 2021

Behavioral Lab Coordinator & Research Assistant Coordinator

Leonard N. Stern School of Business, New York University, 2014-2018

Undergraduate Thesis Supervisor: Oliva Hu (Class of 2015)

Leonard N. Stern School of Business, New York University, 2015

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Society for Judgment and Decision Making (SJDM)