

## HAEWON YOON

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### EDUCATION & ACADEMIC APPOINTMENTS

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Current	<b>Southern Illinois University</b> , School of Psychological and Behavioral Sciences Assistant Professor of Psychology
2018-2025	<b>Indiana University</b> , Kelley School of Business Assistant Professor of Marketing
2015-2018	<b>Boston College</b> , Carroll School of Management. Postdoctoral Researcher, Department of Marketing ( <i>Consumer Insights Panel &amp; CSOM Behavioral Lab</i> )
2014-2015	<b>Boston University</b> , Questrom School of Business. Postdoctoral Researcher, Department of Marketing (Project: <i>Intelligence Advanced Research Projects Activity (IARPA) via the Air Force Research Laboratory Contract FA8650-11-C-7175</i> )
2014	<b>Rutgers University-New Brunswick</b> , Ph.D. in Psychology. Dissertation: <i>Qualitative predictions from intertemporal choice models</i> (Committee: Gretchen Chapman, Drazen Prelec, Mary Rigdon, and Randy Gallistel)
2009	<b>Yonsei University</b> , M.S. in Cognitive Science. Thesis: <i>Temporal Discounting and Risk Factors in the Dividend Puzzle</i>
2007	<b>Yonsei University</b> , B.A. & B.B.A in Psychology & Business Administration

### RESEARCH INTERESTS

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Consumer behavior, impatience, decision bias, personal finance, e-commerce shipping

### JOURNAL ARTICLES

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Roy, E., Jaeger, B., Evans, A. M., ... **Yoon, H.**, ... Axt, J. R. (2024). A Contest Study to Reduce Attractiveness-Based Discrimination in Social Judgment. *Journal of Personality and Social Psychology*. 128(3), 508–535.

- Yoon, H.**, Yang, Y., & Morewedge, C. K. (2022). Early Cost Realization and College Choice. *Journal of Marketing Research*, 59(1), 136-152.
- Yoon, H.**, Scopelliti, I., & Morewedge, C. K. (2021). Decision making can be improved through observational learning. *Organizational Behavior and Human Decision Processes*, 162, 155-188.
- Yoon, H.** (2020). Impatience and Time Inconsistency in Discounting Models. *Management Science*, 66(12), 5850-5860.
- Yoon, H.**, & Chapman, G. B. (2016). A Closer Look at the Yardstick: A New Discount Rate Measure with Precision and Range. *Journal of Behavioral Decision Making*, 29(5), 470-480.
- Morewedge, C. K., **Yoon, H.**, Scopelliti, I., Symborski, C. W., Korris, J. H., & Kassam, K. S. (2015). Debiasing Decisions: Improved Decision Making With a Single Training Intervention. *Policy Insights from the Behavioral and Brain Sciences*, 2(1), 129-140.
- Bold, K.W., **Yoon, H.**, Chapman, G.B., & McCarthy, D.E. (2013) Factors predicting smoking in a laboratory-based smoking-choice task. *Experimental and Clinical Psychopharmacology*, 21(2), 133-143.
- Chapman, G.B., Li, M., Vietri, J.T., Ibuka, Y., Thomas, D., **Yoon, H.**, & Galvani, A. (2012). Using game theory to examine incentives in influenza vaccination behavior. *Psychological Science*, 23(9), 1008-1015.
- Chapman, G.B., Li, M., Colby, H., & **Yoon, H.** (2010). Opting in versus opting out of influenza vaccination. *Journal of the American Medical Association*, 304(1), 43-44.
- Lim, S. J., **Yoon, H.**, Yoon, Y. S., & Sohn, Y. W. (2009). Effective advertisement message based on the expected purchase time and product category: Focusing on construal level theory. *Korean Journal of Consumer and Advertising Psychology*, 10(2), 321-336.

## CONFERENCE PRESENTATIONS

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- Yoon, H., Yang, Y., & Morewedge, C. K. (2021) *Early Cost Realization and College Choice*. The Association for Consumer Research Conference, Seattle, WA. (paper)
- Yoon, H., Scopelliti, I., & Morewedge, C. K. (2020). *Debiasing Decision Making through Observational Learning*. 80th Annual Meeting of the Academy of Management. (Paper)  
\*Finalist for MOC Division Best Submission with Practical Implications for Organizations
- Yoon, H., Scopelliti, I., & Morewedge, C. K. (2019). *Social Learning as a Debiasing Intervention*. Society for Judgment and Decision Making, Montreal, Canada. (paper)

- Yoon, H., Yang, Y., & Morewedge, C. K. (2019) *Tuition Myopia: Pernicious Mental Accounting in College Choice*. Journal of Marketing Research Special Issue Preconference: Education and Marketing, Austin, TX. (paper)
- Yoon, H., Yang, Y., & Morewedge, C. K. (2018) *Temporal Discounting Induces a Myopic Focus on the Costs of Higher Education*. The Association for Consumer Research Conference, Dallas, TX. (paper)
- Yoon, H. (2018). *Dynamic Inconsistency and Discount Rate in Discounting Models*. Behavioral Decision Research in Management, Boston, MA. (paper)
- Yoon, H. (2017). *Dynamic Inconsistency and Discount Rate in Discounting Models*. Eastern Psychological Association, Boston, MA. (paper)
- Yoon, H., Yang, Y., & Morewedge, C. K. (2016) *Tuition Aversion: Impatience Induced Suboptimal Financial Decision Making for Higher Education*. Society for Judgment and Decision Making, Boston, MA. (paper)
- Morewedge, C. K., Yoon, H., Scopelliti, I., & Kassam, K. S. (2016). *Debiasing decision makers with a single training intervention*. Behavioral Decision Research and Management, Toronto, Canada. (paper)
- Morewedge, C. K., Yoon, H., & Yang, Y. (2016). *Tuition aversion: Temporal discounting induces a myopic focus on the costs of higher education*. Association for Consumer Research, Berlin, Germany. (paper)
- Morewedge, C. K., Yoon, H., Scopelliti, I., & Kassam, K. S. (2016). *Debiasing decision makers with a single training intervention*. Boston Judgment and Decision Making Day. (paper)
- Morewedge, C. K., Yoon, H., Scopelliti, I., Symborski, C., Korris, J., & Kassam, K. S. (2015). *Long term debiasing with limited training*. Society for Judgment and Decision Making, Chicago, IL. (paper)
- Yoon, H., Morewedge, C. K., Symborski, C., Korris, J., & Kassam, K. S. (2015). *Debiasing cognitive biases with individualized feedback and simple decision strategies*. Judgment and Decision Making Preconference, Society of Personality and Social Psychology. Long Beach, CA.
- Yoon, H. & Chapman, G.B. (2014). *Closer look at the yardstick: precision and range of discount rate measures*. Society for Judgment and Decision Making, Long Beach, CA. (paper)
- Yoon, H. & Chapman, G.B. (2014). *Closer look at the yardstick: precision and range of discount rate measures*. Annual conference of Society for Judgment and Decision Making, Long Beach, CA. (paper)

- Yoon, H. & Chapman, G.B. (2013). *How soon is immediate?: Hyperbolic and quasi-hyperbolic discount functions*. Annual conference of Society for Judgment and Decision Making, Toronto, ON.
- Yoon, H. & Chapman, G.B. (2013). *Exploring qualitative differences in intertemporal choice models*. 3rd Annual Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA.
- Yoon, H. & Chapman, G.B. (2013). *The end of the hyperbolic discounting function in intertemporal choice*. American Marketing Association Winter Marketing Educators' Conference, Las Vegas, NV. (paper)
- Yoon, H. & Chapman, G.B. (2012). *Beyond the hyperbolic discounting function in intertemporal choice*. Annual conference of Society for Judgment and Decision Making, Minneapolis, MI. (paper)
- Yoon, H. & Chapman, G.B. (2012). *Re-designing discount rate measurement in intertemporal choice*. Annual conference for Psychonomic Society, Minneapolis, MI.
- Williams, K.L., Yoon, H., Chapman, G.B., & McCarthy, D.E. (2012) *Developing a laboratory-based smoking-choice task*. Annual conference of Society for Research on Nicotine and Tobacco, Houston, TX.
- Yoon, H. & Chapman, G.B. (2011). *Time pressure, time preference, and preference reversals*. Annual conference of Society for Judgment and Decision Making, Seattle, WA.
- McCarthy, D.E., Chapman, G.B., Yoon, H., Minami, H.M., & Yeh, V.M. (2011) *Dynamics of impulsive choice and impulsive behavior during smoking cessation*. Annual conference of Society for Research on Nicotine and Tobacco, Toronto, Canada.
- Yoon, H. & Chapman, G.B. (2010). *Testing and developing discount rate measurement*. Annual conference of Society for Judgment and Decision Making, St. Louis, MO.
- Yoon, H. & Ahn, S. (2008). *Unpuzzle the dividend puzzle*. Annual conference of Korean Society for Experimental Psychology, Seoul, Korea.
- Yoon, H., Ahn, S., & Sohn, Y. W. (2008). *Psychological approach to 'the dividend puzzle'; Focusing on intertemporal choice*. Annual conference of Korean Society for Industrial and Organizational Psychology, Seoul, Korea.
- Yoon, H., Ahn, S., & Kang, T.(2008). *Investors' preference on firm's dividend policy: Focusing on market volatility*. Annual conference of Korean Psychological Association. Seoul, Korea.
- Lim, S. J., Yoon, H., Lee, J. E., Lee, K. S., & Hwang, S. M. (2008). *The construal level fit effect on consumer behaviors*. The 20th Annual Convention of the Association for Psychological Science, Chicago, IL.
- Yoon, Y. S., Lee, S. A., Kim, J. A., & Yoon, H. (2008). *Self-encoding and prospective memory: Evidence for the spontaneous retrieval*. The 6th International Conference of the Cognitive Science, Seoul, Korea.

## TEACHING

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Research Methods (Graduate Course), Southern Illinois University (2025- Current)  
 Advanced Research Methods (Undergraduate Course), Southern Illinois University (2025- Current)  
 Marketing Research (Undergraduate Course), *Indiana University* (2018 – 2025)  
 Digital Marketing (Undergraduate Course), *Indiana University* (2024 – 2025)  
 Introduction to Marketing (Undergraduate Course), *Indiana University* (2018)  
 Marketing Principles (Undergraduate Course), *Boston College* (2016 – 2018)

## AWARDS & GRANTS

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2023 Trustees Teaching Award, *Indiana University*  
 2022 Research Award, *Kelley School of Business, Indiana University*  
 2012 NSF Doctoral Dissertation Improvement Grant (#1156072, coPI, \$14,125), *NSF Division of Social and Economics Sciences*  
 2012 Student Paper Competition Finalist, *INFORMS Decision Analysis Society*  
 2010 The Korean Honor Scholarship, *Embassy of the Republic of Korea in United States*  
 2005 Army Commendation Medal, *United States Department of Defense*

## PROFESSIONAL SERVICE

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Ad Hoc Reviewer *National Science Foundation - Decision, Risk, and Management Sciences*  
 Ad Hoc Reviewer *Management Science*  
 Ad Hoc Reviewer *Journal of Consumer Research*  
 Ad Hoc Reviewer *Organizational Behavior and Human Decision Processes*  
 Ad Hoc Reviewer *Production and Operations Management*  
 Ad Hoc Reviewer *Decision Analysis*  
 Ad Hoc Reviewer *Journal of Applied Psychology*  
 Ad Hoc Reviewer *Journal of Behavioral Decision Making*  
 Ad Hoc Reviewer *Trends in Cognitive Sciences*  
 Ad Hoc Reviewer *Journal of Economic Psychology*  
 Ad Hoc Reviewer *Judgment and Decision Making*  
 Conference Session Chair *Association for Consumer Research Conference*

## PROFESSIONAL AFFILIATIONS

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Society for Judgment and Decision Making  
 Association for Consumer Research  
 Marketing Science Institute