Andrew Byung Wook Chung

Curriculum Vita (Oct 2026)

Mike Ilitch School of Business, Wayne State University
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EDUCATION

Mike Ilitch School of Business, Wayne State University — 2022-Present
Ph.D. in Marketing

Isenberg School of Management, University of Massachusetts Amherst — 2022
MS in Business Analytics

F.W. Olin Graduate School of Business, Babson College, Wellesley, MA — 2018
M.B.A. (Concentrations in Business Analytics & Marketing)

National Institute for Lifelong Education (NILE), Seoul, South Korea — 2013
BA, English Language and Literature

University of California Santa Cruz, Santa Cruz, CA — 2006-2009
Coursework in Global Economics

RESEARCH OVERVIEW

My research examines how misleading marketing communications shape consumer perceptions and decisions. My dissertation focuses on **claim–disclaimer inconsistency** and how conflicting product information can increase perceived deception and undermine consumer responses. A related stream examines **inflated reference pricing** and how consumers respond to potentially misleading price information. Across these projects, I study when persuasive tactics backfire and how clearer marketing communication can benefit consumers and firms.

RESEARCH INTERESTS

- Consumer Wellbeing
- Pricing
- Financial Decision Making

WORKING PAPERS

Byung Wook Chung and Andrea Tangari. "When Disclaimers Backfire: Claim-Disclaimer Incongruency and Perceived Deception in Cosmetic Marketing"

- Submitted to the AMA Winter Conference 2027

Byung Wook Chung and Abijit Biswas. "The Impact of Fictitious Reference Pricing on E-commerce Store Preference"

- Selected as the Best in Track Paper for the Retailing and Pricing track of AMA Summer Conference 2026

Byung Wook Chung, Cassandra Davis, Andrea Tangari. "The Impact of Gain- and Loss-Framed Warnings on Cryptocurrency Investment Intentions: The Moderating Role of Subjective Financial Knowledge"

- Poster presentation at AMA Summer Conference 2025

CONFERENCE PRESENTATIONS

Byung Wook Chung, Abijit Biswas (2026 August). "The Impact of Fictitious Reference Pricing on E-commerce Store Preference" Competitive paper at the 2026 American Marketing Association Summer Academic Conference, Chicago, IL, USA.

- Selected as the Best in Track Paper for the Retailing and Pricing track of AMA Summer Conference 2026

Byung Wook Chung, Cassandra Davis, Andrea Tangari (2025 August). The Impact of Gain- and Loss-Framed Warnings on Cryptocurrency Investment Intentions: The Moderating Role of Subjective Financial Knowledge. Poster presented at the 2025 American Marketing Association Summer Academic Conference, Chicago, IL, USA.

PROFESSIONAL SERVICES

Reviewer for the AMA Winter Academic Conference, 2027
Reviewer for the Society for Marketing Advances Conference, 2025

TEACHING EXPERIENCES

- **Instructor for Marketing Research and Analysis** (MKT5410), Mike Ilitch School of Business
  : Fall 2026, Summer 2026, Winter 2026, Fall 2025, Summer 2025

- **Instructor for Marketing Management** (MKT2300), Mike Ilitch School of Business
  : Winter 2025, Fall 2024

AWARDS, HONORS, AND FELLOWSHIPS

Summer Research Grant, 2026 ($5,000)
Summer Research Grant, 2025 ($2,000)
Harold E. Hardy Scholarship, 2021 ($1,600)
Isenberg School of Management Fellowship Award, 2019 ($1,000)
Babson MBA Scholars, 2016-2018 ($10,000)

WORKSHOPS AND CONSORTIUMS

Transformative Consumer Research Pre-Conference, 2026
Society for Marketing Advances Doctoral Consortium, 2025
Marketing & Public Policy Junior Scholar Workshop, 2025
Marketing & Public Policy Pre-Conference Workshop, 2023

ADDITIONAL INFORMATION

- Interests: Data Analytics, Text mining
- Computer Skills: R, Python, Knime, Adobe Photoshop and Illustrator, Tableau