**SEIGYOUNG AUH**

**January 2024**

**EDUCATION**

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| 2000 | *PhD in Marketing*,Ross Business School, The University of Michigan |
| 1995 | *M.B.A*, Ross Business School, The University of Michigan |
| 1991 | *B.A*., Yonsei University, Seoul, Korea |

**ACADEMIC APPOINTMENTS AND WORK EXPERIENCE**

2021- *Professor of Global Marketing*

Thunderbird School of Global Management, Arizona State University

2019-2021 *Associate Dean of Research and Professor of Global Marketing*

Thunderbird School of Global Management, Arizona State University

2018 *Director of Research and Professor of Global Marketing*

Thunderbird School of Global Management, Arizona State University

2017-present *Professor of Global Marketing*

Thunderbird School of Global Management, Arizona State University

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| --- | --- |
| 2015-2017 | *Associate Professor of Global Marketing (with tenure)*  Thunderbird School of Global Management, Arizona State University |
| 2009-2014 | *Associate Professor of Global Marketing (with tenure)*  Thunderbird School of Global Management |
| 2014-present | *Research Faculty*  Center for Services Leadership, Arizona State University |
| 2011-present | *Research Fellow*  Center for Marketing and Public Policy Research, Villanova University |
| 2006-2009 | *Assistant Professor*  Yonsei University, Seoul, Korea |
| 2005 | *Assistant Professor*  Brock University, Canada |
| 2002-2004 | *Assistant Professor*  The University of Melbourne, Australia |
| 2000-2002 | *Marketing Scientist*  Symmetrics Marketing Corporation, Indianapolis, IN |

**SCHOLARLY AWARDS, HONORS, AND RECOGNITIONS**

2023 Voted as “most outstanding faculty” in the Masters of Applied Leadership and Management (MALM)/ Masters of Leadership Management (MLM) program

2023 Listed by Stanford University as among the top 2% scientists in the field of business and management.

2023 Ranked #503 in the US and #1080 in the world of Best Scientists in the field of Business and Management according to *research.com*

2022 One of two Thunderbird faculty included on the list of ASU faculty on *research.com* as top business researchers

2021- Associate Editor, *Journal of Service Research*

2021- *Senior Associate Editor*, Korea Distribution Association

2021 Research Grant from Mathpresso, Inc. 2021 (US $68,973)

2015-2020 *Summer Research Support*, Arizona State University

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| 2015 | *Best Track Paper in Selling and Sales Management, 2015 Winter AMA Conference* |
| 2014 | *Best Reviewer Award*, *Journal of Service Research in 2013 (given to one*  *reviewer each year)* |
| 2011 | *Runner up*, Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice |
| 2007 | *Excellence in MBA Teaching Award* (Brain Korea 21)  Yonsei University |
| 2007 | *Excellence in Undergraduate Teaching Award* (Business School and University), Yonsei University |
| 2007 | *Best Conference Paper Award*, Korean Academy of Marketing Science, Spring International Conference |
| 2006 | *Excellence in Undergraduate Teaching Award* (Business School)  Yonsei University |
| 2003 | *Post Graduate Dean’s Excellence in Teaching Award*  The University of Melbourne |
| 2000 | *Nicosia Award for the Best Competitive Paper*  Association for Consumer Research Conference, Salt Lake City, Utah |
| 1998 | *Representative to AMA-Sheth Foundation Doctoral Consortium Fellow* University of Georgia |
| 1998 | *Representative to the Haring Symposium*  Indiana University |
| 1998 | *Representative to the Mid-Western Marketing Conference*  University of Iowa |
| 1997 | *Recipient of Milton & Josephine Kendrick Award in Marketing*  The University of Michigan |
| 1998-2000 | *School of Business Administration Fellow*  The University of Michigan |
| 1988-1997 | *The Korean Foundation for Advanced Studies Fellow* |
| 2004 | ***The 50 Most-Frequently-Read Articles*** *in Journal of the Academy of Marketing Science during October 2004 -- updated monthly (#12)* |

**PROFESSIONAL LEADERSHIP POSITIONS**

# Associate Editor

2021- Korea Distribution Association

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| 2021-  2013-2019 | Journal of Service Research  Journal of International Marketing |
| 2013-2015 | European Journal of Marketing |
| 2012 | Guest Editor: Journal of Product Innovation Management on Global Innovation Management |

# Editorial Board Member

2015-present Journal of the Academy of Marketing Science

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| 2013-present | Journal of Service Research |
| 2013-present | International Journal of Advertising |
| 2013-present | Thunderbird International Business Review |
| 2010-present | Journal of Business Research (Marketing Section) |
| 2008-present | Industrial Marketing Management |
| 2008-present | Journal of Global Fashion Marketing |

**RESEARCH AND PUBLICATIONS**

**Research Interests**

Digital Transformation (AI) and Organizational Change

AI and Human Interface

Digital Technology and Frontline Service Employee-Customer Interface

Customer Participation and Coproduction

Digital Service Leadership

Sales Force Control Management

Salesperson Learning

**Research Impact (as of January 18, 2024)**

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| --- | --- |
| Google Scholar Citation Index: | 12517 |
| h-Index: | 48 |
| i-10-Index: | 58 |

**Refereed Journal Articles**

[1] Sainam, Preethika, Seigyoung Auh, Richard Ettenson, and Yeon Sung Jung (2023),“Are You Making the Most of Your Data?” ***Rotman Management Magazine***, Rotman School of Management, University of Toronto, Winter Issue (Big Ideas Issue), 41-45.

This paper was originally published in *Harvard Business Review* under the title, “How Well Does Your Company Use Analytics?” in 2022.

[2] Ga Young Ko, Donghyuk Shin, Seigyoung Auh, Yeonjung Lee, Sang Pil Han (2023) Learning Outside the Classroom During a Pandemic: Evidence from an Artificial Intelligence-Based Education App. ***Management Science,*** 69(6), 3616-3649.

[3] Auh, Seigyoung Auh, Bulent Menguc, Frauke Mattison Thimpson, and Aypar Islu (2022), “Conflict-Solving as a Mediator Between Customer Incivility and Service Performance” ***The Service Industries Journal*** doi: [10.1080/02642069.2022.2094916](https://doi.org/10.1080/02642069.2022.2094916)

[4] Sainam, Preethika, Seigyoung Auh, Richard Ettenson, and Yeon Sung Jung(2022), “How Well Does Your Company Use Analytics?” ***Harvard Business Review***, <https://hbr.org/2022/07/how-well-does-your-company-use-analytics>

[5] Auh, Seigyoung, Bulent Menguc, Preethika Sainam, and Yeon Sung Jung (2021), “The Missing Link Between Analytics Readiness and Service Firm Performance,” ***The Service Industries Journal***, 42 (3-4), 148-177.

[6] Menguc, Bulent, Seigyoung Auh, and Fatima Wang (2020), “Customer Participation Variation and Its Impact on Customer Service Performance: Underlying Process and Boundary Conditions,” ***Journal of Service Research***, 23 (3), 299-320.

[7] Auh, Seigyoung, Bulent Menguc, Constantine S. Katsikeas, and Yeon Sung Jung (2019), “When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation–Performance Link,” ***Journal of Marketing Research***, 56(6), 1012-1033.

[8] Auh, Seigyoung, Bulent Menguc, Pinar Imer, and Aypar Uslu (2019), “Frontline Employee Feedback-Seeking Behavior: How Is It Formed and When Does It Matter?” ***Journal of Service Research***, 22 (1), 44-59.

[9] Katsikeas, Constantine S., Seigyoung Auh, Stavroula Spyropoulou, and Bulent Menguc (2018), “Unpacking the Relationship Between Sales Control and Salesperson Performance: A Regulatory Fit Perspective,” ***Journal of Marketing***, 82 (2), 45-69.

[10] Merlo, Omar, Andreas B. Eisingerich, Seigyoung Auh, and Jaka Levstek (2018), “The Benefits and Implementation of Performance Transparency: The Why and How of Letting Your Customers “See Through” Your Business,” ***Business Horizon***, 61 (1), 73-84.

[11] Menguc, Bulent, Seigyoung Auh, Volkan Yeniaras, and Constantine S. Katsikeas (2017), “The Role of Climate: Implications for Service Employee Engagement and Customer Service Performance,” ***Journal of the Academy of Marketing Science***, 45 (3), 428-451.

[12] Simon J. Bell, Seigyoung Auh, and Andreas B. Eisingerich (2017), “Unraveling the Customer Education Paradox: When, and How, Should Firms Educate Their Customers?” ***Journal of Service Research***, 20 (3), 306-321.

[13] Quackenbos, Douglas, Richard Ettenson, Martin S. Roth, and Seigyoung Auh (2016), “These Traits Help Firms Grow Abroad,” ***Harvard Business Review***, (July/August), 26.

[14] Auh, Seigyoung, David E. Bowen, Ceyda Aysuna Turkyilmaz, and Bulent Menguc (2016), “A Search for Missing Links: Specifying the Relationship between Leader-Member Exchange Differentiation and Service Climate,” ***Journal of Service Research***, 19 (3), 260-275.

[15] Quackenbos, Douglas, Richard Ettenson, Martin S. Roth, and Seigyoung Auh (2016), “Does Your Company Have What It Takes to Go Global?” ***Harvard Business Review*** (Digital Article).

Reproduced as ***Harvard Business Review*** Video Series: What Your Company Needs to Go Global: <https://hbr.org/video/4943086602001/what-your-company-needs-to-go-global>

Reproduced in ***BizEd Magazine*** July/August 2016 Issue as “Demystifying Global Markets.”

[16] Menguc, Bulent, Seigyoung Auh, Constantine S. Katsikeas, and Yeon Sung Jung (2016), “When Does (Mis)Fit in Customer Orientation Matter for Frontline Employees’ Job Satisfaction and Performance?,” ***Journal of Marketing***, 80 (1), 65-83.

Reproduced in ***London School of Economics Business Review*** as “More Customer Orientation is Not Always Better for Frontline Employees.”

[17] Seigyoung Auh, Menguc, Bulent, Stavroula Spyropoulou, and Fatima Wang (2016), “Service Employee Burnout and Engagement: The Moderating Role of Power Distance Orientation,” ***Journal of the Academy of Marketing Science***, 44 (6), 726-745.

[18] Yeyi Liu, Andreas B. Eisingerich, Seigyoung Auh, Omar Merlo, and Hae Eun Helen Chun (2015) “Service Firm Performance Transparency: How, When and Why Does It Pay Off?” ***Journal of Service Research***, 18 (4), 451-467.

[19] Ashraf, Abdul Rehman, Narongsak (Tek) Thongpapanl, and Seigyoung Auh (2014), “The Application of the Technology Acceptance Model under Different Cultural Contexts: The Case of Online Shopping Adoption,” ***Journal of International Marketing***, 22 (3), 68-93.

[20] Auh, Seigyoung, Bulent Menguc, and Yeonsung Jung (2014), “Unpacking the Relationship between Empowering Leadership and Service-Oriented Citizenship Behaviors: A Multi-Level Approach,” ***Journal of the Academy of Marketing Science***, 42 (5), 558-579.

[21] Auh, Seigyoung, Stavroula Spyropoulou, and Bulent Menguc (2014), “When and How Does Sales Team Conflict Affect Sales Team Performance?” ***Journal of the Academy of Marketing Science***, 42 (6), 658-679.

[22] Merlo, Omar, Andreas B. Eisengerich, and Seigyoung Auh (equal contribution) (2014), “Why Customer Participation Matters,” ***Sloan Management Review*** (Winter Issue), 81-88.

[23] Eisengerich, Andreas B., Seigyoung Auh, and Omar Merlo (2014), “Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship between Service Firms’ Customer Satisfaction and Sales Performance,” ***Journal of Service Research***, 17 (1), 40-53. (equal contribution)

[24] Menguc, Bulent, Seigyoung Auh, and Peter Yannopoulos (2013), “Customer and Supplier Involvement in Design: The Moderating Role of Incremental and Radical Innovation Capability,” ***Journal of Product Innovation Management***, 31 (2), 313-328.

[25] Menguc, Bulent, Seigyoung Auh, Michelle Fisher, and Abeer Haddad (2013),“To be Engaged or Not to be Engaged: The Antecedents and Consequences of Service Employee Engagement,” ***Journal of Business Research****,* 66 (11), 2163-2170.

[26] Menguc, Bulent, Seigyoung Auh, Aypar Uslu (2013), “Customer Knowledge Creation Capability and Performance in Sales Teams,” ***Journal of the Academy of Marketing Science****,* 41 (1), 19-39.

[27] Auh, Seigyoung, Bulent Menguc (2013), “Knowledge Sharing Behaviours of Industrial Salespeople: An Integration of Economic, Social Psychological, and Sociological Perspective,” ***European Journal of Marketing***, 47 (8), 1333-1355.

[28] Auh, Seigyoung, Omar Merlo (2012), “The Power of Marketing within the Firm: Its Contribution to Business Performance and the Effect of Power Asymmetry,” ***Industrial Marketing Management***, 41 (5), 861-873.

[29] Auh, Seigyoung, Bulent Menguc, Michelle Fisher, and Abeer Haddad (2011), “The

Contingency Effect of Service Employee Personalities on Service Climate: Getting Employee Perceptions Aligned Can Reduce Personality Effects,” ***Journal of Service Research***, 14 (November), 426-441.

[30] Auh, Seigyoung, Bulent Menguc, Michelle Fisher, and Abeer Haddad (2011), “The Perceived Autonomy-Perceived Service Climate Relationship: The Moderating Role of Store-Level Tenure Diversity,” ***Journal of Retailing and Consumer Services****,* 18 (6), 509-520.

[31] Menguc, Bulent, Seigyoung Auh, and Young Chan Kim (2011), “Salespeople’s Knowledge-Sharing Behaviors with Coworkers Outside the Sales Unit,” ***Journal of Personal Selling and Sales Management***, 31 (2), 103-122.

\*Lead article in issue

Runner up for the Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice

[32] Park, Hyun-Soo, Seigyoung Auh, and Amro A. Maher (2011), “Marketing’s Accountability and Internal Legitimacy: Implications for Firm Performance,” ***Journal of Business Research***, 65 (11), 1576–1582.

[33] Maher, Amro A., Anusorn Singhapakdi, Hun-Soo Park, and Seigyoung Auh (2010), “The Impact of Collective Guilt on the Preference for Japanese Products,” ***Journal of Global Academy of Marketing Science,*** 20 (2), 135-148.

[34] Yannopoulos, Peter, Seigyoung Auh, and Bulent Menguc (2010), “Achieving Fit between Learning and Market Orientation: Implications for New Product Performance,” ***Journal of Product Innovation Management***, 29 (4), 531-545.

[35] Merlo, Omar and Seigyoung Auh (2010), “Marketing’s Strategic Influence in Australian Firms: A Review and Survey,” ***Australasian Marketing Journal***, 18 (2), 49-56.

[36] Menguc, Bulent and Seigyoung Auh (2010), “Development and Return on Execution of Product Innovation Capabilities: The Role of Organizational Structure,” ***Industrial Marketing Management***, 39 (5), 820-831.

[37] Menguc, Bulent, Seigyoung Auh, Lucie Ozan (2009), “The Interactive Effect of Internal and External Factors on a Proactive Environmental Strategy and Its Influence on Firm Performance,” ***Journal of Business Ethics****,* 94 (2), 279-298.

[38] Merlo, Omar and Seigyoung Auh (2009), “The Effects of Entrepreneurial Orientation, Market Orientation, and Marketing Subunit Influence on Firm Performance,” ***Marketing Letters****,* 20, 295-311.

[39] Auh, Seigyoung and Bulent Menguc (2009), “Broadening the Scope of the Resource-Based View in Marketing: The Contingency Role of Institutional Factors,” ***Industrial Marketing Management****,* 38 (7), 757-768.

[40] Auh, Seigyoung, Eric Shih, and Yeosun Yoon (2008), “Aligning Benefits with Payments in a Consumer Financing Context: A Test of the Pattern Alignment Hypothesis,” ***Journal of Consumer Psychology***, 18, 292-303.

[41] De Clercq, Dirk, Bulent Menguc, and Seigyoung Auh (2008), “Unpacking the Relationship Between an Innovation Strategy and Firm Performance: The Role of Task Conflict and Political Activity,” ***Journal of Business Research****,* 62 (11), 1046-1053.

[42] Choi, Jong An, Minkyung Koo, Incheol Choi, and Seigyoung Auh (2008), “Need for Cognitive Closure and Information Search Strategy,” ***Psychology & Marketing***, 25 (11), 1027-1042.

[43] Shum, Philip, Liliana Bove, and Seigyoung Auh (2008), “Employees Affective Commitment to Change: The Key to Successful CRM Implementation,” ***European Journal of Marketing,*** 42 (11/12), 1346-1371.

[44] Menguc, Bulent and Seigyoung Auh (2008), “Conflict, Leadership, and Market Orientation,” ***International Journal of Research in Marketing****,* 25, 34-45.

[45] Auh, Seigyoung and Eric Shih (2008), “Brand Name and Consumer Inference Making in Multigenerational Product Introduction Context,” ***Journal of Brand Management***, 16 (7), 439-454.

[46] Menguc, Bulent and Seigyoung Auh (2008), “The Asymmetric Moderating Role of Market Orientation on the Ambidexterity-Firm Performance Relationship for Prospectors and Defenders,” ***Industrial Marketing Management***, 37, 455-470.

[47] Menguc, Bulent, Han-Sang Lin, and Seigyoung Auh (2007), “A Test of a Model of New Salespeople’s Socialization and Adjustment in a Collectivist Culture,” ***Journal of Personal Selling and Sales Management***, 27 (2), 149-168.

[48] Auh, Seigyoung, Simon Bell, Colin McLeod, and Chuan-Fong Shih (2007), “Co-Production and Customer Loyalty in Financial Services,” ***Journal of Retailing****,* 83 (3), 359-370.

[49] Menguc, Bulent, Seigyoung Auh, and Chuan-Fong 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.

[50] Auh, Seigyoung and Bulent Menguc (2007), “Performance Implications of the Direct and Moderating Effects of Centralization and Formalization on Customer Orientation,” ***Industrial Marketing Management****,* 36, 1022-1034

\*Lead article in issue

[51] Auh, Seigyoung and Bulent Menguc (2006), “Diversity at the Executive Suite: A Resource-Based Approach to the Customer Orientation-Organizational Performance Relationship,” ***Journal of Business Research****,* 59 (5), 564-572.

[52] Bulent Menguc and Seigyoung Auh (2006), “Creating a Firm-Level Dynamic Capability through Capitalizing on Market Orientation and Innovativeness,” ***Journal of the Academy of Marketing Science****,* 34 (1), 63-73.

[53] Bulent Menguc and Seigyoung Auh (2005), “A Test of Strategic Orientation Formation vs. Strategic Orientation Implementation: The Influence of TMT Functional Diversity and Inter-functional Coordination,” ***Journal of Marketing Theory and Practice****,* 13 (2), 4-19.

\*Lead article in issue

[54] Bell, Simon, Seigyoung Auh, and Karen Smalley (2005), “Customer Relationship Dynamics: Service Quality and Customer Loyalty in the Context of Varying Customer Expertise and Switching Costs,” ***Journal of the Academy of Marketing Science****,* 33 (2), 169-183.

[55] Auh, Seigyoung and Bulent Menguc (2005), “The Influence of Top Management Team Functional Diversity on Strategic Orientations: The Moderating Role of Environmental Turbulence and Interfunctional Coordination,” ***International Journal of Research in Marketing****,* 22 (3), (September), 333-350.

[56] Auh, Seigyoung and Bulent Menguc (2005), “Top Management Team Diversity and Innovativeness: The Moderating Role of Inter-Functional Coordination,” ***Industrial Marketing Management****,* 34 (3), 249-261.

[57] Auh, Seigyoung and Bulent Menguc (2005),Balancing Exploration and Exploitation: The Moderating Role of Competitive Intensity, ***Journal of Business Research****,* 58 (12), 1652-1661.

[58] Auh, Seigyoung and Michael D. Johnson (2005), “Compatibility Effects in Evaluations of Satisfaction and Loyalty,” ***Journal of Economic Psychology***, 26 (1), 35-57.

[59] Auh, Seigyoung and Chuan-Fong Shih (2005), “The Relative Effects of Relationship Quality and Exchange Satisfaction on Loyalty,” ***Journal of Business-to-Business Marketing****,* 12 (2), 73-100.

[60] Auh, Seigyoung (2005), “The Effects of Soft and Hard Service Attributes on Loyalty: The Mediating Role of Trust,” ***Journal of Services Marketing***, 19 (2), 80-92.

[61] Auh, Seigyoung, Linda Salisbury, and Michael D. Johnson (2003), “Order Effects in Customer Satisfaction Modeling,” ***Journal of Marketing Management***, 19 (3-4), 379-400.

**Papers Under Review**

[1] “Carryover Effect of Techno-Insecurity from Managers to Employees: The Underlying Mechanism and the Effect on Customer Sabotage” Under 1st round review at ***Journal of Service Research***

[2] “Don’t Give Me Just Positive Feedback: How Positive and Negative Feedback Can Increase Feedback-based Goal Setting and Proactive Customer Service Behavior” Under 2nd round review at ***Journal of the Academy of Marketing Science***

[3] “Managing Service Demand Volatility through Online Communities: Evidence from A Large-Scale Field Experiment” Under 1st round review at ***Manufacturing & Service Operations Management***

[4] “Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges” Under 1st round review at ***Management Information Systems (MIS) Quarterly***

[5] “Salesperson Price Negotiation Preparedness: When Does it Lead to Salesperson Performance?” Under 1st round review at the ***Journal of Business Research***

[6] “Don’t Overlook Alignment in Your Data and Analytics Journey” Under review at ***Harvard Business Review***

**Working Papers**

[1] “When Salespeople do not See Eye-to-Eye on Sales Creativity Expectations: Impact on Sales Performance and the Underlying Mechanism” In preparation for submission to ***Journal of the Academy of Marketing Science***

[2] “Threats or Opportunities? Enhancing Business Performance in the Era of Generative AI”In preparation for submission to ***Management Science***

[3] “Educational Leapfrogging: Achieving AI for Good by Combatting Global Educational Disparities,” In preparation for submission to ***Journal of Business Ethics***

**Non-refereed Practitioner Articles**

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| [1] Auh, Seigyoung (2011), “Consumer Evaluations of Corporate Activities: The Moderating Role of Corporate Activity Framing,” ***Insight Train***, Vol (1), 71-87. |
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**Refereed Book Chapter**

|  |
| --- |
| [1] Menguc, Bulent, Jeffrey P. Boichuk, and Seigyoung Auh (2014), “Orientations in Marketing,” ***Wiley Encyclopedia of Management***, John Wiley & Sons Ltd., 3rd Edition. |
| [2] Auh, Seigyoung and Michael D. Johnson (1997), “The Complex Relationship between Customer Satisfaction and Loyalty for Automobiles" ***Customer Retention in the Automotive Industry: Quality, Satisfaction and Loyalty***, M.D. Johnson, A. Herrmann, F.Huber, and A. Gustafsson (eds.), Wiesbaden, Germany: Gabler, 141-166. |

## Refereed Conference Proceedings

[1] Myoeng, JaeHo, Miyeon Jung, Seigyoung Auh, and Sang Pil Han (2023), “Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges” ***Conference on Information Systems and Technology (CIST)***, Phoenix, AZ

[2] Myoeng, JaeHo, Miyeon Jung, Seigyoung Auh, and Sang Pil Han (2023), “From Opaque to Accountable Governance: Investor Activism for Transparency in Social Media Amid Disruption in Cryptocurrency,” ***International Conference on Information Systems***, 1719.

[3] Myoeng, JaeHo, Miyeon Jung, Seigyoung Auh, and Sang Pil Han (2023), “From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency,” ***KrAIS Summer Workshop***, Seoul, Korea

[4] Jeong, Dahae, Donghyuk Shin, Seigyoung Auh, and Sang-Pil Han (2022), “Achieving the Double Bottom Line with Artificial Intelligence by Addressing Inequity: A Global Comparative Analysis of an Educational Technology Firm,” ***International Conference on Information Systems****,* Copenhagen, Denmark

[5] Auh, Seigyoung and Bulent Menguc (2013), “Customer Oriented Revisited: From an Absolute to a Relative Perspective,” ***Aalto University-GAMMA Joint Symposium***, Helsinki, Finland

[6] Hyun Soo Park and Seigyoung Auh (2009), “Marketing’s Accountability and Internal Legitimacy,” ***Society of Marketing Advances****,*New Orleans, LA, USA

[7] Auh, Seigyoung and Omar Merlo (2008), “Marketing Power and Business Performance: The Moderating Role of Environmental Turbulence*,”* ***Society of Marketing Advances***, St, Petersburg, FL, USA

[8] Seigyoung Auh and Chuan-Fong Shih (2006), “Balancing Giving-Up vs. Taking-In: Does the Pattern of Benefits and Payments Matter to Customers in a Financing Decision Context?” ***Advances in Consumer Research***, 33, 1-7.

[9] Menguc, Bulent, Seigyoung Auh, and Aypar Uslu (2005), “Reaping Efforts from Customer Orientation: The Moderating Role of Control Mechanisms,” ***The Academy of Marketing Science (12th World Congress)***

[10] Johnson, Michael D. and Seigyoung Auh (1998), “Customer Satisfaction, Loyalty, and the Trust Environment,” in J. Wesley Hutchinson and Joseph Alba (eds.) ***Advances in Consumer Research***, 25, 1998, 15-20.

**Refereed Conference Abstracts**

[1] Seung Jong Lee, Donghyuk Shin, Seigyoung Auh, Sang Pil Han (2023). Coopetition in Search Service between Existing AI and Emergent LLMs. 2023 ***Conference on Digital Experimentation @ MIT*** (CODE@MIT), Cambridge, MA, November 10 - 11, 2023.

[2] Shin, Donghyuk, Ga Young Go, Seigyoung Auh, Yeonjung Lee, and Sang Pil Han (2020), Human vs. AI: Will AI Allow Humans to Do Tasks that are Best Suited to Them? ***2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics***

[3] Dodic, Jelena and Seigyoung Auh (2005) “Top Management’s Influence on Branding Capability: The Moderating Role of Formalization,” ***Academy of Marketing Science***, Tampa Bay, Florida

[4] Auh, Seigyoung and Chuan-Fong Shih (2005), “The Effect of Compatibility between Benefit and Payment Patterns in Evaluating Financing Decisions: A Test of the Alignment Hypothesis,” ***Advances in Consumer Research (Asia-Pacific)***,Seoul, Korea

[5] Auh, Seigyoung and Chuan-Fong Shih (2004), “Brand Name and Consumer Inference Making in Multigenerational Product Introduction Context,” ***Advances in Consumer Research****,* Toronto, Canada

[6] Auh, Seigyoung and Chuan-Fong Shih (2003), “The Effect of Relationship Quality in High-Technology Industry: The Moderating Role of Switching Barriers,” ***Academy of Marketing Science***, Washington, D.C

[7] Godek, John, J. Frank Yates, and Seigyoung Auh (2001), “Customization Decisions: The Roles of Assortment and Consideration,” ***Advances in Consumer Research***, Salt Lake City, Utah

\*Recipient of the Nicosia Award for the best competitive paper at ACR

**Conference Papers**

[1] Jeong, Dahae, Donghyuk Shin, Seigyoung Auh, and Sang-Pil Han (2022), “Achieving the Double Bottom Line with Artificial Intelligence by Addressing Inequity: A Global Comparative Analysis of an Educational Technology Firm,” ***AIML (Artificial Intelligence Machine Learning) Conference***, Cambridge, MA

[2] Jeong, Dahae, Donghyuk Shin, Seigyoung Auh, and Sang-Pil Han (2022), “Achieving the Double Bottom Line with Artificial Intelligence by Addressing Inequity: A Global Comparative Analysis of an Educational Technology Firm,” ***Informs Annual Meeting***, Indianapolis, IN

[3] Jeong, Dahae, Donghyuk Shin, Seigyoung Auh, and Sang-Pil Han (2022), “Achieving the Double Bottom Line with Artificial Intelligence by Addressing Inequity: A Global Comparative Analysis of an Educational Technology Firm,” ***Forty-Third International Conference on Information Systems****,* Copenhagen, Denmark

[4] Shin, Donghyuk, Ga Young Go, Seigyoung Auh, Yeonjung Lee, and Sang Pil Han (2020), Human vs. AI: Will AI Allow Humans to Do Tasks that are Best Suited to Them? ***2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics***

[5] Narongsak (Tek) Thongpapanl, Abdul Rehman Ashraf, Bulent Menguc, and Seigyoung Auh (2017), “Cross-National Difference in M-commerce Shoppers’ Behaviors: The Role of M-commerce Readiness in Emerging and Developed Markets,” ***AMA Winter Marketing Educators’ Conference***, Orlando, FL, USA

[6] Auh, Seigyoung (2017), “Moving Customer Participation Research Forward: Challenges and Opportunities,” ***Organizational Frontlines Research Symposium***, Orlando, FL, USA

[7] Menguc, Bulent, Seigyoung Auh, Young Chan Kim, and Stavroula Spyropoulou (2016), “The Relationship Between Goal Orientation of Salespeople and Their Knowledge Sharing Behaviors: The Moderating Role of Norms,” ***AMA Winter Marketing Educators’ Conference,*** Las Vegas, NV, USA

[8] Auh, Seigyoung, Bulent Menguc, and Fatima Wang (2015), “Fit Between Customer Orientation and Perceived Service Climate: Its Impact on Organizational Identification and Customer Directed Extra Role Behavior,” ***European Marketing Academy Conference*** (EMAC), Leuven, Belgium

[9] Auh, Seigyoung (2015), “Unpacking the Relationship between Empowering Leadership and Service-Oriented Citizenship Behaviors,” ***Center for Services Leadership (CSL), Professional Development Session***, Tempe, Arizona

[10] Auh, Seigyoung, Bulent Menguc, Konstantinos Katsikeas, and Yeon Sung Jung (2015), “From an Absolute to Relative Perspective of Customer Orientation: Its Effect on Frontline Employees’ Job Satisfaction and the Underlying Process,” ***AMA Winter Marketing Educators’ Conference***, San Antonio, TX (Best Paper Award: Selling and Sales Management Track)

[11] Auh, Seigyoung, Jeffrey Boichuk, and Tek Thongpapanl (2013), “Thinking of Customer Orientation from a Relational Demography Perspective,” ***European Marketing Academy Conference*** (EMAC), Istanbul, Turkey

[12] Pinar Kekec, Tek Thongpapanl, and Seigyoung Auh (2013), “Unveiling the influence of the consumer wine appreciation dimension on purchasing behaviour,”***Academy of Marketing Science Conference****,* Monterey, CA, USA

[13] Auh, Seigyoung and Bulent Menguc (2013), “Customer Oriented Revisited: From an Absolute to a Relative Perspective,” ***Aalto University-GAMMA Joint Symposium***, Helsinki, Finland

[14] Auh, Seigyoung and Bulent Menguc (2012), “When and How Cognitive Sales Team Diversity and Empowering Leadership Affect Sales Team Performance: The Dark and Bright Side of Task Interdependence,” ***European Marketing Academy Conference*** (EMAC), Lisbon, Portugal

[15] Auh, Seigyoung, Omar Merlo, Simon Bell, and Bryan Lukas (2011), “The Power of Marketing, R&D, and Finance: Performance Effects and the Complementary Role of Innovativeness,” ***Australia New Zealand Marketing Academy of Marketing Science (ANZMAC)*** Conference, Perth, Australia

[16] Shih, Eric, Seigyoung Auh, and Bulent Menguc (2011), "Glucose Depletion and Decision Making: An Examination of Choice in Context," ***Academy of Marketing Science World Marketing Congress*** (WMC), Reims, Champagne, France

[17] Eunju Ko and Seigyoung Auh (2010), “A Roadmap for Developing Global Customer Equity Index,” ***Global Marketing Conference***, Tokyo, Japan

[18] Auh, Seigyoung, Omar Merlo, and Simon Bell (2010), “Beyond Market Orientation: The Contribution of Marketing Subunits to Firm Performance,” ***European Marketing Academy Conference****,* Copenhagen, Denmark

[19] Auh, Seigyoung and Bulent Menguc (2010), “Managing Marketing Employees for Superior Business Performance through High Involvement HRM Practices: Does Marketing Department Structure Matter?” ***AMS Annual Conference***, Portland, OR, USA

[20] Auh, Seigyoung and Omar Merlo (2009), “Marketing Power and Business Performance: The Moderating Role of Environmental Turbulence,” ***ANZMAC***, Melbourne, Australia

[21] Hyun Soo Park and Seigyoung Auh (2009), “Marketing’s Accountability and Internal Legitimacy,” ***Society of Marketing Advances***, New Orleans, LA, USA

[22] Auh, Seigyoung and Omar Merlo (2008), “Marketing Power and Business Performance: The Moderating Role of Environmental Turbulence,” ***Society of Marketing Advances***, St, Petersburg, FL, USA

[23] Auh, Seigyoung (2008), “The Changing Definition of Marketing: Implications for Marketing Strategy,” ***Global Marketing Conference***, Shanghai, China

[24] Auh, Seigyoung, Omar Merlo, Simon Bell, and Jan Heide (2007), “The Role of Marketing Departments in Entrepreneurial Firms,” ***European Marketing Academy Conference***, Reykjavik, Iceland

[25] Auh, Seigyoung and Bulent Menguc (2007), “How and When Firms Size Matters to Radial Product Innovation Capability,” ***Korean Academy of Marketing Science (KAMS) Spring International Conference****,* Seoul, Korea

\*Best Paper Award

[26] Merlo, Omar, Simon Bell, Bulent Menguc, and Seigyoung Auh (2006), “Service Employee Social Networks, Information Processing, and Customer Orientation,” ***Frontiers in Service***, Brisbane, Australia

[27] Auh, Seigyoung, Bulent Menguc, and Aypar Uslu (2005), “Reaping Efforts from Customer Orientation: The Moderating Role of Control Mechanisms,” ***The Academy of Marketing Science (12th World Congress)***, Muenster, Germany

[28] Auh, Seigyoung and Chuan-Fong Shih (2004), “The Effect of Compatibility between Benefit and Payment Patterns in Evaluating Financing Decisions: A Test of the Alignment Hypothesis,” ***Association for Consumer Research (Asia-Pacific),***Seoul, Korea

[29] Auh, Seigyoung and Chuan-Fong Shih (2004), “Brand Name and Consumer Inference Making in Multigenerational Product Introduction Context,” ***Association for Consumer Research****,* Toronto, Canada

[30] Auh, Seigyoung and Chuan-Fong Shih (2004), “The Effect of Relationship Quality in High-Technology Industry: The Moderating Role of Switching Barriers,” ***Academy of Marketing Science***, Washington, D.C

[31] Godek, John, J. Frank Yates, and Seigyoung Auh (2000), “Customization Decisions: The Roles of Assortment and Consideration,” ***Association for Consumer Research***, Salt Lake City, Utah

\*Recipient of the Nicosia Award for the best competitive paper at ACR

[32] Godek, John, J. Frank Yates, and Seigyoung Auh (2000), “Customization Decisions: The Roles of Assortment and Consideration,” ***Society for Judgment and Decision Making***, New Orleans, LA

[33] Johnson, Michael D. and Seigyoung Auh (1998), “Compatibility Effects in Evaluations of Customer Satisfaction and Loyalty,” ***Association for Consumer Research***, Montreal, Quebec, Canada

[34] Auh, Seigyoung (1998), “Price-Versus-Quality Driven Satisfaction and Customer Loyalty, ***Haring Symposium***, Indiana University

[35] Johnson, Michael D. and Seigyoung Auh (1997), “Customer Satisfaction, Loyalty, and the Trust Environment,” ***Association for Consumer Research***, Denver, Colorado

[36] Cha, Jaesung and Seigyoung Auh (1997), “Quality Uncertainty in a Model of Customer Repeat Purchase,” ***Marketing Science***, Berkeley, California

**Track Chair**

Innovation and Product Development, Academy of Marketing Science Conference, 2017, San Diego, USA

Customer Relationship Management and Sales, AMA Summer Marketing Educators’ Conference, 2016, Atlanta, USA

**Session Chair**

EMAC-GAMMA Joint Symposium Co-Chair, 2015, Leuven, Belgium

**OTHER**

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, June 27-30, 2018, Leeds University, UK, participated in Research Breakout Groups and provided advice to attending doctoral students

**SERVICES TO PROFESSION**

**Ad-hoc Reviewer (Journals)**

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| --- |
| Journal of the Academy of Marketing Science |
| Journal of Service Research |
| Journal of International Marketing |
| Journal of Retailing |
| Journal of Product Innovation Management |
| Journal of Personal Selling and Sales Management |
| Journal of Business Research |
| Industrial Marketing Management |
| International Journal of Advertising |
| Journal of Business Ethics |
| European Journal of Marketing |
| Journal of Economic Psychology |
| The Service Industries Journal |

#### UNIVERSITY SERVICES

***Thunderbird School of Global Management***

2023- Personnel Committee (PERCOM) member

2022- Mentoring service to marketing and IS junior faculty (Man Xie, Ziru Li, Pree Sainam, and Uyen Tran)

2022- University Senator representing Thunderbird School of Global Management

2018-2021 Director of Research and Associate Dean of Research

2010-2011 Vision & Strategy Advisory Committee

2011-2013 Curriculum Advisory Committee

|  |  |
| --- | --- |
| 2013-2014 | Undergraduate Degree Advisory Committee |
| 2017-present  2017 | PerCom (Promotion and Tenure) Committee  Master of Global Management (MGM) Curriculum Committee |

2018-presentExecutive and Academic Leadership Team (along with Associate Deans, assists and advises Dean on Strategic Direction of School)

**TEACHING INTERESTS**

Global Marketing Strategy

Global Marketing Management

Strategic Services Marketing

Sales force Management

Customer Decision Making

Relationship Marketing

**EXECUTIVE EDUCATION TEACHING**

***Thunderbird School of Global Management***

2023 Pegadaian (Indonesian Financial Service Firm): The Customer-Focused

Service Organization: Delivering Service Excellence

|  |  |
| --- | --- |
| 2012-present | SABIC: Global Marketing Management |
| 2010-2011 | Emart: Online Marketing |

***Yonsei University***

|  |  |
| --- | --- |
| 2009 | Shinsegae Department Store/Emart: Services Marketing |
| 2006-2007 | Shinsegae Department Store/Emart: Segmentation, Targeting, Positioning, Marketing Mix Strategies |
| 2007 | Daekyo: Services Marketing |
| 2007-2008 | Samsung Electronics Corporation: Value-based Marketing, Segmentation, Targeting, Positioning |

**CONSULTING**

|  |  |
| --- | --- |
| 2007 | Hyundai Motors: Forecasting Marketing Strategies for Hyundai Motors in the United States 10 years and beyond |
| 2007-2009 | Co-Director for CEO Franchise Program at Sangnam Institute of Management, Yonsei University |

**PROFESSIONAL MEMBERSHIP**

American Marketing Association

European Marketing Academy