

Dr. Byung-Joon CHOI



PERSONAL DETAILS

Status: Professor of Marketing
Origin: South Korea
Year joined: 2016
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RESEARCH INTERESTS

Cross-cultural consumer behaviour, Consumers' information processing styles and decision-making, Consumer psychology (emotion-cognition-motivation relationships), Cultural mindset priming, Consumers' chronic or activated self-construal

TEACHING AREAS (European Business School Paris)

Master's degree: Marketing strategy, International strategic marketing, Innovation management, Master thesis' methodology

Bachelor's degree: Workshop digital marketing, Workshop new product development

Courses taught in both English and French

AFFILIATIONS AND MEMBERSHIPS

Member of French Marketing Association

Member of European Marketing Academy

Member of the LARGEPA, Université Panthéon-Assas Paris 2

ACADEMIC EXPERIENCE

Since 2016: Professor of Marketing, European Business School Paris, France

2013-2015: Research Assistant Lecturer in marketing, Université Panthéon-Assas Paris 2

2010-2012: Full Time Lecturer in marketing, Université Panthéon-Assas Paris 2

2009: Research Assistant, Wine Economics and Marketing Research Service, Inter-Rhône, France

EDUCATION AND QUALIFICATIONS

- 2015: Qualified by the French National Council of University (CNU, Management Science Section (06), n° 15206275533)
- 2014: Ph.D. in Marketing, Université Panthéon-Assas (Paris 2)
- 2009: Research M.A. in International Management, Université d'Avignon, France
- 2008: M.A. in Wine Marketing, Université Montesquieu Bordeaux 4, France
- 2004: B.A. Sungkyunkwan University, Seoul, South Korea

ADDITIONAL

Languages:

- French: Fluent written and spoken
- English: Fluent written and spoken
- Korean: Mother tongue

INTELLECTUAL CONTRIBUTIONS

Articles in scientific journals (blind peer review)

CHOI B.J. (2016), Exploring the relationships between consumer self-construal and cognitive structure of means-end associations: A cross-cultural study for wine, *International Journal of Business Research*, vol.16, n°1, p.7-22, March.

CHOI B.J. (2016), The influence of cultural thinking style on consumer cognitive complexity underlying purchase decision-making process, *Journal of Applied Business Research*, vol.32, n°4, p.16-31, July.

Evaluation in process

CHOI B.J., Les différences interculturelles dans les chaînes moyens-fins des consommateurs : Effets du construit de soi et du style cognitif, submitted to *Recherches en Sciences de Gestion*.

Conference Presentations

CHOI B.J., Le rôle du construit de soi dans l'influence des différences culturelles sur les chaînes moyens-fins des consommateurs, proceedings of the 31^{ème} Congrès International de l'Association Française du Marketing, Marrakech, May 2015.

CHOI B.J., Culture and consumer perceptions of product related value, *Foodservice Management Society Workshop*, Seoul, October 2015.

Working papers

CHOI B.J., Théories des valeurs et des chaînes moyens-fins en segmentation internationale, working paper 2013 of Laboratoire de Recherche en Sciences de Gestion Panthéon-Assas.

CHOI B.J., Rationalité limitée des consommateurs : Styles de raisonnement holistique et analytique, working paper 2014 of Laboratoire de Recherche en Sciences de Gestion Panthéon-Assas.