Travis Tae Oh

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EMPLOYMENT

Assistant Professor of Marketing   2020–Present
    Sy Syms School of Business, Yeshiva University, New York

Market Research Analyst and Sales Manager, KIOTI Tractor Inc., Raleigh, NC   2011-2015
    Analyze impact of pricing and sales promotions, market research for new products

EDUCATION

Ph.D. Marketing, Columbia University, New York, NY.   2015 – 2020
Graduate School of Business

B.S. in Commerce - Marketing & Finance, University of Virginia, Charlottesville, VA.   2010
McIntire School of Commerce

RESEARCH INTERESTS

Consumer Behavior & Psychology   Emotions and Motivations
Hedonic Consumption and Well-Being   Entertainment Marketing
Creativity   Brands and Branding

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Oh, Travis Tae and Michel Tuan Pham (2021), "The Liberating-engagement Theory of Consumer Fun," *Journal of Consumer Research*, 49(1), 46–73,

Oh, Travis Tae, Kevin Lane Keller, Scott A. Neslin, David J. Reibstein, and Donald R. Lehmann (2020), "The Past, Present, and Future of Brand Research," *Marketing Letters*, 31, 151-162.

Pham, Michel Tuan and **Travis Tae Oh** (2020), "Preregistration Is Neither Sufficient nor Necessary for Good Science," *Journal of Consumer Psychology*, 31(1), 163-176.

Pham, Michel Tuan and **Travis Tae Oh** (2020), "On Not Confusing the Tree of Trustworthy Statistics with the Greater Forest of Good Science: A Comment on Simmons et al.'s Perspective on Preregistration," *Journal of Consumer Psychology*, 31(1), 181-185.

Soo Yon Ryu**,** Wilson Bastos and **Travis Tae Oh,** "The Materialization of Experiences: How Experience Depth Increases Consumers' Preference for Unique Objects" (*forthcoming: Journal of Association of Consumer Research*)

Simon Blanchard, Aaron Garvey, Duani, Nofar, Oded Netzer, and **Travis Tae Oh**, "Questionable Research? A Practical Guide to Effective and Responsible GenAI Use for Surveys and Experiments Research" (*forthcoming: Journal of Marketing*)

WORKING PAPERS

Oh, Travis Tae, Melanie Brucks, Blaine Horton, and Sheena Iyengar, "Categorical Expansion: A Novel Dimension of Creativity" (*manuscript in preparation for resubmission*)

Jing Liu, Michel Tuan Pham, and Travis Tae Oh, "Guilty Pleasure" (*Data Collection*)

Oh, Travis Tae, Michel Tuan Pham, and Kamel Jedidi, "The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands over 20 Years" (*preparing to submit to Journal of Consumer Psychology*)

Oh, Travis Tae and Jeunghyun Kim, "The Spread Effect of Livestreaming Viewers on Newly Launched Games" (*Preparing manuscript to submit to Journal of Marketing*)

Oh, Travis Tae and Michel Tuan Pham, "On the Engineering of Fun: Activating Liberation Increases Consumer Fun" (*preparing manuscript*)

CONFERENCE PRESENTATIONS

"The Liberating-engagement Theory of Consumer Fun," Plenary Session Speaker at *SCP Boutique Conference on Consumption Experiences* (2022: Gainesville, Florida)

"On the Engineering of Fun: Activating Liberation Increases Consumer Fun," Competitive Paper Presentation at *Association of Consumer Research Conference* (2020: Virtual)

"The Psychology of Fun: Inquiry into Consumers' Fun Experiences," presented at *University of Houston Doctoral Consortium* (2019: Houston, Texas)

"The Psychology of Fun" presenting as individual paper at Society of Consumer Psychology Conference (2019: Savannah, Georgia)

"The Psychology of Fun" Competitive Paper Presentation at *Association for Consumer Research Conference* (2018: Dallas, Texas); ACR Proceedings Volume 46.

"The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands over 20 Years," presented as individual paper at *Society of Consumer Psychology Conference* (2018: Dallas, Texas)

"Do Altruistic Individuals 'Share' More Contents on Social Media?" Competitive Paper Presentation at *Association for Consumer Research Conference* (2018: Dallas, Texas); ACR Proceedings Volume 46.

"Empirical Generalizations of Brand Personality Dimensions: Longitudinal Analysis of a Robust Six Factor Model," presented as a poster session at *Association for Consumer Research Conference* (2016: Berlin, Germany)

HONORS AND RECOGNITION

Ferber Award, Honorable Mention (2022) - *The Ferber Award is given to the best dissertation-based article published in the most recent volume of the Journal of Consumer Research.*
Sy Syms Faculty Research Award (2022)
Israel Institute Faculty Development Grant (2021)
University of Houston 37th Doctoral Consortium Fellow
Winner of ACR/Sheth Foundation Dissertation Proposal Award (2017)
Paul and Sandra Montrone Award: Doctoral Fellowship (2016 / 2017)
Luxury Education Foundation Scholarship Award (2017)

SERVICE TO FIELD

Reviewer, *Journal of Consumer Research*
Reviewer, *Journal of Marketing*
Reviewer, *Journal of Association of Consumer Research*
Reviewer, *Marketing Letters*
Reviewer, *Society for Consumer Research* (2016-present)

TEACHING EXPERIENCE

Principles of Marketing   2020 – Present
Yeshiva University (Undergraduate)

Buyer Behavior   2021 – Present
Yeshiva University (Undergraduate)

Marketing Capstone   2022 – Present
Yeshiva University (Undergraduate)

Marketing Management   2022 – Present
Yeshiva University (MBA)

Modern Israel and Start-up Marketing   2022 – Present
Yeshiva University (Undergraduate)

Leveraging Generative AI in Marketing   2022 – Present
Yeshiva University (MBA)

TEACHING INTERESTS

Consumer Behavior / Consumer Insights
Marketing Research (Quantitative and Qualitative Data Analysis; Mixed Methods)
Principles of Marketing
Brand Management
Experiential and Entertainment Marketing

OTHER

Language: Bilingual in English and Korean
Certified Wine Expert: WSET Diploma