

Kyungin Ryu

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EDUCATION

University of Massachusetts – Amherst	Amherst, MA
Ph.D. Candidate in Marketing	2019 – May 2024 (expected)

Dissertation committee:

Elizabeth G. Miller and D. Matthew Godfrey (co-chairs), Matthew Thomson, Emily West

Purdue University	West Lafayette, IN
M.S. in Hospitality and Tourism Management	2017

Ewha Womans University	Seoul, South Korea
B.E. in Economics and Finance	2013

RESEARCH OVERVIEW

My research explores how spirituality (existential meaning, spiritual beliefs, and mindfulness) and storytelling impact branding and consumer behavior. My research is problem-focused, theory-driven, and employs multiple methodologies including text and image mining, netnography, depth interviews, and experiments.

PUBLICATIONS (abstracts appear in appendix)

Ryu, Kyungin (forthcoming). The Importance of Language: A Comparison of Consumer and Academic Definitions of Mindfulness. *Journal of Consumer Affairs*. <https://doi-org.silk.library.umass.edu/10.1111/joca.12530>

Ryu, Kyungin, and Denise Ives. (forthcoming) A Marketer's Quest to Design Compelling Brand Stories. In D. Ives (Ed.) *Finding a Way In: Doing Discourse Analyses of Language, Literacy, Culture, and Teaching*, Routledge.

Ryu, Kyungin, Lehto, Xinran Y., Gordon, Susan. E., & Fu, X. (2019). Effect of a brand story structure on narrative transportation and perceived brand image of luxury hotels. *Tourism Management*, 71, 348-363. <https://doi.org/10.1016/j.tourman.2018.10.021>

Ryu, K., Lehto, X. Y., Gordon, S. E., & Fu, X. (2018). Compelling brand storytelling for luxury hotels. *International Journal of Hospitality Management*, 74, 22-29. <https://doi.org/10.1016/j.ijhm.2018.02.002>

MANUSCRIPT UNDER REVIEW (abstract appears in appendix)

Ryu, Kyungin, Elizabeth G. Miller, and D. Matthew Godfrey. Stages of Brand Faith: How Consumers Enhance Existential Meaning from Brands (revising for an invited second round review at the *Journal of Consumer Research*)

DISSERTATION

Developing and Diminishing Brand Faith: Consumer-Brand Relationships Built on Spiritual Motivation

Elizabeth G. Miller and D. Matthew Godfrey (co-chairs) with Matthew Thomson and Emily West (committee members) (proposal defended May 2023).

The concept of spirituality has become increasingly important for consumers as they seek deeper meaning and satisfaction in their lives. While institutionalized religion has traditionally fulfilled this spiritual motivation, many consumers are now turning to consumption as a source of spiritual well-being. This phenomenon presents opportunities for brands to strengthen their consumer relationships by tapping into consumers' spiritual motivations and creating meaningful connections through their brand values. It also raises questions about whether and how consumers can use brands as alternative sources of spiritual fulfillment. Previous literature has discussed the importance of consumers' faith in brands in promoting strong consumer-brand relationships, but the underlying spiritual motivations for initiating, strengthening, and losing such relationships at the individual level have not been studied. To address these gaps, this dissertation examines how consumers initiate, develop, and lose brand faith at the individual level. These questions are explored using an interpretive analysis with biographic interview data and longitudinal netnographic data. The findings will provide theoretical insights that can foster new opportunities for consumer-brand relationships and for enhancing consumers' spiritual well-being as well as provide managerial insights for actionable strategies for initiating, developing, and recovering brand

WORK IN PROGRESS

Milne, George, Bruce D. Weinberg, and Kyungin Ryu. "Thinking and Acting like an Academic Thought Leader in Marketing," manuscript in preparation.

Ryu, Kyungin, Elizabeth G. Miller, Francisco Villarroel Ordenes, and Stefania Farace. "The Interplay between Texts and Images: Effects of Multi-modal Storytelling on Packages of Sustainable Products," two studies collected.

CONFERENCE (*presenter)

Ryu, Kyungin*, Elizabeth G. Miller and D. Matthew Godfrey, "Enhancing Existential Meaning through Brand Faith Development," presented at *Winter American Marketing Association*, Nashville, TN, February 2023.

Ryu, Kyungin*, Elizabeth G. Miller and D. Matthew Godfrey, "Brand Faith: How Consumers Develop Faith in Brands," presented at *Association for Consumer Research*, Denver, CO, October 2022.

Ryu, Kyungin*, Elizabeth G. Miller and D. Matthew Godfrey, "How Do Consumers Develop Faith in Technological Brands?: Defining Brand Faith and its Development," presented at *Consumer Culture Theory Conference*, Corvallis, OR, July 2022.

- Selected as a participant in the Qualitative Data Analysis Workshop

Ryu, Kyungin*, Xinran Lehto, Susan E. Gordon, and Xiaoxiao Fu, “Effect of Brand Story Structure on Luxury Hotel Consumers’ Narrative Transportation,” Featured speaker, presented at the *Annual International Council on Hotel, Restaurant, and Institutional Education*, Palm Springs, CA, July 2018.

Ryu, Kyungin*, Xinran Lehto, Susan E. Gordon, and Xiaoxiao Fu, “Cultivating an Otaku Culture for Luxury Hotel Brands: The Role of Storytelling,” presented at the 22nd *Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 2017.

- Nominated for Best Paper Award

TEACHING

Teaching Interests: Consumer Behavior, Brand Management, New Product Development, Advertising, Text Mining, Machine Learning, Qualitative Methods, Marketing Analytics

Instructor (University of Massachusetts-Amherst)

- Spring 2023, “Consumer Behavior (MKTG 410),” instructor rating = 4.7/5
- Spring 2022, “Consumer Behavior (MKTG 410),” instructor rating = 5/5

Co-instructor (University of Massachusetts-Amherst)

- Fall 2022, “Fundamentals of Marketing (MKTG 301; online),” instructor rating = 3.8/5
- Fall 2021, “Fundamentals of Marketing (MKTG 301; online),” instructor rating = 4.5/5

AWARDS & HONORS

- AMA-Sheth Foundation Doctoral Consortium, 2023
- AMS Doctoral Consortium, 2023
- Harold E. Hardy Scholarship, 2021, 2022
- Isenberg Doctoral Program Fellowship, 2019

INDUSTRY EXPERIENCE

- Assistant Brand Manager, LG Household & Healthcare (2013-2015): responsible for brand management, new brand & product development, and M&A valuation
- Founder & CEO, Dream a Dream (a lecture company) (2010-2011): responsible for fundraising, product development, and marketing & sales.

PROFESSIONAL SERVICE

Reviewer:

- Journal of Hospitality and Tourism Research (JHTR)
- Tourism Management (JTMA)
- AMA Summer Academic Conference (2023)
- AMA Winter Academic Conference (2023)
- ACR Conference (2022)

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- Association for Consumer Research
- Consumer Culture Theory Consortium
- Academy of Marketing Science

COURSEWORK

Marketing

Consumer Behavior	Dr. Elizabeth Miller
Marketing Management	Dr. George Milne
Text Mining in Marketing	Dr. Francisco Villarroel Ordenes
Theory and Science in Marketing	Dr. Easwar Iyer
Qualitative Analysis	Dr. Matthew Godfrey

Methods

Applied Multivariate Statistics I	Dr. Lisa Keller
Applied Multivariate Statistics II	Dr. Lisa Keller
Discourse Analysis	Dr. Denise Ives
Hierarchical Linear Modeling	Dr. Holly Laws
Multivariate Method of Business Research	Dr. George Milne
Probability Theory and Statistical Inference	Dr. Christian Rojas
Research Methods I	Dr. George Milne
Research Methods II	Dr. George Milne
Social Networks	Dr. Anthony Paik
Structural Equation Modeling	Dr. Scott Monroe
Teaching Seminar I, II, III	Dr. George Milne

WORKING GROUP

Discourse Analysis Working Group (Facilitated by Prof. Denise Ives): engaging in regular meetings for sharing discourse data, analytical support, and interdisciplinary collaborations.

APPENDIX: RESEARCH PAPER ABSTRACTS

Stages of Brand Faith:
How Consumers Enhance Existential Meaning from Brands
(revising for an invited second round review at the *Journal of Consumer Research*)

Brands and other non-religious entities increasingly act as objects of faith that inspire consumer beliefs, values, and commitment and serve as sources of existential meaning. However, despite the previous literature on spiritual and religious experiences in brand communities and consumer-brand relationships, prior research has yet to analyze the dynamic process of brand faith development. Based on an interpretive analysis of biographic consumer interviews and longitudinal netnographic data, this research identifies five stages of faith development and explains factors that facilitate and impede it. These findings contribute to the literature on spiritual motivations for building strong consumer-brand relationships and developmental dynamics in consumer-brand relationships. This research suggests brand actions that marketers can strategically use to initiate and strengthen faith development and recover when lost or diminished. This research also introduces new biographic methods for netnography that allow for the longitudinal analysis of individual consumer experiences.

The Importance of Language:
A Comparison of Consumer and Academic Definitions of Mindfulness
(published in the *Journal of Consumer Affairs*, Forthcoming)

This paper created a consumer and an academic mindfulness dictionary to better understand consumers', academics', and marketers' perceptions of mindfulness. A consumer survey and text mining methods were used to create the consumer dictionary, and an extensive review of mindfulness definitions was used for the academic dictionary. The consumer dictionary described mindfulness more in terms of affect and resulting outcomes, while the academic dictionary was more cognitive and process-oriented. The dictionaries were then applied to marketers' communications from a database of 883 company descriptions that were classified as mindful. The results showed that marketers used more terms from the consumer dictionary than the academic dictionary. The paper discusses the potential for consumers to be vulnerable to marketers' communication strategies, characterized as McMindfulness and mindful washing, that can impact consumers' well-being and brand relationship.

Effect of a Brand Story Structure on Narrative Transportation
and Perceived Brand Image of Luxury Hotels
(published in *Tourism Management*, 2019)

People are better suited to understanding stories than arguments. This research examined the influence of a narrative transportation approach on luxury hotel consumers' perceptions of brand image, using a variety of brand story structures. This study measured the effect of brand story structure on brand image and the mediating role of narrative transportation. Data were obtained via a $2 \times 2 \times 2$ experiment and a crafted brand story of a fictitious luxury hotel

brand, with eight structurally varied versions. The results suggest that a well-structured brand story has the potential to enhance brand image mediated by narrative transportation.

Compelling Brand Storytelling for Luxury Hotels
(published in the *International Journal of Hospitality Management*, 2018)

This research examines how brands can create compelling brand storytelling to engage their customers in the luxury hotel setting. Using a content analysis of 118 luxury hotel brand stories, the authors suggest a three-component framework for developing compelling brand storytelling: having a core concept in brand essence, creating a well-structured story, and living the story in its servicescape. The article also provides a discussion on the best practices for using a well-structured story to make it compelling. The article concludes by highlighting the practical implications of compelling brand storytelling for luxury hotels and suggesting directions for future research.