

YoungJin (Libby) Chun

ASSISTANT PROFESSOR IN MARKETING · UC3M - UNIVERSIDAD CARLOS III DE MADRID

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Education

Erasmus University, Rotterdam School of Management

Rotterdam, Netherlands

PHD IN MARKETING MANAGEMENT (CONSUMER BEHAVIOR)

2024

- Advisors: Prof. dr. Bram Van den Bergh, Dr. CJP Lembregts

University of Toronto, Rotman School of Management

Toronto, Canada

VISITING GRADUATE STUDENT IN MARKETING

2022

- Visiting advisor: Prof. dr. Sam Maglio

Seoul National University, College of Business Administration

Seoul, South Korea

M.SC. IN BUSINESS ADMINISTRATION (MARKETING)

2018

- Advisor: Dr. KiWan Park

Indiana University - Bloomington, Kelley School of Business

Bloomington - IN, USA

B.SC. IN BUSINESS, CUM LAUDE

2010

- Major in Finance

Professional Appointments

Assistant Professor

2024 - Current

UNIVERSIDAD CARLOS III MADRID, DEPARTAMENTO DE ECONOMÍA DE LA EMPRESA, *Madrid, Spain*

Lecturer

2020 - 2024

ERASMUS UNIVERSITY, ROTTERDAM SCHOOL OF MANAGEMENT, *Rotterdam, Netherlands*

Selected Research in Progress

JOURNAL PUBLICATION

Chun, L., Lembregts, C., Van den Bergh, B., Mind Over Minutes: The Effect of Task Duration Consideration on Task Delay. *Journal of Consumer Psychology*, July 2024

CONFERENCE PROCEEDINGS

Chun, L., Maglio, S. Past or Present - Temporal Categorization of Recent Events and Task Engagement. *European Marketing Academy*, June 2025

Chun, L., Lembregts, C., Van den Bergh B. The Effect of Task Duration Consideration on Task Delay. *Society for Consumer Psychology*, October 2022

Chun, L., Lembregts, C., Van den Bergh B. The Effect of Task Duration Consideration on Task Delay. *Society for Judgment and Decision-Making Conference*, November 2021

Chun, L., Zauberan, G., Tonietto, G., Silverman, J., Weingarten, E. Lay Beliefs on Time and Timing. *Association for Consumer Research*, October 2021

Jun, S., **Chun, L.**, Park, K. Power Distance, Social Aspiration, and Fair Trade Products –the Interaction Effect of Power Distance Belief and Status Motivation on Fair Trade Product Consumption. *Association for Consumer Research*, October 2018

IN PREP

"Past or Present? - Temporal Categorization of Recently Completed Actions", with Dr. Sam Maglio, Target Journal: Journal of Consumer Research, Manuscript in preparation

"Avoiding Details: Memory Protection Motivation Affects Memory Pointer Choices", with Dr. Mirjam Tuk, Target Journal: Journal of Consumer Research, Manuscript in preparation

"To Have or To Be - How the End Goal Framing Affects Goal Pursuit Decisions", Data collection in process

"Consumer Reactions to AI-Generated Art and Music: The Role of Creator Expertise and Domain Crossover", with Dr. Jenny Zimmermann, Data collection in process

Awards, Fellowships & Grants

2025	National Grant , CYBERTHREAT: Cyberthreat Detection, Monitoring & Protection, <i>Member</i>	<i>Spain</i>
	National Grant , SUPPDIV: Supply Chain Diversity From Aspirations to Realities, <i>Member</i>	<i>Spain</i>
2023	Doctoral Colloquium Fellow , European Marketing Academy Conference	<i>Denmark</i>
2022	Doctoral Student Fellow , Learning and Decision-making Summer School, EADM	<i>Spain</i>
	Erasmus Research Visit Grant , Erasmus Trustfonds (EUR 5,250)	<i>Netherlands</i>
2021	ACR/Sheth Dissertation Award , ACR/Sheth Foundation (USD 2,000)	<i>U.S.A</i>
	ERIM Talent Placement Award , Erasmus Research Institute of Management (EUR 30,000)	<i>Netherlands</i>
2020	BIG Doctoral Workshop Student Fellow , Harvard Kennedy School	<i>U.S.A</i>
2017	Scholarship - Graduate Assistant , Seoul National University (USD 2,500)	<i>S. Korea</i>
2010	Graduation with Distinction , Indiana University - Bloomington	<i>U.S.A</i>
2005	IU Faculty Award - Scholarship , Indiana University - Bloomington, (USD 10,000)	<i>U.S.A</i>
	Hutton Honors College Student , Indiana University - Bloomington	<i>U.S.A</i>

Presentations

**presenting author*

SELECTED CONFERENCE PRESENTATIONS

Chun, L*, Maglio, S. 2025. Past or Present - Temporal Categorization of Recent Events and Task Engagement. EMAC - Competitive Paper. Madrid, Spain.

Chun, L*, Maglio, S. 2023. Past or Present - Temporal Categorization of Recent Events and Task Engagement. EMAC Doctoral Colloquium. Odense, Denmark.

Chun, L*, Maglio, S. 2023. Past or Present - Temporal Categorization of Recent Events and Task Engagement. Society for Consumer Psychology - Working Paper. San Juan, Puerto Rico.

Chun, L*, Maglio, S. 2022. Past or Present - Temporal Categorization of Recent Events and Task Engagement. Association for Consumer Research - Working Paper. Denver, Colorado.

Chun, L*, Lembregts, C., Van den Bergh B. 2022. The Effect of Task Duration Consideration on Task Delay. Society for Consumer Psychology - Competitive Paper. Virtual.

Chun, L*, Zauberan, G., Tonietto, G., Silverman, J., Weingarten, E. 2021. Lay Beliefs on Time and Timing. Association for Consumer Research - Special Session. Session Chair. Virtual.

Jun, S., **Chun, L***, Park, K. 2018. Power Distance, Social Aspiration, and Fair Trade Products –the Interaction Effect of Power Distance Belief and Status Motivation on Fair Trade Product Consumption. Association for Consumer Research - Working Paper. Dallas, Texas.

INVITED TALKS

Tilburg University, Tilburg, Netherlands. Fall 2023.

SKEMA, Paris, France. Fall 2023.

EDHEC, Lille, France. Fall 2023.

Rijksuniversiteit Groningen – University of Groningen Business School, Groningen, Netherlands. Spring 2023.

IESEC, Lill, France. Winter 2022.

NOVA School of Business and Economics, Lisbon, Portugal. Fall 2022.

Teaching Experience

2025	Retail Marketing and Management - Masters , Assistant Professor	<i>Spain</i>
2025	Marketing Research - Bachelor , Assistant Professor	<i>Spain</i>
2024	Master Thesis Supervision , Supervisor	<i>Netherlands</i>
2024	Master Thesis Supervision , Co-supervisor	<i>Netherlands</i>
2023	Bachelor Project - Behavioural Experts Track , Supervisor, N = 32	<i>Netherlands</i>
2022	Advanced Research Method , Lecturer - Experimental Methods Module	<i>Virtual</i>
2022	Bachelor Project - Behavioural Experts Track , Assistant Track Coordinator	<i>Virtual</i>
2021	Bachelor Thesis Course (BKBBTH) , Supervisor, N = 30, Average Evaluation = 4.4/5	<i>Virtual</i>
2017	Graduate Teaching Assistant , Brand Management	<i>South Korea</i>
2017	Graduate Teaching Assistant , Consumer Behavior - Doctoral Level	<i>South Korea</i>

Outreach & Professional Development

PEER REVIEW

Journal of Consumer Research

Society for Consumer Psychology

DEVELOPMENT

Learning and Decision-making Summer School - Faculty, EADM, Workshops on Reinforcement Learning, Sampling Biases & Decisions

BIG Doctoral Workshop - Faculty, Harvard, Workshops on Roles of Behavioral Science & Professional Developments

INSEAD Marketing Camp - Faculty, INSEAD, Seminars on Research in Marketing

Publishing Strategies Workshop - Faculty, Erasmus, Workshop and Coaching Sessions on Publishing Strategies

EDEN Doctoral Seminar on Consumer Research - Faculty, EIASM, Workshop on Consumer Behavior and Methods, & Culture Theories

Voice Analytics Workshop - Prof. Christian Hildebrand, Uni. St.Gallen, Workshop on Voice Analytics Methods & Research Findings