

Travis Tae Oh

Wilf Campus – Belfer Hall
Yeshiva University
New York, NY 10033

Phone: +1 (702) 481-4314
Email: travistae.oh@yu.edu

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

EMPLOYMENT

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

Inside Sales Manager, KIOTI Tractor Inc., Raleigh, NC 2013-2015
Develop North American marketing and sales strategy

Market Research Analyst, KIOTI Tractor Inc., Raleigh, NC 2011-2013
Analyze impact of pricing and sales promotions; market research for new products

RESEARCH INTERESTS

Consumer Behavior & Psychology Emotions and Motivations
Hedonic Consumption and Well-Being Creativity

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Oh, Travis Tae and Michel Tuan Pham, “The Liberating Engagement Theory of Consumer Fun”
(*R&R at Journal of Consumer Research*)

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” (*revision invited at
Journal of Marketing*)

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*

Pham, Michel Tuan and **Travis Tae Oh** (Forthcoming), “Preregistration Is Neither Sufficient nor
Necessary for Good Science,” *Journal of Consumer Psychology*

Pham, Michel Tuan and **Travis Tae Oh** (Forthcoming), “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*

WORKING PAPERS

Oh, Travis Tae and Michel Tuan Pham, “Activating Liberation: Experimental Studies on Consumer Fun” (*Based on Part 2 of dissertation*)

Oh, Travis Tae, Melanie Brucks, Blaine Horton, and Sheena Iyengar, “The Experience of Creativity” (*data collection*)

Wilcox, Keith and Travis Tae Oh, (equal contribution) “Do Altruistic Individuals ‘Share’ More Contents on Social Media?” (*5 studies completed; manuscript in preparation for submission*)

Oh, Travis Tae and Jeunghyun Kim, “Effects of Live Streaming Platforms on Experiential Consumption: Evidence from Twitch and Steam Platforms”

CONFERENCE PRESENTATIONS

“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

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; \$15,000 each)

Luxury Education Foundation Scholarship Award (2017; \$10,000)

SERVICE TO FIELD

Trainee Reviewer, *Journal of Consumer Research*
Individual / Working Paper Reviewer, *Society for Consumer Research* (2016-2019)
Professional Certified Marketer (PCM) from American Marketing Association (2015)

TEACHING EXPERIENCE

Principles of Marketing 2020 – Present
Yeshiva University (Undergraduate)

Consumer Behavior Research (Undergraduates / Graduates) –Viax Online (Summer/Fall 2018): 5/5
Consumer Insights Workshop (Undergraduates / Graduates) – ViaX Online (Summer 2018: 4.7/5;
Fall 2018: 4.8/5; Spring 2019)
Marketing Applied Workshop (Undergraduates / Graduates) – ViaX Online (Summer 2019)

TEACHING INTERESTS

Consumer Behavior
Consumer Insights
Principles of Marketing
Brand Management
Experiential Marketing

OTHER

Language: Bilingual in English and Korean