

Travis Tae Oh

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EDUCATION

Ph.D. Marketing, Columbia University, New York, NY. Graduate School of Business	2015 – Present Expected Graduation Spring 2020
B.S. in Commerce - Marketing & Finance, University of Virginia, Charlottesville, VA. McIntire School of Commerce	2010

PREVIOUS WORK EXPERIENCE

Inside Sales Manager, KIOTI Tractor Inc., Raleigh, NC Develop North American marketing and sales strategy with a focus on Canada	2013-2015
Market Research Analyst, KIOTI Tractor Inc., Raleigh, NC Analyze impact of pricing and sales promotions; market research for new products	2011-2013

RESEARCH INTERESTS

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

MANUSCRIPTS UNDER REVIEW AND SELECT RESEARCH-IN-PROGRESS

Fun and Creativity

Oh, Travis Tae and Michel Tuan Pham, "The Consumer Psychology of Fun: Inquiry into Consumers' Fun Experiences" (*under review at Journal of Consumer Research*)

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*)

Branding and Social Media

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*)

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*)

CONFERENCE PRESENTATIONS

- "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

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

TEACHING EXPERIENCE (Online Teaching)

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 ASSISTANTSHIPS

"Strategic Consumer Insight" (MBA), for Michel Tuan Pham, Fall 2016 / Spring 2017

“Experimental Design and Analysis” (PhD), for Michel Tuan Pham, Spring 2018
“Advertising & Branding” (MBA), for Matthias Birk, Fall 2016 / Fall 2017
“Marketing Core” (MBA), for Keith Wilcox, Fall 2018
“Qualitative Marketing Research” (MBA), for Robert Morais, Spring 2019

TEACHING INTERESTS

Consumer Behavior
Multimethod Approach to Consumer Insights
Principles of Marketing
Brand Management
Experiential Marketing

OTHER

Language: Bilingual in English and Korean

DOCTORAL COURSEWORK

Behavioral Courses

Consumer Behavior I – Judgment and Decision Making
Consumer Behavior II – Information Processing
Cognitive Processes
Theories in Social and Personality Psychology
Bridging Behavioral Decision Research & Marketing Science
Perspectives on Authenticity

Instructor

Eric Johnson
Michel Pham and Bernd Schmitt
Janet Metcalfe
Tory Higgins
Ran Kivetz
Sheena Iyengar

Quantitative Marketing Courses

Empirical Models in Marketing
Marketing Decisions and Methods
Analytical Models in Marketing

Oded Netzer
Donald Lehmann
Kinshuk Jerath

Methods Courses

Research Methods
Experimental Design and Analysis for Behavioral Research
Statistical Modeling in Psychology
Applied Multivariate Statistics
Mathematical Methods
Economic Analysis I & II
Communicating Data and Statistics
Ethnographic Field Methods and Techniques

Adam Galinsky and Evan Rawley
Michel Pham
Becca Franks
Kamel Jedidi
Awi Federgruen
Geoffrey Heal
Andrew Gelman
Aaron Fox

REFERENCES

Michel Tuan Pham (Dissertation Advisor)

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Kamel Jedidi (Co-author / Dissertation Committee)

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Keith Wilcox (Co-author / Dissertation Committee)

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