

Travis Tae Oh

Columbia Business School
3022 Broadway, Uris Hall 5V
New York, NY 10027

Phone: +1 (702) 481-4314
Email: to2280@columbia.edu

EDUCATION

Ph.D. in 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 Developed North American marketing and sales strategy with a focus on Canada	2013–2015
Market Research Analyst, KIOTI Tractor Inc., Raleigh, NC Analyzed impact of pricing and sales promotions; market research for new products	2011–2013

DISSERTATION RESEARCH

“The Consumer Psychology of Fun”

Dissertation Committee: Michel Tuan Pham (Advisor), Kamel Jedidi,
Bernd Schmitt, Keith Wilcox, and Sheena Iyengar

Part 1: “Grounded Theory Inquiry into the Consumer Psychology of Fun”;

Part 2: “Experimental and Field Investigations on the Drivers of Fun”

ACR/Sheth Foundation Dissertation Proposal Winner

From amusement parks to casinos, and from cruises to video games, large sectors of the economy revolve around the marketing of consumer fun. The electronic gaming market alone, for instance, accounts for more than \$150 billion of the global economy. Given the importance of consumer fun across many industries, it is surprising that very little research, thus far, has been devoted to understanding the consumer psychology of fun. In particular, what is the consumer experience of fun, and what are its main psychological drivers in marketplace settings? The purpose of my dissertation is to develop a psychological theory of consumer fun that will help inform how fun experiences can be engineered by businesses (and by consumers themselves). In my dissertation, I use a multimethod approach that combines qualitative in-depth interviews and narrative analyses with digital ethnography, text mining analyses, controlled experiments, and structural equation modeling. Through this unique combination of methodologies, my emerging theory identifies two primary pillars of consumer fun: (1) *hedonic engagement* and (2) *sense of liberation*. Each of these two pillars in turn rests onto two sub-pillars: (1a) *novelty* and (1b) *connectedness*, and (2a) *spontaneity* and (2b) *boundedness*. Briefly, my research shows that fun is an experience of *liberating engagement*, which

is a temporary release from obligations and other constraints (e.g., work, parenting duties) that can be achieved through an engaging consumption activity. In my studies, I demonstrate the predictive validity of this liberating-engagement theory. In addition, ethnographic analyses of consumer selfies show that, compared to other positive emotions such as happiness, pride, or relaxation, fun is much more likely to be experienced in *commercial settings*, thus substantiating the business relevance of fun as a marketing construct.

RESEARCH INTERESTS

Consumer Behavior & Psychology
Hedonic Consumption and Well-Being

Emotions and Motivations
Brand Research

MANUSCRIPTS UNDER REVIEW AND SELECT RESEARCH-IN-PROGRESS

Fun and Creativity

Oh, Travis Tae and Michel Tuan Pham, “The Liberating Engagement Theory of Consumer Fun” (manuscript in final stages for submission to the *Journal of Consumer Research*)

Oh, Travis Tae and Michel Tuan Pham, “Experimental Studies on the Role of Liberation in Consumer Fun” (based on Part 2 of dissertation)

Oh, Travis Tae, Blaine Horton, and Sheena Iyengar, “Creativity Channeling: When and How Incidental Negative Affect Motivates Creativity” (data collection; 3 studies completed)

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 the *Journal of Marketing***)

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

CONFERENCE PRESENTATIONS

“The Psychology of Fun: Inquiry into Consumers’ Fun Experiences,” presented at the *University of Houston Doctoral Consortium* (April 2019: Houston, Texas)

“The Psychology of Fun,” presented as an individual paper at the *Society of Consumer Psychology Conference* (February 2019: Savannah, Georgia)

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

“Do Altruistic Individuals ‘Share’ More Content on Social Media?” Competitive Paper Presentation at the *Association for Consumer Research Conference* (October 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 an individual paper at the *Society of Consumer Psychology Conference* (February 2018: Dallas, Texas)

“Empirical Generalizations of Brand Personality Dimensions: Longitudinal Analysis of a Robust Six-Factor Model,” presented as a poster session at the *Association for Consumer Research Conference* (October 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 / Consumer Insights

Principles of Marketing

Pricing and Promotions

Market Research

Global (International) Marketing and Branding

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)

Kravis Professor of Business
Graduate School of Business
Columbia University
3022 Broadway, 515 Uris Hall
New York, NY 10027
Tel: +1 212-854-3472
Email: tdp4@columbia.edu

Sheena Iyengar (Co-author / Dissertation Committee)

S.T. Lee Professor of Business
Graduate School of Business
Columbia University
3022 Broadway, 714 Uris Hall
New York, NY 10027
Tel: +1 212-854-8539
Email: sheenaiyengaroffice@gsb.columbia.edu

Kamel Jedidi (Co-author / Dissertation Committee)

John A. Howard Professor of Business
Graduate School of Business
Columbia University
3022 Broadway, 518 Uris Hall
New York, NY 10027
Tel: +1 212-854-3479
Email: kj7@gsb.columbia.edu

Keith Wilcox (Co-author / Dissertation Committee)

Barbara and Meyer Feldberg Associate Professor of Business
Graduate School of Business
Columbia University
3022 Broadway, 509 Uris Hall
New York, NY 10027
Tel: +1 212-854-7647
Email: ktw2113@columbia.edu