

Heeyoung Yoon

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Heeyoung yoon is an Assistant Professor of Marketing at Università Bocconi.

Her research interests lie in the area of prediction bias, consumption experiences, and judgment and decision making. In particular, her primary research examines why people fail to accurately predict their consumption and how this can lead to suboptimal decisions. She is the author of numerous articles on her topics of interest. Her works have been published in the Journal of Consumer Research, Journal of Personality and Social Psychology and Korean Journal of Marketing, among others.

She got a Ph.D. in Marketing from the New York University in 2022 and she got a M.Sc. in Marketing, a B.A. in Economics and B.B.A. in Business Administration, from Yonsei University in South Korea

Articles in Scholarly Journals

Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption

YOON, H., T. MEYVIS, "Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption", Journal of Consumer Research, 2024, vol. 51, no. 3, pp. 474–496

What Are Friends for: Shifting the Focus of Social Relationships to Their Instrumentality as a Response to Future Anxiety

YOON, H., H. HAN, K. LEE, "What Are Friends for: Shifting the Focus of Social Relationships to Their Instrumentality as a Response to Future Anxiety", Korean Journal of Marketing, 2020, vol. 35, no. 2, pp. 55-69

Other in Journals

Adding is favoured over subtracting in problem solving

MEYVIS, T., H. YOON, "Adding is favoured over subtracting in problem solving", *Nature*, 2021, vol. 592, no. 7853, pp. 189-190