

Heeyoung Yoon

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

heeyoung.yoon@unibocconi.it

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