

CURRICULUM VITAE (November1, 2016)

**Jasook Kwon, Ph.D.**

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University of North Texas at Dallas  
7400 University Hills Blvd.  
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**AREA OF EXPERTISE**

Consumer Behavior: Consumer Decision-Making, Information Search,  
Marketing Research  
Personal Finance: Family Resource Management, Personal Financial Planning  
Quantitative Research Method: Multivariate Data Analysis  
Statistical Analysis with Programming Languages: SAS, SQL, R

**EDUCATION**

<u>Year</u>	<u>Degree</u>	<u>Major</u>	<u>Institution</u>
2002	Ph. D.	Consumer Sciences (with Economics as a supporting area)	The Ohio State University, Columbus, OH
1995	M. S.	Consumer Studies	Seoul National University, Seoul, Korea
1993	B. S.	Consumer Studies	Seoul National University, Seoul, Korea

**PROFESSIONAL EXPERIENCE**

<u>Begin/End Year</u>	<u>Place of Employment &amp; Job</u>	<u>Rank / Job Title</u>
2011/present	Business and Public Leadership University of North Texas at Dallas Dallas TX 75241	Adjunct Faculty
	<ul style="list-style-type: none"><li><u>Courses Taught</u> DSCI 2710D Data Analysis with Spreadsheet (since Su 2011)</li></ul>	

## PROFESSIONAL EXPERIENCE (cont.)

<u>Begin/End Year</u>	<u>Place of Employment &amp; Job</u>	<u>Rank / Job Title</u>
	DSCI 3710D Business Statistics (Sp 2011, Sp 2017 assigned) Econ 1100D Principles of Microeconomics (Fa 2011- Sp 2012) Econ 1110D Principles of Macroeconomics (Sp 2011 - Sp 2013)	
2006/2007	Department of Family and Consumer Sciences South Dakota State University Brookings, SD	Adjunct Faculty
	<ul style="list-style-type: none"><li>• <u>Course Taught</u> CA289 Consumers in the Market</li></ul>	
March 2005	Continuing Education University of Minnesota, Morris	Lecturer
	<ul style="list-style-type: none"><li>• Human Services Workshop Financial Counseling: Helping Human Service Providers Help Clients (36 Social Workers from West MN areas participated)</li></ul>	
2002/2003	Maryland Cooperative Extension Dep. of Family Studies University of Maryland, College Park, MD	Research Consultant
	<ul style="list-style-type: none"><li>• <u>Research Project</u> Retirement Preparation and Workplace Financial Education</li></ul>	
2000/2001	Department of Consumer Sciences The Ohio State University, Columbus, OH	Academic Advisor for Undergraduates
1998/2001	Department of Consumer Sciences The Ohio State University, Columbus, OH	Graduate Teaching Assistant
1996/1997	Kijeon Women's University, Jeonju, Korea	Adjunct Faculty
	<ul style="list-style-type: none"><li>• <u>Course Taught</u> FCS 210 Consumers in the Market</li></ul>	
1995/1996	LSR Institute, LG Electronics, Seoul, Korea	Researcher

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- Marketing research in new product development (Refrigerator 1995, cellphone 1995, washer 1996)

### STATISTICS SOFTWARE EXPERIENCE

- SPSS: Since master's thesis 1995
- Data: Survey data from 483 participants,
  - Analyses: Various descriptive analyses, ANOVA, Multiple Regression, Canonical correlation
- Research projects in LG Electronics (Refer to Professional Experience 1995-1996)
- SAS: Since doctoral dissertation 2002
- Data: Survey of Consumer Finances 1998
  - Analyses: Various descriptive analyses, Cluster Analysis, Multinomial Logit Analysis)
- Published research papers (Refer to Publication List)
- Excel: Teaching Courses since 2011 (Refer to Professional Experience 2011-present)
- Related Courses: Data Analysis with Spreadsheet, Business Statistics

### **AWARDS**

- 2003: The honorable mention, the 2003 American Council on Consumer Interests (ACCI) Dissertation Award Competition
- 1997-1998: Bower-Hunt Fellowship, College of Human Ecology, The Ohio State University
- 1994: Human Ecology Fellowship, Seoul National University

### **PUBLICATION**

1. Refereed Journal and Proceedings Articles (Published)
  - Kim, J., Kwon, J., & Anderson, E. (2005). Factors related to retirement confidence: Retirement preparation and workplace financial education, *Journal of Financial Counseling and Planning* 12(2), 77-89.
  - Kwon, J. (2004). Clustering users of multiple source of information for saving and investment. *Journal of Personal Finance*. 3(4), 33-48
  - Kwon, J. (2003). U.S. households' patterns of information source use for

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saving/investment decision-making. *Consumer Interest Annual*. Vol. 49.

2. Non-Refereed Articles (Published)

- Kwon, J. & Rhee, K.C. (1998). Consumer's needs for safety information on imported food, *Research Report of Human Ecology, SNU*, 23, 23-35. (written in Korean)

3. Book Chapters (Published)

None

4. Books (Published)

- Kwon, J. (2002). U.S. households' patterns of information source use for saving/investment decision-making, *Doctoral dissertation, The Ohio State University*
- Kwon, J. (1995). Consumer's needs for safety information on imported food, *Master's Thesis, Seoul National University* (written in Korean)