

CURRICULUM VITAE (January 15, 2017)

Jasook Kwon, Ph.D.

E-mail Address: jasook.kwon@untdallas.edu

University of North Texas at Dallas
7400 University Hills Blvd.
Dallas, TX 75241

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	College of Education and Human Ecology, The Ohio State University, Columbus, OH Supporting area: Economics (successfully completed 35 credit hours of graduate level Economics core courses and passed qualifying exam for Master's in Microeconomics and Econometrics administrated by Dept. of Economics, The Ohio State University, Spring 2000)
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 & Job</u>	<u>Rank / Job Title</u>
2011/present	College of Business University of North Texas at Dallas, Dallas TX 75241	Adjunct Faculty
	• Courses Taught (continues in next page)	

Jasook Kwon, Ph.D.

PROFESSIONAL EXPERIENCE (cont.)

<u>Begin/End Year</u>	<u>Place of Employment & Job</u>	<u>Rank / Job Title</u>
	<ul style="list-style-type: none">Courses taught in UNT Dallas DSCI 2710D Data Analysis with Spreadsheet (since Su 2011) DSCI 3710D Business Statistics (Sp 2011, Sp 2017) 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 <ul style="list-style-type: none"><u>Course Taught</u> CA289 Consumers in the Market	Adjunct Faculty
March 2005	Continuing Education University of Minnesota, Morris <ul style="list-style-type: none">Human Services Workshop Financial Counseling: Helping Human Service Providers Help Clients (36 Social Workers from West MN areas participated)	Lecturer
2002/2003	Maryland Cooperative Extension Dep. of Family Studies University of Maryland, College Park, MD <ul style="list-style-type: none"><u>Research Project</u> Retirement Preparation and Workplace Financial Education	Research Consultant
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 <ul style="list-style-type: none"><u>Course Taught</u> FCS 210 Consumers in the Market	Adjunct Faculty

Jasook Kwon, Ph.D.

PROFESSIONAL EXPERIENCE (cont.)

<u>Begin/End Year</u>	<u>Place of Employment & Job</u>	<u>Rank / Job Title</u>
1995/1996	LSR Institute, LG Electronics, Seoul, Korea <ul style="list-style-type: none">• Marketing research in new product development (Refrigerator 1995, cellphone 1995, washer 1996)	Researcher

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)
Jasook Kwon, Ph.D.

- 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 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)