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Education

Ph.D. in Business Administration, Hanyang University, Seoul, Korea (2020)

- Specialized in Global Business/Marketing

Bachelor of Commerce, Marketing, Saint Mary's University, Halifax, NS Canada (2014)

Bachelor : Chinese Language and Literature, Tsing Hua University, Beijing, China (2008-2010)

Academic Publications

Han, C.M., Wang, X. and Nam, H. (2020). "The changing nature of consumer animosity and cosmopolitanism among young, individualistic consumers in emerging Asia: evidence from China," *Asia Pacific Journal of Marketing and Logistics*, <https://doi.org/10.1108/APJML-11-2019-0635>. (SSCI journal)

Han, C. M. and Nam, H. (2020). " Localness of Foreign Brands and Its Impact on Consumer Quality Perceptions," *International Business Journal*, 31(2), 93-117. (KCI journal)

Han, C.M. and Nam, H. (2019). "How inter-country similarities moderate the effects of consumer ethnocentrism and cosmopolitanism in out-group country perceptions: An Asian perspective," *International Marketing Review*, 37(1), 130-155. (SSCI journal)

Han, C. M., Kim, K. A. and Nam, H. (2019). "Can corporate philanthropy change consumers' perceptions of Japanese multinationals and reduce animosity toward them?," *Asia Pacific Journal of Marketing and Logistics*, 32(1), 65-85. (SSCI journal)

Han, C. M. and Nam, H. (2019). "Can brand globalness also affect consumer evaluations for domestic brands?," *International Business Journal*, 30(3), 27-48. (KCI journal)

Experience

Researcher in Research Institute for Small & Medium Institute, Seoul, Korea (2020)

Teaching Fellow in Business School, Hanyang University, Seoul, Korea (2020)

- Global Marketing

Research Assistant in Hanyang Economic Research Institute, Seoul, Korea (2018-2020)

Research and Teaching Assistant in Hanyang University, Seoul, Korea (2016-2018)