

Heeyoung Yoon

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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

YOON H., MEYVIS T.

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

Journal of Consumer Research, 2024, vol.51, no. 3, pp.474-496

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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

MEYVIS T., YOON H.

Adding is favoured over subtracting in problem solving

2021, Nature

