Department of Consumer Science
Activities

**Research/Project**
- The department concentrates its research activities on four areas:
  - **Consumer Information and Empowerment**: changes in the consumer information environment and consumer empowerment
  - **Consumer Behavior**: consumer purchasing behavior for innovative products/services, online & offline retailing
  - **Household Economics**: economic status and financial wellbeing of consumers and households with emphasis on spending and financial decisions
  - **Behavioral Finance**: psychological mechanisms underlying financial decision making

**Funding & Scholarship**
- Five funded projects in collaboration with international institutions (Funding Amount $ 174, 752 USD in 2020)
- Research project in the areas of consumer empowerment, cross-cultural consumption, private education, and financial literacy
- Scholarships
  - Sim-san Scholarship (Graduate)
  - Mun-haeng Scholarship (Undergraduate)
  - Superior Grade Scholarship (Undergraduate)

**Domestic & International Conferences**
- Korean Society of Consumer Policy & Education
- Korean Society of Consumer Studies
- American Council on Consumer Interest
- Asian Consumer and Family Economics
- HCI International, Internet Technologies & Society

**Consumer Research Center**
- The CACI (Consumer Analysts for Consumer Insights) Center invites world renowned scholars and hosts forums to keep abreast of the most recent developments in consumer science and related academic disciplines.

**Ranking & Facts**

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<tbody>
<tr>
<td>Faculty Members</td>
<td>5</td>
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<tr>
<td>Undergraduate/Graduate Students</td>
<td>255</td>
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<td>MOUs with Major-Data Consulting Firms</td>
<td>3</td>
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<tr>
<td>Full-Time Employment Rate for Undergraduate (2016-2018)</td>
<td>85%</td>
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<td>Annual Average of Major International Publications per Faculty</td>
<td>3.6</td>
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**Activities for Students**
- A&C (Analyze & Create) is a student-led program for consumer analysis, pursuing understanding of course materials, and the application of knowledge through hands-on practice.

**About the Department**
- Established in 1971, the Department of Consumer Science is committed to addressing consumer-centric issues and problems faced by consumers, and improving their wellbeing through teaching, research, and outreach.
- Our program is focused on expanding the understanding of the consumer and market, household economics and financial issues, consumer policy, and consumer big data analysis.
- The curriculum emphasizes problem solving skills and field-based learning experience with a strong analytic orientation.

**Vision & Mission**
Our mission is to prepare students to become professionals who enhance consumer wellbeing and foster the development of a consumer-centered marketplace that bolsters consumer sovereignty.

**Consumer sovereignty**
- Empowering consumers to engage in the marketplace and take a prominent role in resource allocation

**Societal impact**
- Pursuing responsible and sustainable consumption

**Economic well-being**
- Enhance economic well-being of household in terms of Adequacy, Stability, and Equality