

## Hyesun Hwang, Ph.D.

Department of Consumer Science  
Sungkyunkwan University  
Seoul, Korea

E-mail: h.hwang@skku.edu  
Phone: +82-2-760-0519

### ACADEMIC APPOINTMENTS

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| <b>Sungkyunkwan University</b><br>Associate Professor, Department of Consumer Science            | September 2018- present    |
| <b>Sungkyunkwan University</b><br>Assistant Professor, Department of Consumer Science            | September 2017-August 2018 |
| <b>Chungbuk National University</b><br>Assistant Professor, Department of Consumer Science       | September 2013-August 2017 |
| <b>Sungkyunkwan University</b><br>Postdoc Researcher, Research Institute for Human Life Sciences | April 2013-August 2013     |

### EDUCATION

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| <b>Sungkyunkwan University</b><br>Ph.D. in Consumer Science   | 2007-2011 |
| <b>Sungkyunkwan University</b><br>M.A. in Home Economics (Consumer Science)   | 2004-2006 |
| <b>Sungkyunkwan University</b><br>B.A. in Family Life Management and Consumer Studies<br><i>Graduated first class honor</i> | 2001-2004 |

### HONORS AND AWARDS

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#### ■ Best Paper Award

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| Best Paper of the Year 2020,<br>Korean Society of Consumer Policy and Education<br><i>"Research Trends of Consumer Education Using Topic Modeling"</i>   | 2021 |
| Best Paper of the Year 2013,<br>Korean Society of Consumer Policy and Education<br><i>"Comparison of Korean and Chinese Consumerism Competency: Evaluation of Consumers' Competency and the Nations' and Corporations' Activities"</i> | 2014 |
| Best Paper of the Year 2012,<br>Korean Society of Consumer Studies<br><i>"Extraction and Analysis of Consumer Needs by Applying Generative Tools"</i>  | 2013 |

#### ■ Teaching Award

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| Teaching Award,<br>Sungkyunkwan University | 2013 |
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#### ■ Achievement Award

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|---|------|
| Academic Achievement Award,<br>Korean Consumption Culture Association/Korean Society for Consumer and Advertising Psychology/<br>Korean Society of Consumer Policy and Education/Korean Society of Consumer Studies | 2017 |
| Achievement Award,<br>Korea Finance Consumer Federation   | 2008 |

### ■ Best Presentation Award

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|---|---------------|
| Best Poster Award, Korean Home Economics Association        | May, 2021     |
| Best Poster Award, Korean Home Economics Association        | October, 2019 |
| Best Poster Award, Korean Home Economics Association        | May, 2019     |
| Best Poster Award, Korean Home Economics Association        | October, 2018 |
| Best Presentation Award, Korean Home Economics Association  | October, 2011 |
| Best Presentation Award, Korean Society of Consumer Studies | May, 2010     |
| Best Presentation Award, Korean Society of Consumer Studies | May, 2009     |
| Best Presentation Award, Korean Society of Consumer Studies | October, 2008 |

### ■ Government Commendation

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| Chairman's Commendation,<br>Korea Communications Commission<br>"Outstanding contribution to the protection of communication service users" | 2018 |
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## FUNDING

|  |           |
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| <ul style="list-style-type: none"> <li>Samsung Research Fund<br/><i>A Study on the Harmony between Greater Good and Self-Oriented Needs in Ethical Consumption Practices</i><br/>Role: <b>Principal Investigator</b></li> </ul>  | 2022-2023 |
| <ul style="list-style-type: none"> <li>National Research Foundation of Korea (NRF)<br/>General Joint Research (NRF-2022S1A5A2A03051196)<br/><i>Development and Validation of Korean Multidimensional Poverty Index: Predicting the Quality of Life of Vulnerable Populations in the Post-COVID-19 Era</i><br/>Role: <b>Principal Investigator</b></li> </ul> | 2022-2025 |
| <ul style="list-style-type: none"> <li>BK21 FOUR (Fostering Outstanding Universities for Research)<br/>Ministry of Education and National Research Foundation of Korea<br/><i>Data-Based Social Innovation Education &amp; Research Group</i><br/>Role: Co-Investigator (P.I. Jae Eun Chung)</li> </ul>  | 2020-2027 |
| <ul style="list-style-type: none"> <li>Sungkyun Research Fund<br/>Sungkyunkwan University<br/><i>Inconsistency Between Consumer Attitude and Practice toward Sustainable Consumption</i><br/>Role: <b>Principal Investigator</b></li> </ul>  | 2020-2021 |
| <ul style="list-style-type: none"> <li>National Research Foundation of Korea (NRF)<br/>Mid-Career Researchers (NRF-2019S1A5A2A01047525)<br/><i>Consumers' Boycott Experience and Participation as a Pro-social Consumption in Practice</i><br/>Role: <b>Principal Investigator</b></li> </ul>  | 2019-2021 |
| <ul style="list-style-type: none"> <li>BK21+<br/>Ministry of Education and National Research Foundation of Korea<br/><i>Big Data Based CACI (Consumer Analysts for Consumer Insight) Development Group</i><br/>Role: Co-Investigator (P.I. Kee-Ok Kim)</li> </ul>  | 2017-2020 |
| <ul style="list-style-type: none"> <li>Sungkyun Research Fund<br/>Sungkyunkwan University<br/><i>A Study on Consumers' Social Capital and Propensity of Pro-Social Consumption</i><br/>Role: <b>Principal Investigator</b></li> </ul>  | 2017-2018 |

- National Research Foundation of Korea (NRF)  
Young Researchers (NRF-2016S1A5A8020429)  
*Consumer Benefit and Intention to Participate in Creating Shared Value (CSV) Based on Consumer Perception and Acceptance*  
Role: **Principal Investigator**

2016-2017
- New Faculty Research Fund  
Chungbuk National University  
*A Study on the Gap in Smart Media Use*  
Role: **Principal Investigator**

2014-2015

## PUBLICATIONS

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- \_Trainee co-author
- \*Corresponding author

### ■ Articles

1. **Hwang, H.**, & Park, H.\* (in press). The Relationships of Financial Literacy with both Financial Behavior and Well-Being: Selective Meta-Analyses of the Literature. *Journal of Consumer Affairs*. **SSCI**
2. Jang, S., & **Hwang, H.\*** (in press). Multilevel factors associated with obesity among South Korean adolescents before and during the COVID-19 pandemic. *Childhood Obesity*. **SSCI**
3. **Hwang, H.\***, & Yeo, H. (in press). Inconsistency between subjective propensity and practice of sustainable consumption: Impact of the consumers' values-in-behavior and social participation. *Sustainable Development*. **SSCI**.
4. **Hwang, H.**, & Nam, S.\* (2022). Multidimensional poverty among different age cohorts in South Korea. *International Journal of Social Welfare*, 31(4), 433-448. **SSCI**
5. Lu, T., & **Hwang, H.\*** (2022). Consumer protection behavior related to behavioral information of online behavioral advertising: Application of risk perception attitude model. *Journal of Consumer Policy Studies*, 53(1), 39-66. **KCI**.
6. Jang, S., & **Hwang, H.\*** (2022). Multi-level factors associated with handwashing among adolescents during the COVID-19 pandemic in South Korea. *Asia-Pacific Journal of Public Health*, 34(4), 450-452. **SSCI**.
7. Han, J., Li, X., & **Hwang, H.\*** (2022). A study on the consumer boycott participation experience: Using text mining analysis and in-depth interview. *The Journal of the Korea Contents Association*, 22(2), 88-106. **KCI**.
8. **Hwang, H.**, & Nam, S.\* (2021). Social media use and subjective well-being among middle-aged consumers in Korea: mediation model of social capital moderated by disability. *Journal of Consumer Affairs*, 55(4), 1352-1372. **SSCI**.
9. Nam, S., & **Hwang, H.\*** (2021). Consumers' participation in information-related activities on social media. *PLOS ONE*, 16(4), 1-10. **SCIE**.
10. Kim, K., & **Hwang, H.\*** (2021). Consumer acceptance of product-service systems as alternative satisfiers of consumer needs for sustainable development. *Sustainable Development*, 29(5), 847-859. **SSCI**.
11. Li, X., Lim, H., Yeo, H., & **Hwang, H.\*** (2021). Text mining of online news, social media, and consumer review on artificial intelligence service. *Family and Environment Research*, 59(1), 23-43. **KCI**.
12. **Hwang, H.**, & Nam, S.\* (2021). The influence of consumers knowledge on their responses to genetically modified foods. *GM Crops & Food*, 12(1), 146-57. **SCIE**.
13. Hong, J., & **Hwang, H.\*** (2020). The difference in consumers' and company employees' perceptions of consumer boycotts and analysis of the factors affecting boycott participation. *Family and Environment Research*, 58(4), 517-537. **KCI**.
14. Kim, M., Li, X., & **Hwang, H.\*** (2020). Research trends of consumer education using topic modeling. *Journal of Consumer Policy Studies*, 16(2), 83-115. **KCI**.
15. Sun, W., **Hwang, H.\***, & Hong, J. (2020). Effect of consumption value of restaurant service on consumer satisfaction: Focusing on consumer experiences at a Chinese franchise restaurant. *Family and Environment Research*, 58(2), 177-186. **KCI**.
16. **Hwang, H.**, & Nam, S.\* (2020). Differences in multidimensional poverty according to householders' gender and age in South Korea. *Applied Research in Quality of Life*, 15(1), 147-165. **SSCI**.

17. **Hwang, H.** (2019). Consumers' value-in-behavior and practice of pro-social consumption: Focused on moderating effect of social capital. *The Journal of the Korea Contents Association*, 19(9), 162-180. **KCI**.
18. Nam, S., & **Hwang, H.\*** (2019). Consumers' needs for public education and corporate participation regarding child internet addiction: Based on the risk perception attitude framework. *Journal of Consumer Affairs*, 53(3), 1220-1233. **SSCI**.
19. Nam, S., & **Hwang, H.\*** (2019). What makes consumers respond to creating shared value strategy? Considering consumers as stakeholders in sustainable development. *Corporate Social Responsibility and Environmental Management*, 26(2), 388-395. **SSCI**.
20. **Hwang, H.** (2018). Do religion and religiosity affect consumers' intentions to adopt pro-environmental behaviours? *International Journal of Consumer Studies*, 42(6), 664-674. **SSCI**.
21. **Hwang, H.** (2018). Consumer Benefit and Intention to Participate in Creating Shared Value (CSV) Based on Consumer Perception. *The Journal of the Korea Contents Association*, 18(9), 1-13. **KCI**.
22. Park, H., Kim, K., & **Hwang, H.\*** (2018). Consumer acceptance of product-service system. *Journal of Consumer Studies*, 29(2), 73-93. **KCI**.
23. **Hwang, H.**, Kim, J., & Kim, K.\* (2018). Intention to participate in collaborative consumption as providers and users. *The Journal of the Korea Contents Association*, 18(3), 19-33. **KCI**.
24. Lee, S., Suk, J., Kim, M., & **Hwang, H.\*** (2017). How does young women's weight perception affect their nutrient intake?: Korean young women's dietary consumption and nutritional deficiency. *Health Care for Women International*, 38(11), 1247-1260. **SSCI**.
25. **Hwang, H.**, & Nam, S.\* (2017). The digital divide experienced by older consumers in smart environments. *International Journal of Consumer Studies*, 41(5), 501-508. **SSCI**.
26. Nam, S., & **Hwang, H.\*** (2017). The multidimensional poverty of female-headed households: Focused on comparing with male-headed households. *Journal of Consumer Studies*, 28(1), 59-75. **KCI**.
27. **Hwang, H.** (2016). Consumers' smart media usage divides: Focusing on technology leapfrogging. *Journal of Consumer Policy Studies*, 12(2), 145-168. **KCI**.
28. Lee, J., & **Hwang, H.\*** (2016). Private educational expenditure according to purposes of private education and after school program participation. *Journal of Families and Better Life*, 34(2), 1-14. **KCI**.
29. **Hwang, H.**, & Kim, K.\* (2015). Social media as a tool for social movements: The effect of social media use and social capital on intention to participate in social movements. *International Journal of Consumer Studies*, 39(5), 478-488. **SSCI**.
30. Huh, K., Chun, K., Choi, B., & **Hwang, H.\*** (2015). Consumers' Perception of the Regulations on Industrial Products: Consumers' Awareness, Expectation, and Recognized Necessity. *Journal of Consumer Policy Studies*, 11(3), 163-187. **KCI**.
31. **Hwang, H.** (2015). Intention to use physical and psychological community care services: a comparison between young-old and older consumers in Korea. *International Journal of Consumer Studies*, 39(4), 335-342. **SSCI**.
32. **Hwang, H.**, & Cho, Y.\* (2015). Consumer satisfaction of banking transaction factors and consumer complaint responses: Focused on the difference according to the satisfaction of provided information. *Journal of Consumer Policy Studies*, 11(1), 51-76. **KCI**.
33. Park, Y., Lee, S.\*, & **Hwang, H.** (2015). The effects of Food Choice Motivations and Market Conditions on Local Food Consumption. *Journal of Consumer Policy Studies*, 11(1), 121-146. **KCI**.
34. **Hwang, H.**, Wang, Y., & Kim, K.\* (2014). Comparison of consumer empowerment index between Korean and Chinese young adult consumers. *Journal of Consumer Policy Studies*, 10(4), 1-29. **KCI**.
35. **Hwang, H.**, Zhan, J., & Kim, K.\* (2014). How functional and psychological benefits influence on consumer satisfaction: Focusing on consumer satisfaction of Korean and Chinese iPad users. *Journal of Consumer Policy Studies*, 10(3), 83-107. **KCI**.
36. Yoo, H., & **Hwang, H.\*** (2014). Use pattern and safety pursuit behavior of consumers who using wet wipes for infants. *Crisisology*, 10(9), 49-73. **KCI**.
37. **Hwang, H.**, & Kim, K.\* (2014). Effects of market maven tendency on consumption life satisfaction: Focusing on information search attitude and competency. *Journal of Consumption Culture*, 17(3), 41-61. **KCI**.

38. **Hwang, H.**, & Cho, Y.\* (2013). Consumers' usage type and use intention of credit card loan services: Focused on cash advance and revolving service. *Journal of Consumer Policy Studies*, 9(4), 135-158. **KCI**.
39. Wu, M., Kim, K.\*, & **Hwang, H.** (2013). Comparison of Korean and Chinese consumerism competency: Evaluation of consumers' competency and the nations' and corporations' activities. *Journal of Consumer Policy Studies*, 9(3), 61-83. **KCI**.
40. Li, L., Kim, K.\*, & **Hwang, H.** (2013). A comparative study of on-line social commerce participation behavior of Korean and Chinese consumers. *Korean Journal of Human Ecology*, 22(1), 1-15. **KCI**.
41. **Hwang, H.**, Lee, K., & Kim, K.\* (2013). A study of copyright recognition and consuming intention on digital cultural contents of Korean and Japanese consumers. *Journal of Consumer Studies*, 24(1), 273-296. **KCI**.
42. Kim, I., Kim, K.\*, & **Hwang, H.** (2012). The types of product customization and consumer benefits, *Journal of Consumer Studies*, 23(4), 337-366. **KCI**.
43. **Hwang, H.**, & Kim, K.\* (2012). Consumer information competency of contemporary consumers: Effects on information search efficiency and effectiveness for purchase of electronic goods. *Family and Environment Research*, 50(6), 99-117. **KCI**.
44. **Hwang, H.**, & Kim, K.\* (2012). Extraction and analysis of consumer needs by applying Generative Tools. *Journal of Consumer Studies*, 23(2), 165-205. **KCI**.
45. Kim, K.\*, & **Hwang, H.** (2011). Exploring dimensions of consumer needs by eliciting from different consumer life Spaces. *Journal of ARAHE*, 18(4), 135-144.
46. **Hwang, H.**, & Kim, K.\* (2011). Comparative study of consumer needs research methods: In-depth interview and Generative Tools method. *Journal of ARAHE*, 17(3), 73-83.
47. Kim, K., & **Hwang, H.\*** (2009). The perception of consumer movement based on the expanded consumer roles in contemporary society: Development of scales for consumer roles and consumer movement. *Journal of Consumer Studies*, 20(4), 153-185. **KCI**.
48. Nam, S., & **Hwang, H.\*** (2009). The meaning of housing space for housewives: application of Q methodology. *Journal of Consumer Studies*, 20(3), 2145-241. **KCI**.
49. Nam, S., Lee, E.\*, & **Hwang, H.** (2009). Clothing buying model according to the adolescent consumers' body image and self-esteem: Focused on absorption in mass media and perception of BMI differences. *Journal of Consumption Culture*, 12(1), 123-146. **KCI**.
50. Cho, Y., & **Hwang, H.\*** (2008). Consumers' perceptions and expectations of bancassurance: The present issues and the fourth phase of extension policy. *Korean Journal of Insurance*, 81, 29-68. **KCI**.
51. Nam, S., & **Hwang, H.\*** (2007). Consumers' subjective evaluation of the benefits of on-line game: Application of Q methodology. *Journal of Home Economics Education Research*, 19(4), 119-135. **KCI**.

#### ■ Books

1. Choi, H., Cha, T., Choi, J., Kim, J., Lee, J., & **Hwang, H.** (2022). *Social Sciences in the Era of Transformation and Transition*. Sungkyunkwan University Press.
2. Kim, K., Kim, R., Lee, S., & **Hwang, H.** (2015). *Consumer Information in the Hyperconnected Society*. Sigma Press.

## CONFERENCE PRESENTATIONS

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#### ■ Published Conference Papers

1. Kim, B., Li, X., Yoon, D., & **Hwang, H.\*** (2022). How Are the Issues of Poverty Changing with COVID-19 in South Korea?. In: Arai, K. (eds) Advances in Information and Communication. FICC 2022. *Lecture Notes in Networks and Systems*, vol 439. Springer, Cham. **SCOPUS**.
2. Li, X., Kim, B., Yoon, D., & **Hwang, H.\*** (2022). Differences in Smartphone Overdependence by Type of Smartphone Usage: Decision Tree Analysis. In: Arai, K. (eds) Advances in Information and Communication. FICC 2022. *Lecture Notes in Networks and Systems*, vol 438. Springer, Cham. **SCOPUS**.

3. Yoon, D., Hwang, H.\*, Pak, T., Kim, B., Li, X., & Lee, J. (2022). Fire Risk Prediction Using Building Information and Machine Learning Methods. In: Arai, K. (eds) *Advances in Information and Communication. FICC 2022. Lecture Notes in Networks and Systems*, 438. Springer, Cham. **SCOPUS**.
4. Li, X., Yeo, H., & Hwang, H.\* (2020). Detecting themes related to public concerns and consumer issues regarding personal mobility. In: Stephanidis, C., Antona, M. (eds) *HCI International 2020 - Posters. HCII 2020. Communications in Computer and Information Science*, 1224. Springer, Cham. **SCOPUS**.
5. Hwang, H., Li, X., Xiang, M., & Kim, K.\* (2020). Consumer experiences of the world's first 5G network in South Korea. In: Stephanidis, C., Antona, M. (eds) *HCI International 2020 - Posters. HCII 2020. Communications in Computer and Information Science*, 1224. Springer, Cham. **SCOPUS**.
6. Yang, Y., Hwang, H., Xiang, M., & Kim, K.\* (2020). Latent profile analysis of Generation Z and Millennials by their smartphone usage pattern. In: Stephanidis, C., Antona, M. (eds) *HCI International 2020 - Posters. HCII 2020. Communications in Computer and Information Science*, 1226. Springer, Cham. **SCOPUS**.
7. Hwang, H. (2020). Does social media close the political efficacy gap to participate in politics?. In: Stephanidis, C., Antona, M. (eds) *HCI International 2020 - Posters. HCII 2020. Communications in Computer and Information Science*, 1226. Springer, Cham. **SCOPUS**.
8. Zhang, Y., Yeo, H., Li, X., & Hwang, H.\* (2020). Consumer use pattern and evaluation of social media based consumer information source. In: Arai, K., Kapoor, S., Bhatia, R. (eds) *Advances in Information and Communication. FICC 2020. Advances in Intelligent Systems and Computing*, 1130. Springer, Cham. **SCOPUS**.
9. Li, X., Yeo, H., Hwang, H.\*, & Kim, K. (2020). 5G service and discourses on hyper-connected society in South Korea: Text mining of online news. In: Arai, K., Kapoor, S., Bhatia, R. (eds) *Advances in Information and Communication. FICC 2020. Advances in Intelligent Systems and Computing*, 1130. Springer, Cham. **SCOPUS**.
10. Yang, Y., Suk, J., Kim, K.\*, Hwang, H., Lim, H., & Xiang, M. (2020). A consumer-centric approach to understand user's digital experiences. In: Ahram, T., Karwowski, W., Vergnano, A., Leali, F., Taiar, R. (eds) *Intelligent Human Systems Integration 2020. IHSI 2020. Advances in Intelligent Systems and Computing*, 1131. Springer, Cham. **SCOPUS**.
11. Lim, H., Li, X., Yeo, H., & Hwang, H.\* (2020). Semantic network analysis of Korean virtual assistants' review data. In: Ahram, T., Karwowski, W., Vergnano, A., Leali, F., Taiar, R. (eds) *Intelligent Human Systems Integration 2020. IHSI 2020. Advances in Intelligent Systems and Computing*, 1131. Springer, Cham. **SCOPUS**.
12. Hwang, H., Suk, J., Kim, K.\*, Hong, J. (2018). How consumers perceive home IoT services for control, saving, and security. In: Yamamoto, S., Mori, H. (eds) *Human Interface and the Management of Information. Information in Applications and Services. HIMI 2018. Lecture Notes in Computer Science*, 10905. Springer, Cham. **SCOPUS**.
13. Jeong, Y., Suk, J., Hong, J., Kim, D., Kim, K.O., Hwang, H.\* (2018). Text mining of online news and social data about chatbot service. In: Stephanidis, C. (eds) *HCI International 2018 – Posters' Extended Abstracts. HCI 2018. Communications in Computer and Information Science*, vol 850. Springer, Cham. **SCOPUS**.
14. Hong, J., Suk, J., Hwang, H.\*, Kim, D., Kim, K., Jeong, Y. (2018). Text mining analysis of online consumer reviews on home IoT services. In: Stephanidis, C. (eds) *HCI International 2018 – Posters' Extended Abstracts. HCI 2018. Communications in Computer and Information Science*, vol 850. Springer, Cham. **SCOPUS**.
15. Kim, D., Hong, J., Jeong, Y., Suk, J., Kim, K., Hwang, H.\* (2018). Opinion mining on internet primary bank with online news and social data. In: Stephanidis, C. (eds) *HCI International 2018 – Posters' Extended Abstracts. HCI 2018. Communications in Computer and Information Science*, vol 852. Springer, Cham. **SCOPUS**.

## ■ Presentations

1. Yoon, J., Han, S., Lee, Y., & Hwang, H. (2022). Text mining analysis of ESG management reports in South Korea: Comparison with UN-SDGs. *Korean Consumption Culture Association*, Virtual Conference.
2. Choi, S., Li, X., & Hwang, H. (2022). Consumer problems in C2C platform: Using text mining techniques. *Korean Consumption Culture Association*, Virtual Conference.
3. Li, X., Yoo, J., Jung, W., & Hwang, H. (2022). Effect of perception of intelligent information society and self-efficacy on intention to accept artificial intelligence technology. *Korean Consumption Culture Association*, Virtual Conference.
4. Yeo, H., & Hwang, H. (2021). Ethical consumption behavior based on knowledge and perceived importance of ethical consumption. *Korean Society of Consumer Policy and Education*, Virtual Conference.

5. Li, X., Yoon, D., & Hwang, H. (2021). Exploring consumer deprivations before and after COVID-19. *Korean Society of Consumer Policy and Education*, Virtual Conference.
6. Han, J., Li, X., & Hwang, H. (2021). Phenomenological approach and text mining on the experience of boycott participation. *Korean Society of Consumer Policy and Education*, Virtual Conference.
7. Hwang, H., Park, H., & Han, S. (2020). A meta-analytic study of the relationships between financial literacy and both financial behavior and well-being. *78th Convention of International Council of Psychologists*, Virtual Conference.
8. Li, X., Lim, H., & Hwang, H. (2019). Daily life with “Clova” smart speaker. *International Conference on Human-Computer Interaction*. Spain.
9. Lim, H., Hwang, H., Kim, K., & Yang, Y. (2019). How should “AI speakers” touch consumer hearts? Text mining of mass media about AI speakers. *International Conference on Human-Computer Interaction*. Spain.
10. Yeo, H., Li, X., Lim, H., & Hwang, H. (2019). Consumer review network analysis of AI speakers. *Korean Home Economics Association*. Seoul.
11. Hong, J., & Hwang, H. (2019). Awareness and consumer participation behavior of consumers and business workers on the consumer boycott. *Korean Home Economics Association*. Seoul.
12. Lim, H., Li, X., Yeo, H., & Hwang, H. (2019). Social media analysis and review text mining for artificial intelligence services. *Korean Home Economics Association*. Seoul.
13. Hong, J., Lim, H., & Hwang, H. (2018). Consumer support or disapproval of companies - social media text analysis. *9th International Conference on Internet Technologies & Society*. Hong Kong.
14. Tan, F., Hwang, H., Lim, H., Park, J., & Hong, J. (2018). Continuous use intention of mobile payment – comparison of Alipay and WeChat pay. *9th International Conference on Internet Technologies & Society*. Hong Kong.
15. Hong, J., Kim, K., & Hwang, H. (2018). Online text analytics for home IoT services. *Korean Consumption Culture Association*, Seoul.
16. Suk, J., Hong, J., Kim, K., & Hwang, H. (2018). Consumer cost-benefit perception of home IoT services. *Korean Consumption Culture Association*, Seoul.
17. Kim, K., Suk, J., Hong, J., & Hwang, H. (2018). Effect of consumer cost-benefit perception of home IoT service on intention to use: Focusing on the moderating effect of promotion conditions. *Korean Home Economics Association*. Seoul.
18. Tan, F., Lim, H., Hong, J., Park, J., & Hwang, H. (2018). A study on consumer satisfaction of mobile payment service. *Korean Home Economics Association*. Seoul.
19. Sun, W., Hong, J., & Hwang, H. (2018). The Effect of Consumption Value of Core Service of Dining Service on Consumer Satisfaction. *Korean Home Economics Association*. Seoul.
20. Hong, J., Hwang, H., Bang, J., & Woo, H. (2016). A study on consumer relational benefit perception and satisfaction. *Korean Consumption Culture Association*, Seoul.
21. Lee, S., & Hwang, H. (2015). The effects of socio-economic status and health behaviors on health-related quality of life in Korea. *American Council on Consumer Interests*. Tampa, FL.
22. Lee, S., Suk, J., Kim, M., & Hwang, H. (2015). What drives dietary consumption: The incongruence in perceived weight and BMI of Korean women consumers. *American Council on Consumer Interests*. Tampa, FL.
23. Huh, K., Hwang, H., Chun, K., & Choi, B. (2015). Industrial Products Regulation and Consumer Issues. *Korean Society of Consumer Policy and Education*, Seoul.
24. Noh, Y., Hwang, H., & Lee, B. (2015). How do consumers perceive CSR? *Korean Society for Consumer and Advertising Psychology*, Seoul.
25. Lee, S., Hwang, H., Park, Y., & Ha, J. (2015). Consumer confidence and anxiety in food additives. *Korean Society of Consumer Studies*, Seoul.
26. Yoo, H., & Hwang, H. (2014). Consumer usage and safety consciousness of chemical household products: Focusing on wet wipes for infants. *American Council on Consumer Interests*, Milwaukee, WI.
27. Kim, K., & Hwang, H. (2011). Exploring consumer needs with Lewin's life space perspective. *International Conference on Engineering Design*, Copenhagen, Denmark.

28. **Hwang, H.**, & Kim, K. (2010). User research methods: Distinctive need expressions from an in-depth interview and a Generative method. *International Conference on Design and Emotion*, Chicago, IL.
29. Kim, K., & **Hwang, H.** (2009). An experimental application of Generative Tools to consumers' latent needs. *Asian Regional Association for Home Economics*, Pune, India.

## TEACHING

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### ■ Undergraduate

- Consumer Decision Making
- Analysis of Consumer Needs
- Consumer Demographics
- Product Anatomy
- Consumer Education and Counseling
- Consumer Law and Policy

### ■ Graduate

- Advanced Consumer Decision Making
- Intelligent Information Technology and Consumer Studies
- Advanced Analysis of Consumer Types
- Studies on Consumer Products
- Studies on Human-Centered Product Development
- Human Living and Interdisciplinary Design

## PROFESSIONAL MEMBERSHIPS AND SERVICES

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### ■ Membership

- American Council on Consumer Interests
- Korean Society of Consumer Studies
- Korean Association of Consumer Professionals
- Korea Home Economics Association
- Korea Home Economics Education Association
- Korea Finance Consumer Federation

### ■ Editorial Board

Editorial Board Member, Korea Home Economics Education Association

2021-present

### ■ Ad Hoc Reviewer

- Journal of Consumer Affairs
- International Journal of Consumer Studies
- Technology in Society
- Current Psychology
- New Media and Society
- Information Development
- International Journal of Information Management
- PLOS ONE
- Asian Academy of Management Journal