

# Soo Yon Ryu

Assistant Professor of Business Administration  
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## ACADEMIC POSITION

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Assistant Professor of Business Administration  
Washington and Lee University  
*07/2025 – Present*

*Lexington, Virginia, USA*

## EDUCATION

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**Ph.D. in Marketing (Consumer Behavior)**  
University of Florida  
*08/2020 – 05/2025*

*Gainesville, Florida, USA*

**Master of Art Management** in Interdisciplinary Program in Art Management  
Seoul National University  
*03/2017 – 02/2019*

*Seoul, Korea*

**Bachelor of Business Administration** in Business Administration  
**Bachelor of Science** in Culture and Design Management (Double Major)  
Yonsei University  
*03/2012 – 02/2017*

*Seoul, Korea*

## RESEARCH INTERESTS

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- Aesthetics
- Experiential Consumption
- Ethical & Moral Consumption
- Variety Seeking

## GRANTS, AWARDS, AND FELLOWSHIPS

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- Marketing Science Institute Research Grant (2024)
- Warrington College of Business Ph.D. Teaching Award (2023)
- AMA-Sheth Foundation Doctoral Consortium Fellow (2023)
- Warrington College of Business Behavioral Research Grants (2022)

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- Butterworth Fellowship (2020 – present)
  - Teaching/Research Assistant Scholarship – Seoul National University (2018, 2019)
  - Merit Scholarship – Seoul National University (2019)

## PUBLICATIONS

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**Ryu, Soo Yon**, Wilson Bastos, and Travis Tae Oh (2025), "The Materialization of Experiences: How Perceived Experience Depth Increases Consumers' Preference for Unique Objects," *Journal of Association for Consumer Research*, forthcoming.

## RESEARCH IN PROGRESS

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**Simple is Eco-Friendly, but Complex is Effective: Inferences from Package Design** with Felipe M. Affonso and Aner Sela  
Dissertation Essay; Revise & Resubmit at *Journal of Advertising*

**Hypocritical Consumption Behavior** with Chris Janiszewski and Felipe M. Affonso  
Dissertation Essay; In Preparation for Submission

**The Fun and Function of Rotational Variety** with Gia Nardini, Richard J. Lutz, and Zhiyu Zhang  
In Preparation for Submission

**Preference for Freeform Design** with Travis Oh  
Data Collection in Progress

**Ownership Decreases Sustainable Behavior** with Xiang Wang and Chris Janiszewski  
Data Collection in Progress

**Gendered AI Interaction** with Geoff Tomaino  
Data Collection in Progress

**Learning AI-Generated Image Design from Multimodal Information** with Zhiyu Zhang  
Data Collection in Progress; Multi-Method

## CHAired CONFERENCE SYMPOSIA

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- **Design Thinking: How Product Aesthetics Influence Consumers** (Society for Consumer Psychology, 03/2023)
  - **Session chair** for *Design Thinking: How Product Aesthetics Influence Consumers*
  - **Session participants:** Soo Yon Ryu, Felipe M. Affonso, Aner Sela, Freeman Wu, Martin Reimann, Adriana Samper, Andrea C. Morales, Gavan J. Fitzsimons, Aviva Philipp-Muller, and Xiaoyan Deng

## CONFERENCE PRESENTATIONS (\*Denotes presentation by Soo Yon Ryu)

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- **The Materialization of Experiences: How Perceived Experience Depth Increases Consumers' Preference for Unique Objects\*** (Association for Consumer Research, 10/2025)
- **The Fun and Function of Rotational Variety\*** (Society for Consumer Psychology, 02/2025)
- **The Materialization of Experiences: How Experience Depth Increases Consumers' Preference for Unique Objects\*** (Society for Consumer Psychology, 02/2025)
- **The Fun and Function of Rotational Variety\*** (Association for Consumer Research, 09/2024)
- **The Materialization of Experiences: How Experience Depth Increases Consumers' Preference for Unique Objects\*** (Association for Consumer Research, 09/2024)
- **Simple is Eco-Friendly, but Complex is Effective: Inferences from Package Design\*** (Association for Consumer Research, 09/2024)
- **When and How Deep Experiences Increase Preferences for Unique Objects\*** (Winter AMA, 02/2024)
- **Simple is Eco-Friendly, but Complex is Effective: Inferences from Package Design\*** (Southeast Marketing Symposium, 04/2023)
- **Simple is Eco-Friendly, but Complex is Effective: Inferences from Package Design\*** (Society for Consumer Psychology, 03/2023)
- **What Signal Can Obscure Art Send?: The Role of Processing Fluency in Signaling Social Class Through Art\*** (Association for Consumer Research, 10/2019)
- **"Art Won't Let You Down" - The Effect of Fluency in Art Consumption on Status Inference\*** (Korean Marketing Association, 03/2019)

## PROFESSIONAL AND COMMUNITY SERVICE

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- **Scholarly Insights: American Marketing Association**
  - Article: [How Fast-Fashion Copycats Hurt—and Help—High-End Fashion Brands](#) (04/2023)
- **University of Florida Behavioral Research Lab Procedure Design** (2022 – present)
- **Ad hoc Reviewer – Association for Consumer Research** (2022 – present)
- **SCP Boutique Conference – Logistics Organizer** (01/2022)

## PROFESSIONAL AFFILIATIONS

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- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

## TEACHING INTERESTS

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- Marketing Management
- Arts Management
- Consumer Behavior
- Entrepreneurship

## TEACHING EXPERIENCE

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- **Instructor:** Marketing (Graduate: Masters, Spring 2025, University of Florida)
- **Guest Lecturer:** Undergraduate Research in Business (Undergraduate, Fall 2024, University of Florida)
- **Guest Lecturer:** Organizational Research Methods (Graduate: Doctor of Business Administration, Spring 2024, University of Florida)
- **Guest Lecturer:** Undergraduate Research in Business (Undergraduate, Fall 2023, University of Florida)
- **Invited Panelist:** Preparing to Teach Business (Graduate: Ph.D., Summer 2023, University of Florida)
- **Instructor:** Marketing Management (Undergraduate, Spring 2023, University of Florida)
  - Instructor rating: **4.96 / 5.00** (college average: 4.25 / 5.00)
  - Warrington College of Business **Ph.D. Teaching Award**
- **Teaching Assistant:** Marketing Management (Undergraduate, Fall 2019, Spring 2020), Arts and Management (Graduate; Fall 2020, Seoul National University)
- **Teaching Assistant:** Management Strategy for the Arts (Graduate, Fall 2018, Seoul National University)

## INDUSTRY EXPERIENCE

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- **Art Merchandise E-Commerce:** Founder (09/2017 – 05/2019)
- **Hanbok Curation E-Commerce:** Founder (03/2016 – 12/2017)

## SKILLS AND HOBBIES

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### Data Analysis

SPSS / SAS / R  
AMOS (SEM)  
LIWC

### Graphic Tools

Adobe Photoshop  
Adobe Illustrator  
Sketchup

### Certified Hobbies

Yoga Instructor (Yoga Alliance)  
Free Diver (SSI)  
Scuba Diver (PADI)  
Fashion Stylist (Korean Government)  
Shop Master (Korean Government)  
Graphic Technology Qualification

### Graphic Design

Product Design  
Product Mockup  
Photography  
Illustration  
3D Rendering

## REFERENCES

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### Aner Sela (Ph.D. Committee Chair)

City Furniture Professor of Marketing

University of Florida  
Warrington College of Business  
Marketing Department  
Stuzin Hall 267F  
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### Chris Janiszewski (Ph.D. Committee Co-Chair)

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### Travis Tae Oh (Co-Author)

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