

# Boyoun (Grace) Chae

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## Academic Position

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Assistant Professor of Marketing 2018– present  
*Hong Kong Polytechnic University, Hong Kong*

Assistant Professor of Marketing 2014 – 2018  
*Temple University, Philadelphia, PA, USA*

## Education

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Ph. D., Marketing 2014  
*Sauder School of Business, University of British Columbia, BC, Canada*

M. Sc., Marketing 2008

B. B. A. (Cum Laude), Business Administration 2004  
*Seoul National University, South Korea*

Exchange Program 2004  
*ESSEC Business School, France*  
*Trinity College, University of Dublin, Ireland*

## Research Interest

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Environmental Psychology  
Personal Control  
Social Structure and Social Influence

## Publications

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1. **Chae, Boyoun (Grace)**, Darren Dahl, and Rui (Juliet) Zhu (2017), ““Our” Brand's Failure Leads to “Their” Product Derogation,” *Journal of Consumer Psychology*, 27 (October).
2. **Chae, Boyoun (Grace)** and Rui (Juliet) Zhu (2014), “Environmental Disorder Leads to Self-Regulatory Failure,” *Journal of Consumer Research*, 44 (April).  
Featured in Harvard Business Review Online, Wall Street Journal, Chicago Tribune, ScienceDaily, the Globe and Mail etc.
3. **Chae, Boyoun (Grace)** and JoAndrea Hoegg (2013), “The Future Looks “Right”: Effects of the Horizontal Location of Advertising Images on Product Attitude,” *Journal of Consumer Research*, 40 (August).  
Featured in Harvard Business Review, ScienceDaily, the Boston Globe etc.

4. **Chae, Boyoun (Grace)**, Xiuping Li, and Rui (Juliet) Zhu (2013), “Judging Product Effectiveness from Perceived Spatial Proximity,” *Journal of Consumer Research*, 40 (August).  
Featured in ScienceDaily, EurekAlert!, Phys.Org. etc.

## Summary Article

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5. **Chae, Boyoun (Grace)** and Rui (Juliet) Zhu (2015), “Why a Messy Workspace Undermines Your Persistence”, Harvard Business Review Online. Retrieve from <https://hbr.org/2015/01/why-a-messy-workspace-undermines-your-persistence>.

## Ongoing Research

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6. **Chae, Boyoun (Grace)**, Keisha Cutright, and JoAndrea Hoegg, “The Price is Right: Perceptions of Control Influence How Consumers Use Price in Judging Product Quality”
7. Mengmeng Liu, Maureen Morrin, and **Boyoun (Grace) Chae**, “The Impact of Childhood Exposure to Interparental Conflict on Consumer Response to Online Reviews”
8. **Chae, Boyoun (Grace)**, Rui (Juliet) Zhu, Katherine White, and Darren Dahl, “Wealth-Based Differential Treatment: The Role of Behavioral Standards”
9. **Chae, Boyoun (Grace)**, Hyun Young Park, and Katherine White, “The Risk of Virtue: The Impact of Cause Marketing on Consumer Financial Decision,”
10. with Rui (Juliet) Zhu, Katherine White, and Darren Dahl, “Well Done. Punishing the Rich Enhances Fairness Perceptions.”
11. with J. Christine Kim on “Sharing Economy and Consumer Complaints.”
12. with J. Christine Kim and Keisha Cutright on “Keep or Toss: The effects of Early Childhood Experience on Consumer Disposal.”
13. with Nathan Fong “Indulgent Rewards and Donation Behavior.”

## Presentations

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(\*presenting author)

- Mengmeng Liu\*, Maureen Morrin, and **Boyoun (Grace) Chae** (2018) “The Impact of Childhood Exposure to Interparental Conflict on Consumer Response to Online Reviews,” *Association for Consumer Research*, Dallas, Texas.
- Chae, Boyoun (Grace)\***, JoAndrea Hoegg, and Keisha Cutright (2017), “The Price is Right: Perceptions of Control Influence How Consumers Use Price in Judging Product Quality,” *Association for Consumer Research*, San Diego, USA.
- Boyoun (Grace) Chae\***, Hyun Young Park, and Katherine White (2017), “The Risk of Virtue,” *American Marketing Association Summer Educator Conference*, San Francisco, CA.
- Chae, Boyoun (Grace)**, Hyun Young Park\*, and Katherine White (2017), “The Risk of Virtue,” *Society for Consumer Psychology Summer Conference*, Washington D.C.
- Chae, Boyoun (Grace)**, Hyun Young Park\*, and Katherine White (2016), “The Risk of Virtue,” *Association for Consumer Research*, Berlin, Germany.
- Mengmeng Liu\*, Maureen Morrin, and **Boyoun (Grace) Chae** (2016), “Stop Arguing! Interparental Conflict and Consumer Avoidance Behavior,” *Society for Consumer Psychology*, St. Pete Beach, FL.
- Chae, Boyoun (Grace)**, Hyun Young Park\*, and Katherine White (2016), “The Risk of Virtue: How Corporate Social Responsibility Influences Consumer Financial Risk-Taking,” *Marketing Science*, Shanghai, China.
- Chae, Boyoun (Grace)\***, Hyun Young Park\*, and Katherine White (2016), “The Risk of Virtue,” *Society for Consumer Psychology*, St. Pete Beach, FL.
- Chae, Boyoun (Grace)\***, Darren Dahl, and Rui (Juliet) Zhu (2015) “Our” Brand’s Failure Leads to Out-Group Product Derogation,” *Association for Consumer Research*, New Orleans, LA.
- Chae, Boyoun (Grace) \***, Rui (Juliet) Zhu, Katherine White, and Darren Dahl (2015) “Discrimination Against the Rich,” *Association for Psychological Science 27<sup>th</sup> Annual Convention*, New York, NY
- Chae, Boyoun (Grace) \***, Rui (Juliet) Zhu, Katherine White, and Darren Dahl (2014) “Discrimination Against the Rich,” *Association for Consumer Research*, Baltimore, MD.
- Chae, Boyoun (Grace)\*** and Rui (Juliet) Zhu (2014), “Environmental Disorder Leads to Self-Regulatory Failure,” *Society for Personality and Social Psychology*, Austin, TX.
- Chae, Boyoun (Grace)\*** and Rui (Juliet) Zhu (2012), “Environmental Disorder Leads to Self-Regulatory Failure,” *Association for Consumer Research*, Vancouver, BC.
- Chae, Boyoun (Grace)\*** and JoAndrea Hoegg (2012), “Consumers' Use of 'Time Flies Left to Right' Metaphor: The Impact of Spatial Position of Visual Cues on Product Judgment in Advertisement,” *Society for Consumer Psychology*, Las Vegas, NV.
- Chae, Boyoun (Grace)\*** and Rui (Juliet) Zhu (2012), “Environmental Disorder Leads to Self-Regulatory Failure,” *Society for Consumer Psychology*, Las Vegas, NV.

- Mehta Ravi\*, **Boyoun (Grace) Chae**, Rui (Juliet) Zhu, and Dilip Soman (2012), “Warm Or Cool Color? Exploring the Effects of Color on Donation Behavior,” *Society for Consumer Psychology*, Las Vegas, NV.
- Chae, Boyoun (Grace)\***, Darren Dahl, and Rui (Juliet) Zhu (2011), “We Hate Your Products: The Effects of Social Identity Threat on Out-group Product Evaluation,” *Association for Consumer Research*, St. Louise, MO.
- Mehta Ravi\*, **Boyoun (Grace) Chae**, Rui (Juliet) Zhu, and Dilip Soman (2011), “Warm or Cool Color? Exploring the Effects of Color on Donation Behavior,” *Association for Consumer Research*, St. Louise, MO.
- Xiuping Li, **Boyoun (Grace) Chae\***, and Rui (Juliet) Zhu (2010), “When Closer is Better: The Influence of Physical Distance on Consumer Judgment of Product Effectiveness,” *Association for Consumer Research*, Jacksonville, FL.

## Grants and Awards

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Young Scholars Seed Fund, Fox School of Business	2015-7
Grant-in-Aid, Provost Office, Temple University	2015-7
National Retail Federation	2015
AMA-Sheth Doctoral Consortium Fellow	2012
Dean Earle D. MacPhee Memorial Fellowship, University of British Columbia	2008-12
Sauder School of Business Graduate Award, University of British Columbia	2008
C. K. Choi Fellowship, University of British Columbia	2008
Scholarship for Academic Excellence, Seoul National University	2000-04
Asia Europe Meeting (ASEM) Duo Scholarship for Excellent Exchange Students	2004

## Teaching

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Seminar in Behavioral Research	2016
Marketing Research	2017
Consumer Behavior	2015, 6

## Service

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University:

Fox School of Business Subject Pool Management (2014-2016)

Fox School of Business Behavioral Research Lab Creation/ Management (2014-2016)

Doctoral Faculty Committee (2014-present)

Field:

Ad Hoc Reviewer:

*Journal of Consumer Research*

*Journal of Consumer Psychology*

*Marketing Letters*

*Marketing Theory*

Association for Consumer Research Conference

Society for Consumer Psychology Conference

Student Volunteer, Association for Consumer Research (2010)

## **Professional Affiliations**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Association for Psychological Science (APS)  
American Marketing Association (AMA)  
Society for Personality and Social Psychology (SPSP)