

## CURRICULUM VITAE (Aug. 1, 2024)

# Jasook Kwon, Ph.D.

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University of North Texas at Dallas  
7400 University Hills Blvd.  
Dallas, TX 75241

### AREA OF EXPERTISE

Consumer Behavior:	Consumer Decision-Making, Information Search, Marketing Research
Personal Finance:	Family Resource Management, Personal Financial Planning
Quantitative Research Method:	Multivariate Data Analysis
Data Analysis Tools:	Excel, SPSS, SAS, SQL, R

### EDUCATION

<u>Year</u>	<u>Degree</u>	<u>Major</u>	<u>Institution</u>
2002	Ph. D.	<b>Consumer Sciences</b>	College of Education and Human Ecology, The Ohio State University, Columbus, OH Supporting area: <b>Economics</b> (successfully completed 35 credit hours of Economics core courses at graduate level and passed the qualifying exam in Microeconomics and Econometrics administered by Dept. of Economics, The Ohio State University, Spring 2000)
1995	M. S.	Consumer Studies	Seoul National University, Seoul, Korea
1993	B. S.	Consumer Studies	Seoul National University, Seoul, Korea

### PROFESSIONAL EXPERIENCE

<u>Begin/End Year</u>	<u>Place of Employment &amp; Job</u>	<u>Rank / Job Title</u>
2011/present	College of Business University of North Texas at Dallas, Dallas TX 75241	Adjunct Faculty
	• Courses Taught (continues in next page)	

## PROFESSIONAL EXPERIENCE (cont.)

<u>Begin/End Year</u>	<u>Place of Employment &amp; Job</u>	<u>Rank / Job Title</u>
	<ul style="list-style-type: none"> <li>Courses taught in UNT Dallas  DSCI 2305 Business Statistics I (in-person, hybrid, and 100% internet courses since FA2019)  DSCI 2710 Data Analysis with Spreadsheet (on-campus courses) (SU2011~SP2019)  DSCI 2710 Data Analysis with Spreadsheet (online &amp; hybrid) (SP2018~SP2019)  DSCI 3305 Business Statistics II (SU2021)  DSCI 3710D Business Statistics (SP2011, SP2017)  Econ 1100D Principles of Microeconomics (FA 2011- SP 2012)  Econ 1110D Principles of Macroeconomics (SP 2011 - SP 2013)</li> </ul>	
2006/2007	Department of Family and Consumer Sciences South Dakota State University Brookings, SD <ul style="list-style-type: none"> <li><u>Course Taught</u>  CA289 Consumers in the Market</li> </ul>	Adjunct Faculty
March 2005	Continuing Education University of Minnesota, Morris <ul style="list-style-type: none"> <li>Human Services Workshop  Financial Counseling: Helping Human Service Providers Help Clients (36 Social Workers from West MN areas participated)</li> </ul>	Lecturer
2002/2003	Maryland Cooperative Extension Dep. of Family Studies University of Maryland, College Park, MD <ul style="list-style-type: none"> <li><u>Research Project</u>  Retirement Preparation and Workplace Financial Education</li> </ul>	Research Consultant
2000/2001	Department of Consumer Sciences The Ohio State University, Columbus, OH	Academic Advisor for Undergraduates
1998/2001	Department of Consumer Sciences	Graduate Teaching

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	The Ohio State University, Columbus, OH	Assistant
1996/1997	Kijeon Women's University, Jeonju, Korea	Adjunct Faculty
	<ul style="list-style-type: none"> <li>• <u>Course Taught</u></li> </ul>	
	FCS 210 Consumers in the Market	

## **PROFESSIONAL EXPERIENCE (cont.)**

<u>Begin/End Year</u>	<u>Place of Employment &amp; Job</u>	<u>Rank / Job Title</u>
1995/1996	<b>LSR Institute of LG Electronics, Seoul, Korea</b>	Researcher
	<ul style="list-style-type: none"> <li>• Market research in new product development (Refrigerator 1995, cellphone 1995, washer 1996)</li> </ul>	

## **STATISTICS SOFTWARE EXPERIENCE**

SPSS: Trained during Master's course and used in master's thesis 1995:

- Data: Survey data from 483 participants,
- Analyses: Various descriptive analyses, ANOVA, Multiple Regression, Canonical Correlation

Research projects in LSR, LG Electronics (Refer to Professional Experience 1995-1996)

SAS: Trained during Doctoral course and used in doctoral dissertation 2002:

- Data: Survey of Consumer Finances (SCF) 1998 by Federal Reserve Board
- Analyses: Various descriptive analyses, Cluster Analysis, Multinomial Logit Analysis

Published research papers (Refer to Publication List)

Excel: Trained during Doctoral course and used in teaching since 2011 (Refer to Professional Experience 2011-present)

- Related Courses: Data Analysis with Spreadsheet, Business Statistics I & II

## **AWARDS**

2003: The honorable mention, the 2003 American Council on Consumer Interests (ACCI)

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### Dissertation Award

1997-1998: Bower-Hunt Fellowship, College of Human Ecology, The Ohio State University

1994: Human Ecology Fellowship, Seoul National University

### PUBLICATION

#### 1. Refereed Journal and Proceedings Articles (Published)

- Kim, J., Kwon, J., & Anderson, E. (2005). Factors related to retirement confidence: Retirement preparation and workplace financial education, *Journal of Financial Counseling and Planning* 12(2), 77-89.
- Kwon, J. (2004). Clustering users of multiple source of information for saving and investment. *Journal of Personal Finance*. 3(4), 33-48
- Kwon, J. (2003). U.S. households' patterns of information source use for saving/investment decision-making. *Consumer Interest Annual*. Vol. 49.

#### 2. Non-Refereed Articles (Published)

- Kwon, J. & Rhee, K.C. (1998). Consumer's needs for safety information on imported food, Research Report of Human Ecology, SNU, 23, 23-35. (written in Korean)

#### 3. Books (Published)

- Kwon, J. (2002). U.S. households' patterns of information source use for saving/investment decision-making, Doctoral dissertation, The Ohio State University
- Kwon, J. (1995). Consumer's needs for safety information on imported food, Master's Thesis, Seoul National University (written in Korean)