

## PROMOTION RECOMMENDATION

The University of Michigan  
Stephen M. Ross School of Business

Carolyn Yoon, Assistant Professor of Marketing, Stephen M. Ross School of Business, is recommended for promotion to Associate Professor of Marketing, with tenure, Stephen M. Ross School of Business.

### **Academic Degrees:**

1995	PhD	Fuqua School of Business, Duke University
1986	MBA	Anderson Graduate School of Management, UCLA
1982	AB	University of California Berkeley

### **Professional Record:**

1998-Present	Assistant Professor of Marketing, Stephen M. Ross School of Business at the University of Michigan
1995-1998	Assistant Professor of Marketing, University of Toronto, Joseph L. Roman School of Management

### **Summary of Evaluation:**

**Teaching:** Professor Yoon has taught seven different courses during her years at Michigan, a very large number for an assistant professor. Her course evaluations have improved and her average score is now 4.44 with the department average being 4.46. She has performed well in most of her recent offerings of her Consumer Behavior classes at both the MBA and BBA levels, a course that plays well to her strengths. It is apparent that Professor Yoon enjoys teaching and interacting with students. She has had more than a dozen undergraduate students volunteer to work as research assistants and has mentored more than a few.

**Scholarship:** Professor Yoon is clearly one of the very few people in consumer research doing theoretically- and methodologically-strong work on the impact of aging in consumer information processing. With the looming increase in the number of "aged" consumers, this is likely to become an important area and Professor Yoon an important scholar within that area. Her work in this area is programmatic and she links related fields to enrich theory. Her different papers shed light on how specific factors interact with age-related changes to affect performance or other response outcomes in older adults, particularly so in marketing-relevant environments. She has also worked on other new potentially path-breaking areas. Her painstaking work on creating validated stimuli for cross-cultural (American versus Chinese) research will likely be of great benefit to those working in that research stream in the future. She has also published the first article in Marketing making use of neuroimaging methodology to understand consumer behavior and information processing. Her papers have appeared in the best marketing journals as well as one of the best journals in psychology, *Psychology and Aging*.

**Service:** Professor Yoon has contributed to various departmental service needs, such as organizing the Workshop Series and she has taught in the PhD Program. Professor Yoon has

served for several years on the editorial review board of the premier consumer behavior journal, *Journal of Consumer Research*, and on the program committee of the *Association for Consumer Research* conference. She has presented at various seminars including the Association for Consumer Research seminar and the International Research Seminar in Marketing. She regularly attends Department Workshops, and is a very pleasant and valued colleague.

### **Significant and Recent Publications:**

Skurnik I, Yoon C, Park DC, Schwarz N. How warnings about false claims become recommendations. *Journal of Consumer Research*, Vol. 31, 713-724, 2005.

Kirmani, A, Lee M, Yoon C. Procedural priming effects on spontaneous inference formation. *Journal of Economic Psychology*. Vol 25, No. 6, 859-875, 2004.

Yoon C, Feinberg F, Hu P, Jing Q, Cui Y, et al. Category norms as a function of culture and age: Comparisons of item responses to 105 categories by American and Chinese adults. *Psychology and Aging*, Vol 19, No. 3, 379-393, 2004.

Yoon C, Gutchess AH, Feinberg F, Polk TA. A functional magnetic resonance imaging study of neural dissociations between brand and person judgments. *Journal of Consumer Research*, In Press.

### **External Reviewers:**

**Reviewer (A):** “Carolyn has acquired impressive expertise in gerontology and functional MRI. Her research tackles uncharted territory and her findings are seminal. She has demonstrated the unusual skill of collaborating well with individuals in disparate fields. In all areas she has investigated, Carolyn has produced relevant and highly interesting findings that warrant further investigation and provide direction for such inquiry. If she sustains her recent rate of productivity, she will soon emerge as a leading scholar in consumer research. An individual with Carolyn’s depth of knowledge, passion for research, and ability to make significant headway in addressing important questions rarely comes along, I would vote for her tenure at my institution.”

**Reviewer (B):** “I am impressed with Carolyn’s scholarship and I think tenure and promotion are easily in order. Her vita attests to her success and productivity. Professor Yoon has a number of clear “A” hits, 3 JCRs, 1 JPSP, 1 JCP, 1 JEP and several papers placed in Gerontology and age-related journals, clearly targeted for the appropriate audience. Professor Yoon is our field’s leading expert on aging consumers, clearly an important and growing segment. Professor Yoon also seems to be quite a team player, helping out with numerous teaching preps (and achieving high teaching ratings), and service-oriented, e.g. her impact on doctoral training.”

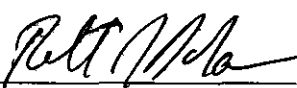
**Reviewer (C):** “I feel that Professor Yoon’s research and its contributions are excellent in terms of quantity, quality and both breadth and depth. Her work is focused on a few topics, which has allowed her to achieve impressive breadth and depth. She has demonstrated that she has what it takes to be a productive and impactful scholar. I thereby am happy to endorse Professor Yoon’s promotion to associate (tenured) professor.”

**Reviewer (D):** “She is one of the very few people in marketing who are studying the neural correlates of cognitive processing, and particularly the forthcoming article in the *Journal of Consumer Research* on differences between brand and person judgments shows how functional magnetic resonance imaging (fMRI) can provide novel insights into topics that have been of long-standing interest to consumer researchers. I know that teaching is an important component of tenure decisions at the Ross School of Business, but unfortunately I don’t have first-hand knowledge of Professor Yoon’s pedagogical skills. Based on what I saw in the dossier, she seems to have handled a rather demanding teaching schedule very well. Her latest ratings have been excellent and it appears that she is quite committed to contributing to the teaching mission of the school. Overall, Professor Yoon’s record is, in my opinion, quite consistent with a recommendation for promotion and tenure at the Ross School of Business.”

**Reviewer (E):** “I would rate the quality and depth of Carolyn’s research highly, whereas the quantity could be higher given that she graduated several years ago. I view her future potential more favorably and believe that the time she has invested in re-tooling herself to learn cognitive neuroscience will have a big payoff in the future. Armed with this knowledge she will be able to make fundamental contributions to the field of consumer behavior and eventually test competing theories in a very convincing manner. In summary, I believe that Carolyn has the potential to be a star in the consumer behavior field and that her work in the cutting-edge neuroscience has positioned her uniquely in the field.”

**Summary of Recommendation:**

Carolyn Yoon has important streams of research underway, and a very impressive pipeline of work in progress and articles under review. She is already regarded as having made very significant contributions to the area of the impact of aging in consumer information processing. Her new work on using neuroimaging in marketing is potentially path-breaking. Her teaching and course development have improved significantly and are now very good. With the support of the School’s Executive Committee, I am pleased to recommend Carolyn Yoon for promotion to associate professor of marketing, with tenure, in the Stephen M. Ross School of Business.

  
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Robert J. Dolan, Dean  
Stephen M. Ross School of Business

May 2006