

Suwon Choi

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Department of Marketing, Miami Herbert Business School, University of Miami
5250 University Dr, AGB 535, Coral Gables, FL 33124, USA

Education

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| Ph.D. in Marketing | 2025 |
| Miami Herbert Business School, University of Miami, Coral Gables, Florida, USA | (expected) |
| M.S. in Business Administration (Marketing Concentration) | 2019 |
| School of Business, Korea University, Seoul, South Korea | |
| B.A. in Business Administration | 2017 |
| Ewha Womans University, Seoul, South Korea | |
| Exchange Student | 2016 |
| Hong Kong University of Science and Technology, Hong Kong | |

Research Interest

Sustainable Consumption, Consumer Decision Making

Work in Progress

- “Diversity and Perceptions of Firm Creativity”, with Uzma Khan, Saetbyeol Kim, and Aparna Labroo, paper under review of *Journal of Consumer Research*
- “Consumer Decision-Making About Product Rental”, with Claudia Townsend

Research Experience

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| Behavioral Lab Manager, University of Miami, USA | 2022 – Present |
| Research Assistant, University of Miami, USA | 2020 – Present |
| Research Assistant, Korea University, South Korea | 2017 – 2019 |

Academic Awards and Honors, and Fellowships

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| University of Miami Fellowship, Miami Herbert Business School, University of Miami | 2020 – Present |
| Korea University Research Assistant Grant, Korea University | 2019 – 2020 |
| Korea University Graduate School Scholarship, Korea University | 2017 – 2019 |

Skills and Interests

- Technical Skills: SPSS, R, Python
- Language Skills: English (Fluent), Korean (Native), Japanese (Intermediate)
- Others: Enjoy Tennis and Traveling. Love Cats