

CURRICULUM VITAE

Hyun Chul Maeng

Indian Institute of Management Bangalore

Email: mkmaeng@iimb.ac.in

Phone: +91 80 26993212

<https://www.iimb.ac.in/profile/42>

ACADEMIC POSITION

Aug 2018 - Assistant Professor, Indian Institute of Management Bangalore (IIMB)

Nov 2020 – Jan 2021 Visiting Scholar, Seoul National University Asia Center (SNUAC)

Jan – Jul 2018 Visiting Assistant Professor, Hong Kong University of Science and Technology (HKUST)

EDUCATION

2017 Ph.D., Marketing, Hong Kong University of Science and Technology

2011 MSc, Business Administration (Marketing), Seoul National University

2005 BBA, Seoul National University

RESEARCH INTERESTS

Marketing: Strategic Communications, Sales Communication, Consumer studies in emerging markets

India Studies: Higher Education in India

MANUSCRIPT UNDER REVIEW

1. “The positivity effect: Assessing how the valence of a sales message impacts trust development in a salesperson,” (with Rashmi Adaval) Management Science

WORK IN PROGRESS

2. “Up-selling by Cheap Talk in Retail Stores,” (with Wujin Chu), preparing for submission, Marketing Science
3. “Voluntary Quality Disclosure for Complementary Products,” (with Liang Guo), preparing for submission, Marketing Science

INDIA STUDIES

“Survey Research on Higher Education in India: Overview and Technical Education”

Sponsored by Korea Institute of Science and Technology (app. 17,500 USD), Jan. 2019 – Mar. 2020

“Survey Research in Higher Education in India: Universities and Colleges”

Sponsored by Korea Institute of Science and Technology (app. 11,500 USD) Nov. 2020 – December. 2021

“Smart Education in Smart Cities of India” (Book Chapter)

“Smart Cities in South Asia” edited by the Center for South Asia Studies, SNUAC

CONFERENCE PRESENTATIONS

“A Model of Sales Communication with a Possibly Altruistic Salesperson”

ISMS Marketing Science Conference, Rome, Italy. Jun 2018

“Up-selling by Cheap Talk”

ISMS Marketing Science Conference, Shanghai, China. Jun 2016

“Voluntary Quality Disclosure for Complementary Products” with Liang Guo

ISMS Marketing Science Conference, Baltimore, U.S.A. Jun 2015

“Channel Pricing in Lean and Lucrative Markets” with Wujin Chu

Korea Distribution Association Winter Conference, Seoul, Korea. Feb 2009

The Erin Anderson Invitational B2B Research Conference, Philadelphia, U.S.A. Oct 2008

INVITED TALKS

“Higher Education System in India: Seeking Measures for Korea-India Cooperation”

Seoul National University Asia Center Colloquium, June 2020

“Documenting the positivity effects: How Praising or Denigrating a Cheaper Product Affects Consumer Trust in an Up-selling Context”

Hong Kong Baptist University, Pontificia Universidad Católica de Chile,
Universidad de los Andes, IIM Bangalore, Koç University, Özyeğin University

TEACHING EXPERIENCES

Marketing Communications, (MBA) IIMB, 2018 – Present

Independent Study on “Joint Evaluation vs. Separate Evaluation”, (Ph.D.) IIMB, 2021

Marketing Management (MBA) IIMB, 2020

IIMB International Immersions Program (EMBA) IIMB, 2019

Marketing Research, (Undergraduate) HKUST, 2018

Marketing Management, (Undergraduate) HKUST, 2016

TEACHING INTERESTS

Marketing Communications, Marketing Research and Analytics, Digital Marketing, Strategic Marketing Modeling, Judgement and Decision Making, Marketing Management, Global Marketing

SERVICE

Review Advisory Committee Member, IMR Doctoral Conference 2022

PROFESSIONAL EXPERIENCE

2005 - 2007 **LG Chemical**, Interior Sales Team, Channel Coordinator

2004 - 2005 **Hyundai Oilbank**, Strategic Planning Team

AWARDS AND HONORS

2018 - 2021 IIMB Young Faculty Research Chair

2014 HKUST Business School Dean's Fellowship for Research Excellence

2013 HKUST Business School Dean's Fellowship for Research Excellence

2012 HKUST Business School Dean's Fellowship for Research Excellence

2011 - 2015 HKUST RPG Studentship

VOLUNTEER ACTIVITIES

Vision Silk Road (NGO for Educational Services), Shymkent, Kazakhstan (2003 ~ 2004)
Volunteer Teacher for Korean Class and Counselor for Local Teenagers

Volunteer Work in the Rural Areas of Kazakhstan and Uzbekistan (Summers 1999, 2008, 2009)

Assisted charitable works of local activists which included opening lectures on business ethics, providing free consulting to small business owners, and offering children's classes