

Dongjun (DJ) Rew, Ph.D.

Assistant Professor of Marketing

Davis School of Business
Colorado Mesa University
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ACADEMIC POSITIONS

Assistant Professor of Marketing (tenure-track) Davis School of Business Colorado Mesa University Grand Junction, CO	F21 – Current
Assistant Professor of Marketing (tenure-track) College of Business George Fox University Newberg, OR	F19 – S21
Assistant Instructor of Marketing Department of Marketing The University of Texas Rio Grande Valley Edinburg, TX	SP18 – S19
Adjunct Lecturer of Information Systems Department of Information System The University of Texas Rio Grande Valley Edinburg, TX	F16 – S19

EDUCATION

Ph.D., Business Administration (Marketing Specialization) The University of Texas Rio Grande Valley, Edinburg, TX	July 2019
Master of Science, Statistics (M.S.) Washington State University, Pullman, WA	May 2014
Bachelor of Science, Economics (B.S.) Washington State University, Pullman, WA	December 2011
Master of Business Administration (M.B.A.) Dankook University, South Korea	February 2008
Bachelor of Business Administration (B.B.A.) Dankook University, South Korea	February 2006

TEACHING

TEACHING EXPERIENCES

Colorado Mesa University
Undergraduate

MARK 231 Principles of Marketing	F21/S22/F22/S23/F23
MARK 325 Consumer Behavior	F21/F23
MARK 332 Promotions	F21/F22/S23/F23
MARK 375 Digital Marketing	S22/F22/S23

Graduate

MARK 500 Marketing Strategy (Online)	S22/S23
BUGB 530 Research Design (Online)	F22/F23

George Fox University
Undergraduate

MKTG 300 Consumer Behavior	F19&S20, F20&S21
MKTG 360 Digital Marketing	F20&S21
MKTG 420 Marketing Communication	F19&S20, F20&S21
MKTG 450 Marketing Research	S20, S21
MKTG 480 Marketing Management & Strategy	S21
MKTG 485 Special Topic (Data Analytics in Marketing)	S20

Graduate

BUSG 513 Social Media and e-Marketing (Online)	F20
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The University of Texas Rio Grande Valley
Undergraduate

MARK 4360 Social Media & e-Marketing (Online)	S18&S19
MARK 3383 Pricing Strategy & Tactics (Online)	F18
MARK 3382 Branding	S18&19
MARK 3300 Principles of Marketing (Online)	F18
QUMT 3341 Business Statistics 2	F17
QUMT 2341 Business Statistics 1	S17
QUMT 2398 Decision Analytics	F16&S17

Washington State University
Undergraduate

STAT 212 Introduction to Statistical Methods	S13&S14
Math/Stat Tutor (paid) in Math Learning Center	F12&S14

TEACHING INTERESTS

Brand Management, Consumer Behavior, Digital Marketing, Marketing Communication, Marketing Management & Strategy, Pricing Strategy, Principles of Marketing, Quantitative Analysis (Business Statistics, Marketing Research, and Marketing Analytics), Services Marketing

RESEARCH

RESEARCH INTERESTS

Brand Management (satisfaction and loyalty in sharing economy), Consumer Behavior (resilience, attitude, satisfaction, loyalty, and consumer decision-making process), Consumer Neuroscience, Corporate Social Responsibility (CSR), Services Marketing (Service Quality and Service Productivity), Sports Marketing (fandom, sponsorship, and sponsorship fit)

REFEREED JOURNAL PUBLICATIONS

- Rew, D., Cha, W., Kim, J., & Jung, J., 2023. "The Effects of Commitment and Trust on the Relationship between Service Quality and University Brand Loyalty in Time of Crisis", *Journal of Marketing for Higher Education*, (forthcoming)
- Zhang, S., Rew, D., Jung, J., Wu, S., & Baldo, C., 2023. "Impact of organizational citizenship behavior on corporate sustainability through the mediation of TQM in Bangladesh", *The TQM Journal* (forthcoming)
- Cha, W., Rew, D., & Jung, J., 2023. "Corporate philanthropy and firm performance: the role of corporate strategies", *Society and Business Review*, 18(1), 104-123
- Kim, J.W., Kang, T., & Rew, D. 2023. "Does Award Nomination Announcement Affect Nominee's Value? A Case of Hollywood", *Journal of Behavioral Studies in Business*, 13(January), 1-11
- Kim, J.W., Rew, D., & Kang, T., 2022. "Assessing Performance Efficiency: A Case of Men's Professional Tennis Players", *Journal of Management and Marketing Research*, 26(June), 1-10
- Cha, W., & Rew, D., 2021. "Cannot give you because of living on the top of a castle: CEOs, corporate philanthropy and firm age", *Society and Business Review*, 16(3), 336-356
- Rew, D., & Cha, W., 2020. "Effects of Resilience and Familiarity on the Relationship between CSR and Consumer Attitudes", *Social Responsibility Journal*, 17(7), 897-913
- Rew, D., Sheng, X., & Siguaw, J. A., 2020. "Service productivity, satisfaction, and the impact on service firm performance", *Services Marketing Quarterly*, 41(4), 344-357
- Rew, D., Jung, J., & Lovett, S., 2020. "Examining the relationships between innovation, quality, productivity and customer satisfaction in pure service companies", *Total Quality Management*, 33(1), 57-70
- Rew, D. & Minor, M. S., 2018. "Consumer resilience and consumer attitude towards traumatic events", *Journal of Customer Behaviour*, 17(4), 319-334
- Cha, W. & Rew, D., 2018. "CEO Characteristics and Corporate Philanthropy in Times of Organizational Crisis", *Journal of General Management*, 44(1), 44-55
- Rew, D., Jung, J., & Cha, W., 2018. "Service Productivity vs. Service Quality: A Zero-Sum Game?", *International Journal of Quality and Reliability Management*, 35(9), 1835-1852

Rew, D., Kim, J., & Rhee, Y., 2017. “The Role of Customer Attitude in Building Reputation of a Company Sponsoring Sports Events”, *Journal of Management and Marketing Research*, 21(March), 30-44.

Park, S. H., Choi, C. J., & Rew, D., 2008. “The Brand Familiarity and Relationship Formation – Focus on Internet Service Provider (ISP)”, *The Korean Academic Society of Business Administration and Law*, 18(2), 551-573.

MANUSCRIPTS UNDER REVIEW

Rew, D., “Key Forces of Contemporary Globalization: Focus on Cultural Artifacts Popularized across Markets” – Under review at *Journal of Globalization Studies* (initial submit & review)

WORKING PAPERS & RESEARCH in PROGRESS

Rew, D., Minor, M, S., & Choi, P., “A Brain Map for Consumer Decision-Making Process” – to be submitted to *Social Neuroscience*

Rew, D., & Choi, P., “The brain: Happiness and Language” – to be submitted to *Social Neuroscience*

Rew, D., & Minor, M, S., “Personality Impact on Consumer Decision Making – a neuroscientific approach” – to be submitted to *Journal of Decision Making* (ready to submit)

Rew, D., & Minor, S., “The Effect of Advertising on the Interaction between Cognition and Emotions” – to be submitted to *Journal of Advertising Research* (literature review)

Rew, D., “A Study on the Relationship between Customer Value and Service Sustainability” to be submitted to *Journal of Services Marketing* (literature review)

Choi, W., Jung, J., & Rew, D., “The Effect of CSR on Firm Performance in US cities suffering from the traumatic event” – to be submitted to *Journal of Business Ethics* (Literature review)

Rew, D., Cha, W., Baldo, C., Rhee, Y., Kim, J., & Yim, S., “The Effects of University Social Responsibility (USR) on Creating Sustainable Consumption: Focus on Brand Management Approach”, to be submitted to *Journal of Business Ethics* (Literature review)

Rew, D., “Impact of CSR on Consumer Sustainable Consumption: Focus on the Role of Consumer Agility”, to be submitted to *Journal of Business Research* (Literature review)

REFEREED CONFERENCE PROCEEDINGS & PRESENTATIONS

Rew, D., Kim, J., Cha, W., & Covarrubias, Z. “Influences of Commitment and Trust on the Relationship between Student Satisfaction and University Brand Loyalty”, 2022 *Society for Marketing Advances* (SMA) annual conference, Charlotte, NC (11/1-11/5)

Rew, D., Jung, J., & Choi, W., “Organizational Citizenship Behavior, Total Quality Management, and Corporate Sustainability”, *2021 Decision Science Institute (DSI) annual conference*, Virtual (11/17-11/20)

Chaudhary, S., Rew, D., & Jung, J., “Effects of Total Quality Management on Corporate Sustainable Performance”, *2021 Decision Science Institute (DSI) annual conference*, Virtual (11/17-11/20)

Rew, D., Minor, M. S., & Lovett, M., “Understanding Customer Attitudes toward CSR in the Response to Traumatic Events”, *2018 Annual Society for Marketing Advances (SMA)*, West Palm Beach, FL, USA

Rew, D., Jung, J., Cha, W., & Cheon, K., “Understanding Customer Satisfaction through the Interaction between Service Quality and Productivity”, *2018 Annual Decision Science Institute (DSI)*, Chicago, IL, USA

De Erasquin, G. A., Rew, D., & Minor, M., “Mapping consumer cognition and emotions: A machine learning approach”, *2018 Annual Society for Neuroscience (SfN)*, San Diego, CA, USA

Rew, D., & Minor, M. S., “Brain: Happiness and Language”, *2017 Annual Decision Science Institute (DSI)*, Washington D.C., USA

Rew, D., & Minor, M. S., “The Role of Consumer Resilience in Forming Attitudes toward Corporate Social Responsibility”, *2017 Annual Society for Marketing Advances (SMA)*, Louisville, KY, USA

Rew, D., & Sheng, X., “The Effects of Service Productivity, Employee Satisfaction, and Customer Satisfaction on Services Firm Value”, *2017 Winter American Marketing Association (AMA)*, Orlando, FL, USA

Rew, D., & Kim, J., “The Effect of Sponsorship-Fit on Firm’s Reputation: Focus on the Role of Customer Attitudes as a Mediator”, *2016 Annual Society for Marketing Advances (SMA)*, Atlanta, GA, USA

Rew, D., “Are Service Productivity and Service Quality in Permanent Conflict? Focus on the Role of Service Innovation”, *2016 Annual Decision Science Institute (DSI)*, Austin, TX, USA

INVITED PRESENTATION

Rew, D., “Can AI be our partner or enemy?”, *2023 Annual Marketing Educator’s Association (MEA)*, San Francisco, CA, April 12-15, 2023 (a penal discussor)

Rew, D., “Why is analytics in marketing education important?”, *2022 Annual Marketing Educator’s Association (MEA)*, Seattle, WA, April 20-23, 2022 (a penal discussor)

Rew, D., “How to brand yourself as a Christian in the world”, *2020 9th International Missionary Festival* organized by Bethel Korean Presbyterian Church, Aloha, OR, Feb.6-9, 2020

Rew, D. & Minor, M. S., “Brain Mapping of Emotions and Cognition”, *2018 Annual Brain Day by International Museum of Art and Science (IMAS)*, McAllen, TX, March 25, 2018

Rew, D., & Park, S. H., “Marketing Research Tools”, Korea Institution of Information-Telecommunication, Cheon-an, South Korea, December 2007

AWARDS & GRANTS

Granted \$1,500 from CMU Maverick Open Resource Educator (MORE) Fund Colorado Department of Higher Education	2023 – 2024
Annual Outstanding Faculty Award for Excellent Research Davis School of Business, Colorado Mesa University	2022 – 2023
Granted \$1,350 from the 2022 Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University	2022 – 2023
Granted \$1,000 from Dissertation Research Support Competition The University of Texas Rio Grande Valley	2018 – 2019

SERVICE

ACADEMIC SERVICE

Colorado Mesa University

Advising

UG students S22 – Current

Committee

IRB Committee (University level – until 4/2025) F21 – Current

MBA Committee (Department Level) F21 – Current

Search Committee (Department Level) S22 – Current

Klatch (Social Gathering) Committee (Department Level) S22 – Current

Student support

Student Marketing Club advisor S23 – Current

Achieved “AMA Collegiate Chapter Affiliate”, 2023-2024

George Fox University

Advising

Graduate

Doctoral dissertation committee chair (Steven Rydin) F19 – S21

Doctoral dissertation committee chair (Michael Starr) F19 – S21

Doctoral dissertation committee chair (Charlena Miller) S20 – S21

Doctoral dissertation committee chair (Carlos Ibarra) S20 – S21

Independent Study Advisor (Charlena Miller) S20

Undergraduate

Student Field Study Advisor F19 – S21

UG Student Advisor	F19 – S21
UG Independent Study Advisor (Josi Fettig)	F20
Committee	
Assessment Committee (University level)	F20 – S21

PROFESSIONAL SERVICE

Appointed Journal Reviewer

International Journal of Quality and Reliability Management (IJQRM)	2018 – Current
Social Responsibility Journal (SRJ)	2020 – Current
Applied Economics Journal (APE)	2023 – Current

Conference Reviewer

(ad-hoc) Association of Marketing Theory and Practice (AMTP)	2018 – Current
(ad-hoc) American Marketing Association (AMA)	2016 – Current
(ad-hoc) Society for Marketing Advances (SMA)	2016 – Current
(ad-hoc) Decision Science Institute (DSI)	2015 – Current

Book Reviewer

Principles of Marketing for a Digital Age (by Dr. Tracy Tuten, 2 nd edition)	04/2023 – 12/2023
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External Advisory Board Member

Samkwang America Inc.	2021 – Current
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Non-profit Organizations

Marketing Consulting, Father to the Fatherless International	2021 – Current
Judge, Better Business Bureau (South Texas Region)	2018

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)	2006 – Current
Association for Consumer Research (ACR)	2014 – Current
Society for Marketing Advances (SMA)	2014 – Current
Decision Science Institute (DSI)	2014 – Current
American Statistics Association (ASA)	2012 – Current

COMMUNITY SERVICES

Culture Festival Presenter (Representative for S. Korea) Mesa County Library, Grand Junction, CO	F21
Adult youth group mentor Bethel Korean Presbyterian Church, Aloha, OR	S20 – S21
Volunteer (reading books and grading assignments) for K-12 education Edy Ridge Elementary School, Sherwood, OR	F19 – S21
Sunday School teacher (Youth Group)	2017 – 2019

Lord's Church of McAllen, McAllen, TX

Referee in Southern Texas area
Better Business Bureau (Mary G. Award for Business Ethics) 2018 – 2019

Math Tutor (for undergraduate students) F12 – S14
Math Learning Center at Washington State University, Pullman, WA

PERSONAL

INDUSTRY EXPERIENCE

Assistant Manager (Associate) for Customer Service 01/2006 – 01/2008
Samil IFC., Seoul, S. Korea

SKILLS

Data analysis in R, SPSS, STATA, Minitab, SAS, M+

CERTIFICATES

CITI trainings for Social Behavioral & Biomedical Research (~10/2024)
LinkedIn Digital Marketing
Google Display Ads (~ 4/2025)