

Dongjun (DJ) Rew, Ph.D.

Associate Professor of Marketing

Davis School of Business
Colorado Mesa University
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ACADEMIC POSITIONS

Associate Professor of Marketing (tenured/promoted) Davis School of Business Colorado Mesa University Grand Junction, CO	F26 – Current
Assistant Professor of Marketing (tenure-track) Davis School of Business Colorado Mesa University Grand Junction, CO	F21 – SP26
Assistant Professor of Marketing (tenure-track) College of Business George Fox University Newberg, OR	F19 – SP21
Assistant Instructor of Marketing Department of Marketing The University of Texas Rio Grande Valley Edinburg, TX	SP18 – SP19
Adjunct Lecturer of Information Systems Department of Information System The University of Texas Rio Grande Valley Edinburg, TX	F16 – SP19

EDUCATION

Ph.D., Business Administration (Marketing Specialization, AACSB) The University of Texas Rio Grande Valley, Edinburg, TX	7/2019
Master of Science, Statistics (M.S) Washington State University, Pullman, WA	5/2014
Bachelor of Science, Economics (B.S) Washington State University, Pullman, WA	12/2011
Master of Business Administration (M.B.A) Dankook University, South Korea	2/2008

Bachelor of Business Administration (B.B.A)
Dankook University, South Korea

2/2006

TEACHING

TEACHING EXPERIENCES

Colorado Mesa University

Undergraduate (in-person, online, hybrid)

MARK 231 Principles of Marketing	F21 – Current
MARK 325 Consumer Behavior	F21 – Current
MARK 332 Promotions	F21 – Current
MARK 375 Digital Marketing	F21 – SP23
CISB 341 Quantitative Decision Making	Summer 24, 25, 26

Graduate (fully online)

MARK 500 Marketing Strategy	SP22 – Current
BUGB 530 Research Design	F21 – F23

George Fox University

Undergraduate

MKTG 300 Consumer Behavior	F19, SP20, F20, SP21
MKTG 360 Digital Marketing	F20, SP21
MKTG 420 Marketing Communication	F19, SP20, F20, SP21
MKTG 450 Marketing Research	SP20, SP21
MKTG 480 Marketing Management & Strategy	SP21
MKTG 485 Special Topic (Data Analytics in Marketing)	SP20

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)	SP18, SP19
MARK 3383 Pricing Strategy & Tactics (Online)	F18
MARK 3382 Branding	SP18, SP19
MARK 3300 Principles of Marketing (Online)	F18
QUMT 3341 Business Statistics 2	F17
QUMT 2341 Business Statistics 1	SP17
QUMT 2398 Decision Analytics	F16, SP17

Washington State University

Undergraduate

STAT 212 Introduction to Statistical Methods	SP13, SP14
Math/Stat Tutor (paid) in Math Learning Center	F12, SP14

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, Sustainability (CSR, CnSR, USR), Services Marketing (Service Quality and Service Productivity), Sports Marketing (fandom, sponsorship, and sponsorship fit), Tourism (destination marketing, sustainable travel, LOHAS),

REFEREED JOURNAL PUBLICATIONS

Jung, E., Shi, S., & Rew, D., 2026. "Unlocking Trust: How UX Builds Trust and Engagement in Online Travel Agencies", *Tourism and Hospitality Research* (forthcoming), <https://doi.org/10.1177/14673584261418145>

Rew, D., Cha, W., Kim, J., & Yim, S., 2025. "Do Mindful Consumers Matter to Sustainability?", *Social Responsibility Journal*, 21(9), 1937-1956, <https://doi.org/10.1108/SRJ-11-2024-0786>

Zhang, S., Rew, D., Jung, J., Wu, S., & Baldo, C., 2024. "Impact of organizational citizenship behavior on corporate sustainability through the mediation of TQM in Bangladesh", *The TQM Journal*, 36(8), 2193-2210, <https://doi.org/10.1108/TQM-02-2023-0056>

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*, 34(2), 1898-1219, <https://doi.org/10.1080/08841241.2023.2239723>

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, <https://doi.org/10.1108/SBR-12-2021-0249>

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, <https://www.aabri.com/manuscripts/223560.pdf>

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, <https://www.aabri.com/manuscripts/223519.pdf>

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, <https://doi.org/10.1108/SBR-05-2020-0074>

- 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, <https://doi.org/10.1108/SRJ-05-2020-0224>
- 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, <https://doi.org/10.1080/15332969.2020.1830640>
- 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, <https://doi.org/10.1108/TQM-10-2019-0235>
- Rew, D. & Minor, M. S., 2018. "Consumer resilience and consumer attitude towards traumatic events", *Journal of Customer Behaviour*, 17(4), 319-334, <https://doi.org/10.1362/147539218X15445233217832>
- Cha, W. & Rew, D., 2018. "CEO Characteristics and Corporate Philanthropy in Times of Organizational Crisis", *Journal of General Management*, 44(1), 44-55, <https://doi.org/10.1177/0306307018788805>
- 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, <https://doi.org/10.1108/IJQRM-01-2017-0019>
- 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. <https://www.aabri.com/manuscripts/172578.pdf>
- 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. https://www.kci.go.kr/kciportal/landing/article.kci?arti_id=ART001289247

MANUSCRIPTS UNDER REVIEW

- Rew, D., Cha, W., & Jung, J., "Realism or Retreat: Unilever Weighs the Future of Purpose ", submitted to *The Case Journal* (1st round review)
- Rew, D., Shi, S., Cha, W, Sikdar, S., & Choi, S., "The Effect of Sustainable Perception on Destination Image: Focus on Roles of Customer Agility and City Authenticity", submitted to *Tourism and Recreation Research* (1st round review)
- Rew, D., Shi, S., & Cha, W., "The Effect of USR Perception on Forming Sustainable Consumption Intention", submitted to *Young Consumers* (1st round review)
- Sikdar, S., Shi, S., & Rew., D., "Decoding Destination Agility: A Signal-Filter-Inference Approach to Destination Image Formation", to be submitted to *Journal of Business Research* (initial desk review)

Rew, D., “From Servant to Taste Leader: The Marketer’s Contested Authority over Consumer Sovereignty”, submitted to *Journal of Consumer Policy* (initial desk review)

WORKING PAPERS & RESEARCH in PROGRESS

Rew, D., & Rhee, Y., “Instalment Framing and the Overspending to Regret Pathway in Buy Now Pay Later”, to be submitted to *Journal of Financial Services Marketing* (data collection)

Rew, D., “Closing the Attitude-Behavior Gap at the Farmers Market: Mindful Consumption and Experiential Value as Bridges to Gen Z Patronage Loyalty”, to be submitted to *British Food Journal* (data collection)

Rhee, Y., & Rew, D. “Scale Development of Mindful Consumption in Sport Industry”, to be submitted to *Journal of Marketing Analytics* (literature review)

Rew, D., “Taster’s choice vs. Habitual choice: Effect of Sustainability on Coffee Consumption”, to be submitted to *Journal of Consumer Behavior* (Literature review)

Rew, D., “History Knew What We did Last Summer! Understanding Student Service Recovery Impact through Meta Analysis”, to be submitted to *Journal of Marketing Education* (Literature Review)

Rew, D., “Consumption vs. Purchase”, to be submitted to *Journal of Consumer Research* (Literature Review)

Rew, D., “From Fallacy to Asset: Learning from Sunk Costs”, to be submitted to *Journal of Marketing Research* (Literature Review)

REFEREED CONFERENCE PROCEEDINGS & PRESENTATIONS

Choi, S., Rew, D., & Kim, J., “Beyond Stated Values: Perceived Destination Agility and Image Formation among Gen Z Travelers”, 2026 *Society for Marketing Advances (SMA)* annual conference, Orlando, FL (11/3 – 11/6)

Rew, D., Kim, J., Choi, S., & Rhee, Y., “Exploring UX and Trust Dynamics in Digital Travel Platforms: Evidence from the Western Slope in Colorado”, 2025 *Society for Marketing Advances (SMA)* annual conference, Las Vegas, NV (11/4-11/7)

Rew, D., Kim, J., & Rhee, Y., “Effects of University Social Responsibility on Consumer Sustainable Consumption Intention: Focus on the Roles of Consumer Mindfulness and Relationship Quality”, 2024 *Society for Marketing Advances (SMA)* annual conference, Tampa, FL (11/6 – 11/9)

Rew, D., Jung, J., & Cha, W., “A Study on the Relationship between USR and Consumer Sustainable consumption, 2024 *Decision Science Institute (DSI)* annual conference, Phoenix, AZ (11/23 – 11/25)

- Rew, D., Kim, J., & Rhee, Y., “A Study on the Relationship between Corporate Citizenship Behavior and Corporate Sustainability”, 2023 *Society for Marketing Advances (SMA)* annual conference, Dallas-Fort Worth, TX (11/8-11/11)
- 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., “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

Awards

Nominated for Annual Distinguished Faculty Award (Excellent Research) Colorado Mesa University, CO	2025 – 2026
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Annual Outstanding Faculty Award for Excellent Research Davis School of Business, Colorado Mesa University, CO	2025 – 2026
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Best Track Paper in CSR Session at 2023 SMA annual conference Society for Marketing Advances (SMA), Dallas-Fort Worth, TX	11/2023
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Annual Outstanding Faculty Award for Excellent Research Davis School of Business, Colorado Mesa University, CO	2022 – 2023
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Grants (total: \$17,869.26 since AY2021-2022)

Granted \$2,290 by DSB Development Grant Davis School of Business, Colorado Mesa University, CO	F2026
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Granted \$2,118.26 by DSB Development Grant (Co-recipient: Mrs. Englund) Davis School of Business, Colorado Mesa University, CO	SP2026
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Granted \$3,175 by DSB Innovation Grant (1 st recipient) Davis School of Business, Colorado Mesa University, CO	SP2026
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Granted \$1,100 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2025 – 2026
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Granted \$2,336 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2024 – 2025
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Granted \$1,500 by CMU Maverick Open Resource Educator (MORE) Fund Colorado Department of Higher Education, CO	2024 – 2025
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Granted \$1,500 by CMU Maverick Open Resource Educator (MORE) Fund Colorado Department of Higher Education, CO	2023 – 2024
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Granted \$2,500 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2023 – 2024
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Granted \$1,350 by Faculty Professional Development Funds	2022 – 2023
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Office of Academic Affairs, Colorado Mesa University, CO

Granted \$1,000 by Dissertation Research Support Competition
The University of Texas Rio Grande Valley, TX

2018 – 2019

SERVICE

ACADEMIC SERVICE

Colorado Mesa University

Leadership

Coordinator of MBA & Special Programs

F26 – SP28

Advising

Graduate students (all MBA students)

F26 – Current

Undergraduate students (72 students as of May 2025)

F21 – Current

Abhilasha Ganguly (MBA student, Student Showcase)

SP24

Committee

(University level)

Undergraduate Curriculum Committee*

F25 – SP26

Honors Program

F24 – Current

Faculty Salary and Benefits

F24 – SP27

Graduate Curriculum Committee

F23 – Current

Student Exchange Program

F23 – SP25

Institutional Review Board (IRB)*

F21 – SP25

(Department level)

DSB Annual Newsletter Committee

SP26 – Current

AACSB Committee

SP25 – Current

MBA Committee

SP22 – Current

Teaching Effectiveness Committee

SP24 – F25

Onboarding Committee

SP23 – SP25

Continuous Improvement Committee (CiC)

SP22 – SP25

Search Committee (DSB and MassCom)

SP22 – SP25

Student support

Marketing Club advisor

SP23 – Current

Achieved “AMA Collegiate Chapter Affiliate” in AY23-24*

George Fox University

Advising

Graduate

Doctoral dissertation committee chair (Steven Rydin)

F19 – SP21

Doctoral dissertation committee chair (Michael Starr)

F19 – SP21

Doctoral dissertation committee chair (Charlena Miller)

SP20 – SP21

Doctoral dissertation committee chair (Carlos Ibarra)

SP20 – SP21

Independent Study Advisor (Charlena Miller)

SP20

Undergraduate

Student Field Study Advisor	F19 – SP21
UG Student Advisor	F19 – SP21
UG Independent Study Advisor (Josi Fettig)	F20
Committee	
Assessment Committee (University level)	F20 – SP21

PROFESSIONAL SERVICE

Editorial Borad Member

Global Business and Economic Perspective	2025 – Current
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Appointed Regular Journal Reviewer

Business Strategy and the Environment	2026 – Current
Humanities & Social Sciences Comm (Nature)	2025 – Current
Transnational Corporations Review	2025 – Current
Sustainable Futures	2024 – Current
Higher Education Research (HER)	2024 – Current
Cogent Econ & Finance	2024 – Current
Applied Economics Journal (APE)	2023 – Current
Social Responsibility Journal (SRJ)	2020 – Current
International Journal of Quality and Reliability Management (IJQRM)	2018 – Current

Conference/Journal Reviewer

(ad-hoc) International Journal of Tourism Research (IJTR*)	2026
(ad-hoc) Journal of Financial Services Marketing	2025
(ad-hoc) Cogent Business and Management (CBM)	2025
(ad-hoc) Journal of Consumer Affairs (JCA*)	2024 – 2025
(ad-hoc) Journal of Marketing Management (JMM*)	2024 – Current
(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 Digital Age (by Dr. Tracy Tuten, 2 nd edition)	04 – 08/2023
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External Advisory Board Member

Samkwang America Inc.	2021 – Current
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AMA Chapter Collegiate Affiliation

Judge, AMA International Collegiate Conference Student Competitions	2024 – Current
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Non-profit Organizations

Marketing Consulting, Father to the Fatherless International	2021 – 2024
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, F23 – F25
Adult youth group mentor Bethel Korean Presbyterian Church, Aloha, OR	SP20 – SP21
Volunteer (reading books and grading assignments) for K-12 education Edy Ridge Elementary School, Sherwood, OR	F19 – SP21
Sunday School teacher (Youth Group) Lord's Church of McAllen, McAllen, TX	2017 – 2019
Referee in Southern Texas area Better Business Bureau (Mary G. Award for Business Ethics)	2018
Math Tutor (for undergraduate students) Math Learning Center at Washington State University, Pullman, WA	F12 – S14

PERSONAL

INDUSTRY EXPERIENCE

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

Data analysis in R, SPSS, STATA, Minitab, SAS, PLS-SEM, M+

CERTIFICATES

Google AI Professional Certificates (by Google, 5/29/2026)
 Fundamentals of College Teaching (by CTL at CMU, Spring 2025)
 CITI training for Social Behavioral & Biomedical Research (by 10/2027)
 LinkedIn Digital Marketing
 Google Display Ads (by 4/2025)
 Societal Impact Seminar Certificate (issued by AACSB, 5/31/2024)
 Certified Reviewer (issued by *Journal of Consumer Affairs* – A* journal in ABDC, 2/14/2025)
 Certified Reviewer (issued by *Humanities & Social Sciences Comm. by Nature**, 6/20/2025)

TRAINING

CMU Continuous Training (student advising, financial aids, career, etc.) Colorado Mesa University	SP22 – Current
Fundamentals of College Teaching (CTL at CMU by Dr. Branda Wilhelm)	SP25
AACSB Societal Impact Seminar (virtual)	May 2024