

Yoon-Na Cho, PhD

Assistant Professor of Marketing & Business Law | Villanova School of Business at Villanova University
Villanova, PA, US

Yoon-Na Cho, PhD, is an expert in consumer welfare and sustainability or “green” issues as well as services marketing.

Biography

Professor Yoon-Na Cho's research investigates consumers' experiences across various stages of the decision-making process. Her research mainly focuses on consumer welfare and sustainability or “green” issues as well as services marketing. She is an ideal source for stories on the impact of branding on consumers, especially in relation to sustainability, and product and retailer evaluations.

Areas of Expertise

Business, Consumer Welfare, Services Marketing, Cross-Cultural Consumption, Sustainability Communications, Buyer Behavior

Affiliations

Editorial Review Board, International Journal of Advertising, Editorial Review Board, Journal of Global Fashion Marketing, American Marketing Association, Society for Consumer Psychology, Society for Marketing Advances, Association for Consumer Research, Beta Gamma Sigma

Education

University of Arkansas
PhD

Select Accomplishments

Visiting Professor

Advertising Educational Foundation, Saatchi & Saatchi, New York City, NY, June 2017.

Visiting Scholar

University of Auckland, New Zealand, September 2016

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