

Soo Hyung “Ralph” Park
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Assistant Professor of Marketing,
School of Management, Binghamton University

Education

Ph.D., Marketing	Aug 2025
<i>Texas A&M University, College Station, TX</i>	
M.S., Marketing	December 2019
<i>Texas A&M University, College Station, TX</i>	
B.B.A., Business Administration, B.A., Chinese Culture	February 2018
<i>Sogang University, Seoul, Republic of Korea</i>	

Research Interests

Substantive: Marketing Strategy, Innovation, New Product Portfolio, Customer Centricity, International Marketing Standardization
Methods: Panel Data Econometrics, Differences-in-Differences, Unstructured Data Analysis

Journal Publications

Soohyung “Ralph” Park and David A. Griffith (2025), "The Effect of Customer-Centric Strategy and Structure Alignment on New Product Portfolio Innovativeness and Firm Performance," *Journal of the Academy of Marketing Science*.

Working Papers & Work in Progress

1. David A. Griffith, Soohyung “Ralph” Park, Victor V. Chernetsky, and Ahmet H. Kirca, “Why Formal Marketing Leadership Matters in Multinational Firms” – *Under 2nd round review at the Journal of the Academy of Marketing Science*.
2. Devin Edwards, Keith Wilcox, and Soohyung “Ralph” Park, “Suspiciously Positive: How Profile Images Decrease Persuasion in Online Reviews and Social Media.” – *Best Working Paper Runner Up at ACR 2024*.
3. Soohyung “Ralph” Park and David A. Griffith, “The Influence of Past Performance on New Product Portfolio Size and Performance: Moderating Role of Learning from Peer Failure.” *
4. Soohyung “Ralph” Park and David A. Griffith, “The Influence of Past Performance on the Degree of Standardization of the Firm’s New Product Portfolio and its Financial Consequences.” *

* *Dissertation Essays: In preparation for journal submission (Target: Fall 2025)*

Research & Teaching Experience

Research Experience

Research Assistant – Texas A&M University
Marketing (Dr. David Griffith and Dr. Nandini Ramani) 2020 – 2025

Research Intern – Texas A&M University
Marketing (Supervisor: Dr. Amalesh Sharma) Summer 2019

Teaching Experience

Instructor – Texas A&M University
Marketing Research (2 sections, undergraduate level) Fall 2022

Professional Experience

Brand Strategy Intern, NCSOFT, Republic of Korea Apr 2020 – Jul 2020

Healthcare Intern, Ipsos in Korea, Republic of Korea Feb 2018 – Apr 2018

Awards & Honors

Dean's Award for Outstanding Research by a Doctoral Student, Texas A&M University 2024

Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Manchester 2024

Fellow, PDMA Doctoral Consortium, Syracuse University 2024

Fellow, Marketing Strategy Consortium, University of Georgia 2023

Fellow, Academy of Marketing Science Doctoral Consortium, New Orleans 2023

Fellow, University of Houston Doctoral Symposium, University of Houston 2023, 2024

Fellow, Marketing Strategy Consortium Fellow, Texas A&M University 2022

Recipient, Ph.D. Enhancement Fellowship, Texas A&M University 2020 – Present

Recipient, Competitive Scholarship (MS), Texas A&M University 2018, 2019

Recipient, Honors Scholarship, Sogang University 2017

Service

Ad hoc Reviewer for the *Journal of Business Research* June 2023

Panel, *Mays Business School PhD Teaching Workshop*, Texas A&M April 2023

Judge, *Humana Healthcare Analytics Case Competition*, Texas A&M 2022, 2023

Membership and/or Affiliations

American Marketing Association (AMA)

Academy of Marketing Science (AMS)