

Beomjoon “Peter” Choi



Position Professor

Discipline Marketing

Final Degree PhD, University of Kansas (2007)

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Biography

Beomjoon (Peter) Choi, PhD, is a Professor of Marketing at the College of Business Administration, California State University Sacramento. He earned his Ph.D. from the University of Kansas. He earned his BA degree in Economics from Sogang University and MBA degree from Seoul National University. Dr. Choi’s research interests include brand, corporate social responsibility, sequential decision making, customer satisfaction and loyalty, customer-to-customer interaction, and service recovery. Dr. Choi’s research has been published in numerous journals such as *Psychology and Marketing*, *European Journal of Marketing*, *Journal of Applied Social Psychology*, *Internal Journal of Electronic Commerce*, *Journal of Service Theory and Practice*, *Journal of Service Marketing*, and *Service Industries Journal*. He is a member of the American Marketing Association.

Areas of Interests

Teaching Marketing Management, Consumer Behavior

Research Corporate social responsibility, sequential decision making, customer satisfaction and loyalty, customer-to-customer interaction, and service recovery

Faculty Scholarship

Refereed Journal Articles

1. Suna La and Beomjoon Choi (2019), “Perceived Justice and CSR after Service Recovery, *Journal of Services Marketing*, 33(2), 206-219, *SSCI (Social Science Citation Index) Journal*. Impact factor: 1.811
2. Kim, Hyunsik, Jun Youb Lee, Suna La, and Beomjoon Choi (2018), “Conceptualization and Model Development of Customer-to-Customer Encounter Quality (CCEQ) in Service Settings”, *Psychology & Marketing*, 35(6), 463-476, *SSCI (Social Science Citation Index) Journal*. Impact factor: 2.00
3. Jeon, Hoseong and Beomjoon Choi (2017), “The Carryover Effect of Customer Satisfaction on Service Quality: Focused on Moderating Effect of Customer Trust and Cooperative Orientation”, 38(4), 239-252, *Service Marketing Quarterly*, Indexed in *Scopus*
4. Hyunsik Kim and Beomjoon Choi (2016), “The Effects of Three Customer-to-Customer Interaction Quality Types on Customer Experience Quality and Citizenship Behavior in Mass Services Setting”, 30(4), 384-397, *Journal of Services Marketing– SSCI (Social Science Citation Index) Journal*. Impact factor: 1.811
5. Choi, Beomjoon and Hyunsik Kim (2015), “The Impact of Servicecape on Customer Experience Quality through Employee-to-Customer Interaction Quality and Peer-to-Peer Interaction Quality in Hedonic Service Settings”, 17(2), 73-96, *Asia Marketing Journal*
6. Choi, Beom-Jin, Seok C. Jung and Beomjoon Choi (2014), “The effect of website quality and image on customer satisfaction and intention to use C2C websites: An empirical study”, 24(1), 39-55, *Journal of Management Systems*
7. Choi, Beomjoon and Beom-Jin Choi (2014), “The Impact of Customer Justice Perception on Customer Affection, Loyalty, and Word-of-mouth in Service Recovery: Focused on the Intermediate Role of Customer Affection”, 48(1), 108-131, *European Journal of Marketing – SSCI (Social Science Citation Index) Journal*, Impact factor: 1.333
8. Choi, Beomjoon, Chris Crandall, and Suna La (2014), “Permission to be prejudiced: Legitimacy Credits in the Evaluation of Advertisements with Black and White Models”, 44(3), 190-200, *Journal of Applied Social Psychology– SSCI (Social Science Citation Index) Journal*, Impact factor: 1.231

9. Yi, Youjae, Hoseong Jeon, and Beomjoon Choi (2013), "The Role of Perceived Uncertainty in Understanding the Effect of Reward Frame", 47(8), 1238-1255, *European Journal of Marketing– SSCI (Social Science Citation Index) Journal*, Impact factor: 1.333
10. Hyunsik Kim and Choi, Beomjoon (2013), "The Influence of Customer Experience Quality on Customers' Behavioral Intentions", 34(4), 322-338, *Services Marketing Quarterly*, Indexed in Scopus
11. Choi, Beomjoon and Suna La (2013), "The Impact of Corporate Social Responsibility (CSR) and Customer Trust on the Restoration of Loyalty after Service Failure and Recovery: A Focus on the Ethical-Legal Component of CSR", 27(3), 223-233, *Journal of Services Marketing– SSCI (Social Science Citation Index) Journal*, Impact factor: 1.021
12. Choi, Beomjoon and Hyunsik Kim (2013), "The Impact of Outcome Quality, Interaction Quality, and Peer-to Peer Quality on Customer Satisfaction", 23(3), 188-204, *Journal of Service Theory and Practice – SSCI (Social Science Citation Index) Journal*, Impact factor: 1.098
13. Choi, Beomjoon and Rohini Ahluwalia (2013), "Determinants of Brand Switching: The Role of Consumer Inferences, Brand Commitment, and Perceived Risk," 43(5), 981-991, *Journal of Applied Social Psychology– SSCI (Social Science Citation Index) Journal*, Impact factor: 1.231
14. Chu, Wujin, Meeryoung Song, and Beomjoon Choi (2013), "Post-Purchase Disadvantages of a Less-Preferred Brand and How They Can Be Overcome: An Examination of Regret and Attribution," 43(4), 887-898, *Journal of Applied Social Psychology– SSCI (Social Science Citation Index) Journal*, Impact factor: 1.231
15. Jeon, Hoseong and Beomjoon Choi (2012), "The Relationship between Employee Satisfaction and Customer Satisfaction", 26(5), 332-341, *Journal of Services Marketing – SSCI (Social Science Citation Index) Journal*, Impact factor: 1.021
16. La, Suna and Beomjoon Choi (2012), "The Role of Customer Affection and Trust in Loyalty Rebuilding after Service failure and Recovery," 32(1), 105-125, *The Service Industries Journal – SSCI (Social Science Citation Index) Journal*. Impact factor: 0.776
17. Choi, Beomjoon, Dennis Rosen, and Suna La (2012), "The Use of Portraits and Performance Statements of Service Providers in Marketing Communications", 33(1), 1-15, *Services Marketing Quarterly*, Indexed in Scopus
18. Choi, Beomjoon, Kissan Joseph, and James Lemieux (2010), "Time-Inconsistent Preferences vs. Price Discrimination: How do Firms Increase Profits via Mail-in Rebate Promotions?", *Advances in Consumer Research*, 36, 504-505.

19. Choi, Beomjoon, Pingsheng Tong, and Craig Kelly (2010), “A Review of Marketing Department Assessment of Student Learning Programs at AACSB Schools”, *Journal for Advancement of Marketing Education*, 16, 10-19, Indexed in Scopus, Impact factor: 1.143
20. Craig Kelly, Pingsheng Tong, and Beomjoon Choi (2010), “A Review of Assessment of Student Learning Programs at AACSB Schools: A Dean’s Perspective”, *Journal of Education for Business*, 85, 299-306, Thomson Reuters Emerging Sources Citation Index.
21. Choi, Beomjoon, Kissan Joseph, and Dennis Rosen (2008), “Why Do Service Providers Employ Their Face-Shots in Marketing Communications?,” *Seoul Journal of Business*, 14(1), 105-121, Indexed in Scopus
22. Chu, Wujin, Beomjoon Choi, and Mee Ryoung Song (2005), “The Role of On-line Retailer Brand and Infomediary Reputation in Increasing Consumer Purchase Intention,” *International Journal of Electronic Commerce*, 9(3), 115–127 – SSCI (Social Science Citation Index) Journal, Impact factor: 3.90
23. Choi, Beomjoon, Wujin Chu, and Mee Ryoung Song (2002), “The Effects of Use of Infomediary and Brand on On-line Consumers’ Purchase Intention”, *Journal of Korean Consumer Studies*, 13(2), 187-206.