

**Dongjun (DJ) Rew, Ph.D.**

Assistant Professor of Marketing

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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	S18 – 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	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

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**TEACHING**


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**TEACHING EXPERIENCES**


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**Colorado Mesa University**
*Undergraduate*

MARK 231 Principles of Marketing	F21 – Current
MARK 325 Consumer Behavior	F21 – Current
MARK 332 Promotions	F21 – Current
MARK 375 Digital Marketing	F21 – S23
CISB 341 Quantitative Decision Making	Summer 24

*Graduate*

MARK 500 Marketing Strategy (Online)	S22 – Current
BUGB 530 Research Design (Online)	F21 – F23d

**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**


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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

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**RESEARCH**

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**RESEARCH INTERESTS**

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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), Sustainability, Services Marketing (Service Quality and Service Productivity), Sports Marketing (fandom, sponsorship, and sponsorship fit)

**REFEREED JOURNAL PUBLICATIONS**

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- 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*, 1-22
- 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.

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#### **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)

Rew, D., Cha, W., Kim, J., & Yim, S., “Do Mindful Consumers Matter to Sustainability?” – Under review at *International Journal of Consumer Studies* (initial submit & review)

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#### **WORKING PAPERS & RESEARCH in PROGRESS**

Rew, D., Lee, Y., & Lim, S., “The Effect of USR Perception on Forming Sustainable Consumption Intention”, to be submitted to *International Journal of Sustainability in Higher Education* (data collection & analysis)

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

Rew, D., “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)

Rhee, Y.C., Rew, D., & Cha, W., “The Effect of Sustainable Perception on Brand Preference in Extreme Sports Industry”, to be submitted to *Journal of Brand Management* (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)

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#### **REFEREED CONFERENCE PROCEEDINGS & PRESENTATIONS**

- 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

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#### **INVITED PRESENTATION**

- Rew, D., “How to brand yourself as a Christian in the world”, 2020 9<sup>th</sup> *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**

Best Track Paper in CSR Session at 2023 SMA annual conference Society for Marketing Advances (SMA), Dallas-Fort Worth, TX	11/2023
Annual Outstanding Faculty Award for Excellent Research Davis School of Business, Colorado Mesa University, CO	2022 – 2023
Granted \$1,500 by CMU Maverick Open Resource Educator (MORE) Fund Colorado Department of Higher Education, CO	2023 – 2024
Granted \$2,500 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2023 – 2024
Granted \$1,350 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2022 – 2023
Granted \$1,000 by Dissertation Research Support Competition The University of Texas Rio Grande Valley, TX	2018 – 2019

### **SERVICE**

#### **ACADEMIC SERVICE**

##### **Colorado Mesa University**

##### ***Advising***

Undergraduate students (69 students as of January 2024)	F21 – Current
Abhilasha Ganguly (MBA student, Student Showcase)	S24

##### ***Committee***

Honors Program (University level)	F24 – Current
Institutional Research Board (University level)	F21 – S24
Student Exchange Program (University level)	F23 – Current
Graduate Curriculum Committee (University level)	F23 – S24
MBA Committee (Department Level)	F21 – Current
Search Committee (ad-hoc, Department Level)	S22 – S24
Onboarding Committee (Department Level)	S22 – Current
AACSB Committee (Department level)	S24 – Current
Teaching Effectiveness Committee (Department level)	S24 – Current

##### ***Student support***

Marketing Club advisor  
Achieved “AMA Collegiate Chapter Affiliate” for AY23-24

S23 – Current

### **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

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### **PROFESSIONAL SERVICE**

#### ***Appointed Journal Reviewer***

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) Journal of Consumer Affairs (JCA, A\* journal in ABDC) 2024  
 (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<sup>nd</sup> edition) 04 – 08/2023

#### ***External Advisory Board Member***

Samkwang America Inc. 2021 – Current

#### ***AMA Chapter Collegiate Affiliation***

Judge, AMA International Collegiate Conference (New Orleans, LA) April 2024

#### ***Non-profit Organizations***

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

**PROFESSIONAL AFFILIATIONS**


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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**


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Culture Festival Presenter (Representative for S. Korea) Mesa County Library, Grand Junction, CO	F21, F23
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) 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**


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


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

**CERTIFICATES**


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

**TRAINING**



CMU Continuous Training (student advising, financial aids, career, etc.)  
Colorado Mesa University

S22 – Current

AACSB Societal Impact Seminar (virtual)

May 2024