

Wilf Campus – Belfer Hall (#406)
Yeshiva University
New York, NY 10033

Phone: +1 (702) 481-4314
Email: travistae.oh@yu.edu

Assistant Professor of Marketing 2020–Present
Sy Syms School of Business, Yeshiva University, New York

Market Research Analyst and Sales Manager, KIOTI Tractor Inc., Raleigh, NC 2011-2015
Analyze impact of pricing and sales promotions, market research for new products

Ph.D.

Updated Nov-

Ferber Award, Honorable Mention (2022) - *The Ferber Award is given to the best dissertation-based article published in the most recent volume of the Journal of Consumer Research.*

Sy Syms Faculty Research Award (2022)

Israel Institute Faculty Development Grant (2021)

University of Houston 37th Doctoral Consortium Fellow

Winner of ACR/Sheth Foundation Dissertation Proposal Award (2017)

Paul and Sandra Montrone Award: Doctoral Fellowship (2016 / 2017)

Luxury Education Foundation Scholarship Award (2017)

Reviewer, *Journal of Consumer Research*

Reviewer, *Journal of Association of Consumer Research*

Reviewer, *Marketing Letters*

Reviewer, *Society for Consumer Research* (2016-present)

Yeshiva University (Undergraduate)	2020 – Present
Yeshiva University (Undergraduate)	2021 – Present
Yeshiva University (Undergraduate)	2022 – Present
Yeshiva University (MBA)	2022 – Present
Yeshiva University (Undergraduate)	2022 – Present

Consumer Behavior / Consumer Insights

Marketing Research (Quantitative and Qualitative Data Analysis; Mixed Methods)

Principles of Marketing

Brand Management

Experiential and Entertainment Marketing

Language: Bilingual in English and Korean

Certified Sommelier: WSET Level III, WSET Diploma Candidate