

## 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, AACSB) 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, 25

*Graduate*

MARK 500 Marketing Strategy (Online)	S22 – Current
BUGB 530 Research Design (Online)	F21 – F23

**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, Sustainability (CSR, CnSR, USR), 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., & Yim, S., 2025. "Do Mindful Consumers Matter to Sustainability?", *Social Responsibility Journal*, forthcoming (accepted June 9<sup>th</sup>, 2025)

Zhang, S., Rew, D., Jung, J., Wu, S., & Baldo, C., 2024. "Impact of organizational citizenship behavior on corporate sustainability through the mediation of TQM in Bangladesh", *The TQM Journal*, 36(8), 2193-2210

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*, 34(2), 1898-1219

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.

#### **MANUSCRIPTS UNDER REVIEW**

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- Rew, D., "Key Forces of Contemporary Globalization: Focus on Cultural Artifacts Popularized across Markets" – Under review at *Journal of Globalization Studies* (1<sup>st</sup> round review, R&R)

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

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- Rew, D. & Choi, P., "A Brain Map for Consumer Decision-Making Process" – to be submitted to *Social Neuroscience* (ready to submit)
- Rew, D., "Personality Impact on Consumer Decision Making – a neuroscientific approach" – to be submitted to *Journal of Decision Making* (ready to submit)
- 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., "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)
- Rew, D., Sikdar, S., & Rhee, Y.C., "The Effect of Sustainable Perception on Destination Image: Focus on Roles of Customer Agility and City Authenticity", to be submitted to *Journal of Brand Management* (literature review)
- Jung, E., Rew, D., & Shi, S., "Building and Managing Trust in Sharing Economy: Focus on the Role of Customer/User Experience in Trust and Commitment Model", to be submitted to *Journal of Vacation Marketing* (Literature review, IRB review passed)
- Rew, D., "Taster's choice vs. Habitual choice: Effect of Sustainability on Coffee Consumption", to be submitted to *Journal of Consumer Behavior* (Literature review)

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

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- Rew, D., Kim, J., & Rhee, Y., “Effects of University Social Responsibility on Consumer Sustainable Consumption Intention: Focus on the Roles of Consumer Mindfulness and Relationship Quality”, 2024 *Society for Marketing Advances (SMA)* annual conference, Tampa, FL (11/6 – 11/9)
- Rew, D., Jung, J., & Cha, W., “A Study on the Relationship between USR and Consumer Sustainable consumption, 2024 *Decision Science Institute (DSI)* annual conference, Phoenix, AZ (11/23 – 11/25)
- 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

### **INVITED PRESENTATION**

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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**

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#### ***Awards***

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

#### ***Grants***

Granted \$2,336 by Faculty Professional Development Funds Office of Academic Affairs, Colorado Mesa University, CO	2024 – 2025
Granted \$1,500 by CMU Maverick Open Resource Educator (MORE) Fund Colorado Department of Higher Education, CO	2024 – 2025
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

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**SERVICE**


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**ACADEMIC SERVICE**


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**Colorado Mesa University**
**Advising**

Undergraduate students (72 students as of May 2025)	F21 – Current
Abhilasha Ganguly (MBA student, Student Showcase)	S24

**Committee**
*(University level)*

Undergraduate Curriculum Committee*	F25 – S28
Honors Program	F24 – Current
Faculty Salary and Benefits	F24 – S27
Student Exchange Program	F23 – S25
Graduate Curriculum Committee	F23 – F24
Institutional Review Board (IRB)*	F21 – S25

*(Department level)*

AACSB Committee	S24 – Current
Teaching Effectiveness Committee	S24 – Current
MBA Committee	S22
Continuous Improvement Committee (CiC)	S22 – S25
Search Committee (DSB and MassCom)	S22 – S25
Onboarding Committee	S23 – S25
MBA Committee	F21 – Current

**Student support**

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

**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**


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**Appointed Regular Journal Reviewer**

Transnational Corporations Review	2025 – Current
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
<b><i>Conference/Journal Reviewer</i></b>	
(ad-hoc) Humanities & Social Sciences Comm (Nature)	2025
(ad-hoc) Cogent Business and Management (CBM)	2025
(ad-hoc) Journal of Consumer Affairs (JCA)	2024 – 2025
(ad-hoc) Journal of Marketing Management (JMM)	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
<b><i>Book Reviewer</i></b>	
Principles of Marketing for Digital Age (by Dr. Tracy Tuten, 2 <sup>nd</sup> edition)	04 – 08/2023
<b><i>External Advisory Board Member</i></b>	
Samkwang America Inc.	2021 – Current
<b><i>AMA Chapter Collegiate Affiliation</i></b>	
Judge, AMA International Collegiate Conference Student Competitions	2024 – Current
<b><i>Non-profit Organizations</i></b>	
Marketing Consulting, Father to the Fatherless International	2021 – Current
Judge, Better Business Bureau (South Texas Region)	2018

## PROFESSIONAL AFFILIATIONS

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

Culture Festival Presenter (Representative for S. Korea) Mesa County Library, Grand Junction, CO	F21, F23, F24
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

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## PERSONAL

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### 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 training for Social Behavioral & Biomedical Research (by 10/2027)  
 LinkedIn Digital Marketing  
 Google Display Ads (by 4/2025)  
 Societal Impact Seminar Certificate (issued by AACSB, 5/31/2024)  
 Certified Reviewer (issued by *Journal of Consumer Affairs* – A\* journal in ABDC, 2/14/2025)  
 Certified Reviewer (issued by *Humanities & Social Sciences Comm. by Nature\**, 6/20/2025)

### TRAINING

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CMU Continuous Training (student advising, financial aids, career, etc.) Colorado Mesa University	S22 – Current
AACSB Societal Impact Seminar (virtual)	May 2024