

# Heeyoung Yoon

MARKETING MANAGEMENT

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## ARTICOLI SU RIVISTA SCIENTIFICA

YOON H., MEYVIS T.

**Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption**

Journal of Consumer Research, 2024

YOON H., HAN H., LEE K.

**What Are Friends for: Shifting the Focus of Social Relationships to Their Instrumentality as a Response to Future Anxiety**

Korean Journal of Marketing, 2020, vol.35, no. 2, pp.55-69

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