

# Haewon Yoon

**Assistant Professor of Marketing at Indiana University, Kelley School of Business**

Indianapolis, IN, US

Haewon Yoon is an expert in intertemporal choice, consumer financial decision-making and debiasing intervention.

---

## Biography

Haewon Yoon is an assistant professor of marketing at the Indiana University Kelley School of Business. Before coming to the Kelley School, Yoon worked as a postdoctoral research fellow at Boston College's Carroll School of Management and Boston University's Questrom School of Business. Yoon's research primarily focuses on intertemporal choice, consumer financial decision-making, and debiasing intervention. He examines intertemporal choice with modeling and simulations, exploring hidden properties in current models and advancing theory with new empirical findings. His research has been published in Journal of Behavioral Decision Making, Psychological Science, Policy Insights from the Behavioral and Brain Sciences, and Journal of the American Medical Association. Yoon received his PhD from Rutgers University and his MS in cognitive science from Yonsei University.

---

## Areas of Expertise

Marketing, Intertemporal Choice, Consumer Financial Decision Making, Debiasing Intervention, Retirement, Healthcare

---

## Education

**Rutgers**

Ph.D. Psychology

**Yonsei University**

M.S. Cognitive Science

**Yonsei University**

B.A. and B.B.A

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)