

The John T. Lyle Center for Regenerative Studies at Cal Poly Pomona University has named Dr. Jae Min Jung, Associate Professor in the International Business and Marketing department as a Lyle Center Faculty Fellow for 2008-2009. Dr. Jung is researching the determinants of state-of-origin (SOO) effects in order to shed light on the mechanisms that lead to positive or negative SOO effects.

The marketplace is often crowded with many similar products with a few differentiating functional features. SOO is one branding strategy used to differentiate its offerings, capture the attention of the consumer and eventually earn their loyalty through consistently good products and support.

However, little is known about the efficacy of the use of SOO information. Understanding precisely what factors determine such SOO effects would help state governments and farmers to adjust their target market and refine advertising and other promotional strategies accordingly. His research is intended to provide some marketing guidance to the state government, farmers, food processors, and entrepreneurs to develop sustainable marketing programs that are locally based. These programs would encourage people to buy local produce and reduce the number of “food miles,” or the distance products travel from farms to the stores and markets that sell them.

His study will be conducted with consumers living in Southern California and Ohio. Dr. Jung hopes that the results of his research will provide both theoretical and practical implications and stimulate downstream research in what could be called SOO literature in the future.

Dr Jung holds a PhD in marketing from the University of Cincinnati. He was the recipient of the Excellence in Research Award from the North Dakota State University College of Business and named honorary scientist by the Rural Development Administration of the Republic of Korea from 2004 to 2007.

Lyle Center Fellows are required to present their work in an informal seminar at the Center and prepare a brief summary paper reporting on their research. Information about Dr. Page’s seminar presentation will be announced later this year.

About the Center:

The mission of the John T. Lyle Center for Regenerative Studies is to advance the principles of environmentally sustainable living through education, research, demonstration and outreach. Located on 16 acres within the Cal Poly Pomona campus, the Lyle Center is designed to demonstrate sustainable living and provide a laboratory for cutting-edge research. The Center demonstrates a wide array of regenerative strategies, including passive-solar building design, energy production technology, organic agriculture, and native plant community restoration. Students and visiting scholars have the opportunity to reside at the Center and participate in its operation as active members of the community. www.csupomona.edu/~crs.