

EUNJU CHOI

3420 W Main Street #14 Kalamazoo, MI, 49006

Mobile: (269) 271 9695

E-mail: eunju.choi@wmich.edu

EDUCATION

Doctor of Philosophy in Industrial and Organizational Behavior Management

September 2016 – present

Western Michigan University, Kalamazoo, MI

Master of Arts in Industrial and Organizational Psychology

March 2013 – August 2015

Chung-Ang University, Seoul, Korea

Thesis: Effects of Positive and Negative Feedback Sequences on Work Performance and Emotional Responses

Bachelor of Arts in Film Studies and Psychology

March 2007 – February 2013

Chung-Ang University, Seoul, Korea

The top-ranked graduation

RESEARCH INTERESTS

Performance Management

Occupational Safety and Health

Instructional Design

Creativity and innovation

TEACHING EXPERIENCE

Lake Michigan College, Benton Harbor, MI

Teaching Assistant & Co-instructor

January 2018 – present

Supervisor: Dr. Amy Scrima, Dr. Douglas Johnson

- Graded students' assignments and exams and gave detailed feedback on performance and ways to improve
- Helped to design a comprehensive class structure that covers the major concepts taught in the class
- Made questions for classroom response system (clickers)
- Facilitated in-class activities and answered questions in review session
- Helped manage a virtual reality class

RESAERCH EXPERIENCE

Western Michigan University, Kalamazoo, MI

Doctoral Research Assistant

September 2017 – present

Supervisor: Dr. Douglas Johnson

- Reviewed articles and reports to investigate behavioral aspects of creativity

Bell's Brewery, Galesburg, MI

Safety Assessment practicum

November 2017 – January 2018

Supervisor: Dr. Ron Van Houten

- Analyzed accidents and incidents data at Bell's brewery
- Conducted safety assessment including interview with job incumbents, on-site observations
- Presented overall safety assessment data with recommendations to the safety managers at Bell's brewery

Chung-Ang University, Seoul, Korea

Graduate Research Assistant

December 2012 – August 2015

Supervisor: Dr. Shezeen Oah

- Reviewed articles related to “Work Ethics” in typical Korean organizations
- Conducted an experiment to examine the effects of reinforcement history on goal-setting intervention
- Conducted an experiment to examine the effects of feedback frequency on performance and emotional responses
- Reviewed previous research on objective feedback and social comparison feedback

Chung-Ang University, Seoul, Korea.

Granted Research Project Assistant

December 2012 – August 2015

Supervisor: Dr. Shezeen Oah, Dr. Kyehoon Lee

1. “The Development of Alert System to Prevent Drowsy Driving” (Awarded by National Research Foundation of Korea. \$90,000)
 - Investigated the differences between the drivers' perceived drowsiness and physiological responses (EEG, ECG, EMG, GSR) in drowsy driving
 - Developed a program to investigate grip pressure differences in drowsy driving
2. “The development of Eco-driving information delivering system” (Awarded by National Research Foundation of Korea. \$200,000)
 - Conducted experiment to examine the relative effectiveness of eco-driving training and in-vehicle system in driving situation

3. “The study of effectiveness of safety aisle in the saw mill industry” (Awarded by Korea Occupational Safety and Health Agency. \$55,000)
 - Collected accidental data and classified accident types from saw mill industry in Korea
4. “Development of in-vehicle information system on smart driving: The effects of feedback frequency and specificity on driving behaviors and driving workload” (Awarded by National Research Foundation of Korea. \$40,000)
 - Reviewed and analyzed the previous research on the smart driving
 - Wrote and modified proposal

The Korea Occupational Safety and Health Agency (KOSHA), Ulsan, Korea

Researcher

August 2013

Supervisor: Hongsuk Lee (Senior researcher, Occupational Safety and Health Research Institute)

- Analyzed accidents and incidents data from the saw mill industry in Korea

Chung-Ang University, Seoul, Korea

Undergraduate Research Assistant

May 2012 – October 2012

Supervisor: Dr. Shezeen Oah

- Examined the relative effectiveness of positive reinforcement and negative reinforcement on work performance, stress, and emotions

SKILLS and TECHNIQUES

- Proficient in SPSS and Microsoft Office (Excel, Word, and PowerPoint)
- Recording and Analyzing of Physiological Responses (EEG, ECG, EMG, GSR)
- Editing Programs (Apple Final Cut Pro, Adobe Premiere Pro)
- Fluent in Korean (Native), English, and Japanese

AWARDS and HONORS

- 2017 – 2018 Doctoral Graduate Research Assistant
- 2014 Korea Student Aid Foundation (KOSFA) Graduate Research Scholarship 8,000,000 KRW (approximately 8000 USD)
- 2013 Excellence Award for Thesis Presentation by Korean Psychological Association of Culture and Social Issues
- 2013 Chung-Ang University The First Place Honor of Graduation
- 2012 Chung-Ang University Academic Achievement Scholarship
- 2008 Chung-Ang University Academic Achievement Scholarship

CONFERENCE PRESENTATIONS

1. **Choi, E.**, Hwang, K. I., Yi, Y. J., Lee, J. H., & Oah, S. (August, 2013). The Effects of Reinforcement History on Goal-Setting Intervention. Korean Psychological Association, Daejeon, Korea.
2. **Choi, E.**, Lee, K., Moon, K., & Oah, S. (October, 2013) An Examination of the Validity of ECG and Driver's Perceived Drowsiness for Predicting Drowsy Driving. Korean Psychological Association of Culture and Social Issues. Seoul, Korea.
3. Lee, J. H., **Choi, E.**, Moon, K., & Oah, S. (October, 2013). The Effect of Goal attainment History on Work performance. Florida Association for Behavior Analysis (FABA), Daytona Beach, FL.
4. **Choi, E.**, Lee, K., Moon, K., & Oah, S. (October, 2013) An Examination of the Validity of ECG and Driver's Perceived Drowsiness for Predicting Drowsy Driving. Korean Psychological Association of Culture and Social Issues. Seoul, Korea.
5. Hwang, K. I., **Choi, E.**, Kim, S., Kim, H. J., Eom, J. E., Lee, J. H., Lee, K., Moon, K., & Oah, S. (November, 2013) An Examination of Predictive Validity with ECG on Drowsy Driving. Korea Safety Management and Science. Seoul, Korea
6. Lee, K., **Choi, E.**, Lee, J. H., Moon, K. S., Hwang, K. I., Kim, H. J., Eom, J. E., & Oah, S. (December, 2013) An Examination of the Validity of ECG and Driver's Perceived Drowsiness for Predicting Drowsy Driving. The Korean Society of Safety. Yong-pyeong, Korea.
7. **Choi, E.**, Lee, K., & Oah, S. (May, 2014) Effects of Positive-Positive Feedback and Positive Negative Feedback on Work Performance and Emotional Responses. Association for Behavior Analysis (ABAI), Chicago, IL
8. **Choi, E.**, Chae, S. H., Lee, K., & Oah, S. (August, 2014) Effects of Positive-Positive Feedback and Positive-Negative Feedback on Work Performance and Emotional Responses. Korean Psychological Association. Seoul, Korea.
9. Cho, H.S., **Choi, E.**, Moon, K. S., & Oah, S. (February, 2015) The Effects of Worker's Social Work Situation on Work Environment's Satisfaction and Emotions. The Korean Industrial Hygiene Association. Jeju, Korea.
10. Hyun, S. A., Hwang, K. I., **Choi, E.**, Moon, K.S., Lee, K., & Oah, S. (February, 2015) Driver Fatigue Detection using Steering Grip Force. The Korean Industrial Hygiene Association. Jeju, Korea.

11. **Choi, E.**, Lim, S.J., Moon, K. S., & Oah, S. (August, 2015) Effects of Positive and Negative Feedback Sequence on Work Performance and Emotional Responses. Korean Psychological Association. Seoul, Korea.
12. **Choi, E.**, Cho, H. S., Moon, K., Lim, S., & Oah, S. (September, 2015). Effects of Positive and Negative Feedback Sequence on Work Performance and Emotional Responses. Association for Behavior Analysis International, Kyoto, Japan.
13. Lim, S., Moon, K., **Choi, E.**, & Oah, S. (May, 2017). Effects of Positive and Negative Feedback Ratio on Work Performance, Perceived Stress and Feedback Acceptance. Association for Behavior Analysis (ABAI), Denver, CO.

PUBLICATIONS

- Moon, K., **Choi, E.**, Hwang, K. I., & Oah, S. (2015) An Examination of the Validity of ECG and Driver's Perceived Drowsiness for Predicting Drowsy Driving. *Journal of the Korean Society of Safety*
- Choi, E.**, Johnson, D. A., Moon, K., & Oah, S. (2018) Effects of Positive and Negative Feedback Sequence on Work Performance and Emotional Responses. *Journal of Organizational Behavior Management*