

KACY K. KIM

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EDUCATION

Ph.D., Advertising, The University of Texas at Austin, 2014

M.A., Advertising, The University of Texas at Austin, 2009

M.A., Economics, SungKyunKwan University, 2004

B.A., Economics, Chung-Ang University, 2001

ACADEMIC POSITIONS

Associate Professor, Bryant University, Department of Marketing, 2022 - Present

Assistant Professor, Bryant University, Department of Marketing, 2018 - 2021

Assistant Professor, Elon University, Department of Marketing & International Business, 2014 - 2018

Instructor, The University of Texas at Austin, Department of Advertising, 2012 - 2013

VISITING AND OTHER POSITIONS

Faculty Fellow, Center for Health and Behavioral Sciences, 2022 - Present

Visiting Professor, University of Florence, April-May 2024

Visiting Professor, Sungkyunkwan University, SKKU International Summer School, SU 2022-Present

Visiting Scholar, McCann NewYork (McCann Worldgroup), June 2016

Visiting Scholar, Harvard University, Department of Psychology (Ellen Langer's Lab), Aug 2015-Jan 2016

Visiting Scholar, Virginia Tech University, Department of Economics, Jan 2002

RESEARCH INTERESTS

Marketing Analytics: big data, digital marketing, empirical marketing strategy

Consumer Psychology and Behavior: psychological distance, decision making, advertising

PEER-REVIEWED JOURNAL PUBLICATIONS

Kim, K., Ryoo, Y., Zdravkovic, S., and Yoon, S. (forthcoming). Pricing Transparency in Retail on Digital Platforms. Submitted to *International Marketing Review*, Accepted for Publication.

Kim, K., Ryoo, Y., Manika, D., Yoon, N., and Yoon, S. (forthcoming). From Ugly to Unique: Leveraging Anthropomorphism to Increase Demand for Misshapen Produce. *Psychology & Marketing*, Accepted for Publication.

Zollo, L., Rialti, R., **Kim, K.**, and Yoon, S. (forthcoming). Mega-Influencers in Duopolistic Markets: Shaping Brand Attitudes through Electronic Word of Mouth, *Psychology & Marketing*, Accepted for Publication.

Park, S., **Kim, K.**, Park, S., Choi, Y., & Yoon, S. (2023). Cancel Anytime: How Easy Cancellation Options Enhance Purchase Intentions for Services that Require Long-Term Commitments. *Journal of Retailing and Consumer Services*, Accepted for publication.

Lee, Y., Bakpayev, M., Yoon, S., & **Kim, K.** (2023). Further than Meets the Eye: How Closed and Opened Eyes Affect Evaluations of Utilitarian and Hedonic Advertising Appeals. *Journal of Consumer Marketing*, Accepted for publication.

Rossi, P., Pantoja, F., Yoon, S., & **Kim, K.** (2023). The Mind of the Beholder: Congruence Effects in Luxury Product Placements, *International Journal of Advertising*, 42(3), 562-588.

- Kim, W.J. Ryoo, Y., Yoon, S., **Kim, K.** (2021). Ethical Dissonance in Environmental Advertising: Moderating Effects of Self Benefit versus Other-Benefit Appeals, *International Journal of Advertising*, 40(8), 1320-1342.
- Yoon, S., Bang, H.J., Choi, D.W., & **Kim, K.** (2021). Slow versus Fast: How Speed-Induced Construal Affects Perceptions of Advertising Messages, *International Journal of Advertising*, 40(2), 225-245.
- Yoon, S., Lalwani, A.K., Vargas, P.T., **Kim, K.**, & Taylor, C. (2021). Culture and Health Persuasion: Differences between Koreans and Americans, *Journal of Current Issues & Research in Advertising*, 42(1), 83-101.
- Garber, L.L. , **Kim, K.**, & Dotson, J.M. (2020). The IMC Mixes That Trucking Managers Use, *Journal of Business and Industrial Marketing*, 35(12), 2067-2077.
- Choi, Y.K., Yoon, S., **Kim, K.**, & Kim, Y. (2019). Text versus Picture in Advertising: Effects of Psychological Distance and Product Type, *International Journal of Advertising*, 38(4), 528-543
- Venmahavong, T., Yoon, S., & **Kim, K.**, Yoo, C. (2019). Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects, *Journal of Advertising*, 48(2), 232-241.
- Kim, K.**, Kim, S., Corner, G., and Yoon, S. (2019). Dollar-Off or Percent-Off? Discount Framing, Construal Levels, and Advertising Appeals, *Journal of Promotion Management*, 25(3), 314-327.
- Kim, K.**, Yoon, S., Gravier, M., and Oh, S. (2019). Active Bidders versus Smart Bidders: Do Participation Intensity and Shopping Goals Affect the Winner's Joy in Online Bidding?, *European Journal of Marketing*, 53(4), 585-606.
- Kim, K.**, Park, C., Yoon, S., Choi, Y.K., Oh, S., & Lee, J. (2019). Branded Entertainment: Gender Differences in Reactions to Star Ratings, *Journal of Consumer Behaviour*, 18(2), 166-176.
- Lee, Y.H., Yoon, S., Chun, S., Park, C., & **Kim, K.** (2019). How Liberals and Conservatives Respond to Feasibility and Desirability Appeals in Anti-Tobacco Campaigns, *Asian Journal of Communication*, 29(1), 55-72.
- Yoon, S., **Kim, K.**, Beltis, A., Logan, J., & Subramanian, G. (2019). Red Sox versus Yankees: Sports Team Rivalry, Sports Symbols, and Distance Performance, *Journal of Global Sport Management*, 25(3), 308-319.
- Kim, K.**, Yoon, S., & Choi, Y.K. (2019). The Effects of eWOM Volume and Valence on Product Sales—An Empirical Examination of the Movie Industry, *International Journal of Advertising*, 38(3), 471-488.
- Kim, K.**, Williams, J. & Wilcox, G.B. (2016). "Kid Tested, Mother Approved": The Relationship between Advertising Expenditures and "Most-Loved" Brands. *International Journal of Advertising*, 35(1), 42-60.
- Yoon, S., Oh, S., Song, S., **Kim, K.** & Kim, Y. (2014). Higher Quality or Lower Price? How Value-Increasing Promotions Affect Retailer Reputation via Perceived Value. *Journal of Business Research*, 67(10), 2088-2096.
- Yoo, J., Swan, B., & **Kim, K.** (2014). The Influence of Identity Fusion on Patriotic Consumption: a Cross-Cultural Comparison of Korea and the U.S. *The Korean Journal of Advertising*, 25(5), 81-116.
- Um, N., **Kim, K.**, Kwon, E.S. & Wilcox, D. (2013). Symbols or Icons in Gay-Themed Ads: How to Target a Gay Audience. *Journal of Marketing Communication*, 21(6), 393-407.
- Wilcox G.B. & **Kim, K.** (2012). Multivariate Time Series Use for the Measurement of Social Media Effects. *Marketing Management Journal*, 22(2), 90-101.
- Wilcox G.B., **Kim, K.** & Schulz, H. (2012). Liquor Advertising and Consumption in the United States 1971-2008. *International Journal of Advertising*, 31(4), 819-834.

BOOK

Kim, K., Ed. (2016). Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing. *Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference*, Springer International Publishing (ISBN 978-3-319-26647-3).

BOOK CHAPTERS

Kim, K., Williams, J. & Wilcox, G.B. (2017). Kid Tested, Mother Approved: The Relationship between Advertising Expenditures and "Most-Loved" Brands. Reprinted in *Social and Environmental Issues in Advertising*, Yoon, S. & Oh, S. (Eds.), London: Routledge (ISBN 978-138-22843-6).

Wilcox G.B., Williams, J., Kamal, S. & **Kim, K.** (2012). The Role of Advertising on Attitudes and Consumption of Food and Beverage Products. *Advances in Communication Research to Reduce Childhood Obesity*, New York: Springer (ISBN 978-1-4614-551-3).

MANUSCRIPTS UNDER REVIEW

Kim, K., Attaran, S., McCarthy, T., and Yoon, S. (2nd round review). Plus-Size Models in Luxury Fashion Advertising: The Benefits and Pitfalls of Diversity and Inclusion. Submitted to *Journal of Advertising Research*.

Kim, K., Manika, D., Yoon, S., La Ferle, C., and Edwards, S. (under review). Advertising for Healthy Eating: Anthropomorphized Fruits and Vegetables Appear More Trustworthy But Less Attractive. Submitted to *Journal of Advertising Research*.

Garber, L., **Kim, K.**, Nafees, L., Boya, U., and Hyatt, E.M. (2nd round review). The Meaning that Primary Color Conveys to Brands: An Exploratory Study of Restaurant Logos, Submitted to *International Journal of Management Practice*.

Ryoo, Y, Wan, F., **Kim, K.**, and Yoon. S. (under review). Corporate Social Responsibility in the Global Village: The Roles of Global Identity and Construal Level. Submitted to *Journal of Social Marketing*.

Hwang, J.H., **Kim, K.**, J. Jeong, and J. Moon. (under review). Factors Affecting Consumer's Attitude toward Alternative Meat Products: The Role of Message Framing, Negative Emotions, and Coping Strategy, Submitted to *International Journal of Hospitality Management*.

MANUSCRIPTS IN PREPARATION

Kim, K., Park, S., Park, S., and Yoon, S. (to be submitted). The Effect of Digital Alteration Disclaimer Labels on Social Media Advertising. Target Journal: *International Journal of Advertising*.

Kim, K., Zollo, L., Rialti R., and Yoon, S. (to be submitted). Local Actions, Global Changes: Neighborhood Effects on Climate Behavior. Target Journal: *Psychology & Marketing*

Ryoo, Y, Kim, W., **Kim, K.**, and Yoon. S. (to be submitted). Promoting Online Ethical Behavior Using Hypocrisy Induction: The Role of Construal Level. Target Journal: *Journal of Retailing and Consumer Services*.

Local Actions, Global Changes: Neighborhood Effects on Climate Behavior

Kim, K., Hewage, G., Garber, L., & Yoon. S. (to be submitted). Regulatory Focus and Message Framing in Health-Related Advertising. Target Journal: *Journal of Advertising*.

Kim, K., Xu, Q., & Yoon. S. (to be submitted). Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Consumer Digital Complexity. Target Journal: *Computer and Human Behavior*.

Shin, H, Yoon, S., & **Kim, K.** (to be submitted). The Influence of Humor Appeal in Luxury Advertising. Target Journal: *Journal of Advertising*.

Jeon, Y. A., Ryoo, Y., **Kim, K.**, & Yoon, S. (to be submitted). Ad Skip Button and Ad Exposure Duration: The Moderating Role of Motives in Pre-roll Ads. *Target Journal: Computer and Human Behavior*.

PUBLISHED ABSTRACTS/PROCEEDINGS (REFEREED)

(*denotes presenter)

- Kim, K.***, Park, S., Park, S., and Yoon, S. (2024). Warning. This Image has been Digitally Altered: Consumer Reactions to Alteration Disclaimers. *European Marketing Associations Conference (EMAC)*, Bucharest, Romania.
- Ryoo, Y, Wan, F., **Kim, K.***, and Yoon, S. (2024). Corporate Social Responsibility in the Global Village: Effects of Global Identity and Construal Levels. *Academy of International Business Conference (AIB)*, Seoul, Korea.
- Lim, R.E.*, **Kim, K.**, Sung, Y.H., Kang, E.Y., and Yoon, S. (2024). This Ad is Uniquely Tailored for You: The Effectiveness of a Highly Personalized Ad Among Socially Excluded Consumers. *The 2024 American Academy of Advertising Conference*, Portland, OR.
- Choi, D., Bang, H., Kang, E.*, and **Kim, K.** (2024). Combined or Partitioned?: The Role of Pricing Presentation in Consumers' Green Consumption with Different Purchasing Motivations. *The 2024 American Academy of Advertising Conference*, Portland, OR.
- Kang, E.*, Sung, Y., Lim, E.R., **Kim, K.**, and Yoon, S. (2023). The Effects of Poverty Porn on Consumers' Subject Well-being and Donation Behaviors. *Academy of International Business NE Chapter Conference (AIB)*, Providence, RI.
- Warden, L.*, **Kim, K.**, and Yoon, S. (2023). Enhancing Global Giving: The Influence of Psychological Closeness and Mortality Salience on Donation Intentioned Empathy in International Marketing. *Academy of International Business NE Chapter Conference (AIB)*, Providence, RI.
- Kim, K.***, Zdravkovic, S., Ryoo, Y., and Yoon, S. (2023). Pricing Transparency in Retail on Digital Platforms. *Global Marketing Conference (GMC)*, Seoul, Korea.
- Ryoo, Y., Fareeha, N., **Kim, K.**, and Yoon, S.* (2023). The Personalization-Privacy Paradox. *Global Marketing Conference (GMC)*, Seoul, Korea.
- Lim, R.E., Sung, Y.H., Kang, E.Y., and **Kim, K.*** (2023). The Personalization-Privacy Paradox. *Global Marketing Conference (GMC)*, Seoul, Korea.
- Kim, K.***, Attran, S., McCarthy, T., and Yoon, S. (2023). Plus-Size Luxury Fashion Advertising: Benefits and Pitfalls. *European Marketing Associations Conference (EMAC)*, Odense, Denmark.
- Kim, K.***, McLaughlin, J., Park, S.*, Park, S., and Yoon, S. (2022). The Effect of Digital Alteration Disclaimer Labels on Social Media Advertising. *International Conference of Asian Marketing Associations Conference (ICAMA)*, Jeju, Korea.
- Park, S.*, Yoon, S., **Kim, K.**, Park, S., and Choi, Y.K. (2022). "Cancel Anytime!": How Easy-Cancellation Options Enhance the Purchase Likelihood of Services that Require Long-Term Commitment. *International Conference of Asian Marketing Associations Conference (ICAMA)*, Jeju, Korea.
- Kim, K.**, Qiu, C., Yoon, S., and Zdravkovic, S.* (2022). When Does Consumer Care About Dollars and Cents?: The Impact of Nation's Equity, Price, and Product Transparency. *Academy of International Business Conference (AIB)*, Washington, D.C.
- Ryoo, Y, Kim, W., **Kim, K.***, Yoon, S. (2022). Promoting Online Ethical Behavior Using Hypocrisy Induction: The Role of Construal Level. *The 2022 Recent Advances in Retailing and Consumer Services Science Conference (RARCS)*, Baveno, Italy.

- Kim, K.***, Yoon, S., & Manika, D. (2022). Advertising for Healthy Eating: Anthropomorphized Fruits and Vegetables Appear More Trustworthy but Less Attractive. *The 2022 American Academy of Advertising Conference*, St. Petersburg, FL.
- Shin, H.* Yoon, S., & **Kim, K.** (2021). Divergent Effects of Humor in Luxury versus Non-Luxury Advertising. *Academy of Marketing Science*.
- Kim, K.***, Yoon, S., & Manika, D. (2021). How Anthropomorphic Naming Increases Purchases Intentions for Irregular Produce. *The 2021 American Academy of Advertising Conference*.
- Hwang, J.H.* **Kim, K.**, J. Jeong, & J. Moon. (2021). Factors Affecting Consumer's Attitude toward Alternative Meat Products: The Role of Message Framing, Negative Emotions, and Coping Strategy, Submitted to *International Journal of Hospitality Management*. *Global Fashion Marketing Conference*.
- Natale, J.D.* Hewage, G.U., & **Kim, K.** (2021). Where did This Purchase Come From? Purchase Type and Country of Origin Label Effects in Fashion Products. *Global Fashion Marketing Conference*.
- Kim, W.* Ryoo, Y., Yoon, S., & **Kim, K.** (2020). Ethical Dissonance Influences on the Effectiveness of Altruistic versus Egoistic Appeals in Environmental Advertising. *International Conference of Asian Marketing Associations Conference*, Seoul, Korea.
- Kim, S.* **Kim, K.**, Yoon, S., & Baek T.H. (2020). Ad Exposure Sequence in Scarcity Marketing. *Global Marketing Conference*, Seoul, Korea.
- Jeon, Y.* Y. Ryoo., **Kim, K.**, & Yoon, S. (2020). Ad Skip Button and Ad Exposure Duration: The Moderating Role of Motives in Pre-Roll Ads. *Global Marketing Conference*, Seoul, Korea.
- Shin, H.* Yoon, S., & **Kim, K.** (2020). The Influence of Humor Appeal in Luxury Advertising. *Global Marketing Conference*, Seoul, Korea.
- Lee, Y., Bakpayev, M.* Yoon, S., & **Kim, K.** (2020) How Closing and Opening Eyes Affects Evaluation of Utilitarian and Hedonic Advertising Appeals. *The 2020 American Academy of Advertising Conference*, San Diego, CA.
- Kim, K.***, Yoon, N., and Manika, D. (2019). Rudy the Rutabaga: How Anthropomorphic Naming Increases Purchase Intentions for Irregular Produce. *The 2019 Association for Consumer Research Conference*, Atlanta, GA.
- Kim, K.***, Kim, S., Corner, G., and Yoon, S. (2019). Dollar-Off or Percent-Off? How Complexity-Induced Construal Affects the Perception of Promotional Message. *The 2019 American Academy of Advertising Conference*, Dallas, TX.
- Kim, K.***, Xu, Q., & Yoon, S. (2019). Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Travel Destination Recommendation. *AMA Winter Academic Conference*, Austin, TX.
- Kim, K.***, Yoon, S., Choi, YK, & Lee, Y., & Garber, L.L. (2018). How Social Media Works in B2B Environment: Social Media Effectiveness Using Web Analytics, *Global Marketing Conference*, Tokyo, Japan.
- Kim, K.***, Kim, S., Yoon, S., & Corner, G. (2018). How Complexity-Induced Construal Affects the Perception of Advertising Messages. *Global Marketing Conference*, Tokyo, Japan.
- Kim, K.***, Xu, Q., & Yoon, S. (2018). Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Travel Destination Recommendation. *Global Marketing Conference*, Tokyo, Japan.
- Lawrence L. G., **Kim, K.**, Hyatt, E., Boya, U., & Nafees, L. (2018). Explaining Consumer Affinity for Primary Color as a Novel Brand Identifier. *Inform's Marketing Science Conference*, Philadelphia.

- Lee, Y, Yoon, S., & **Kim, K.*** (2018). Further than Meets the Eye: How Closing and Opening Eyes Affects Construal Level and Utilitarian and Hedonic Product Evaluation. *Global Marketing Conference*, Tokyo, Japan.
- Rossi, P.*, Pantoja, F., **Kim, K.**, & Yoon, S. (2017). The Mind of the Beholder: The Effects of Social Status and Luxury Product Placement in Movies, *Academy of Marketing Science*, Coronado Island, CA.
- Yoon, S.*, **Kim, K.**, Beltis, A., Logan, J., & Subramanian, G. (2017). Red Sox Throws Soft, Yankees Hits Hard: Sports Team Symbols Affect Distance Performance, *Academy of Marketing Science*, Coronado Island, CA.
- Yoon, S.*, Bang, H.J., Choi, D.W., & **Kim, K.** (2017). Slow versus Fast: How Speed-Induced Construal Affects Perceptions of Advertising Messages, *The 2017 American Academy of Advertising Conference*, Boston, MA.
- Choi, D.W., Bang, H.J., Yoon, S., & **Kim, K.*** (2017). Fast Forward It for You: How Ad Incompleteness Reduces Ad Intrusiveness, *The 2017 American Academy of Advertising Conference*, Boston, MA.
- Kim, K.***, Yoon, S., Choi, Y.K., & Oh, S. (2016). How Word-of-Mouth Boosts Search Engine Optimization, *Global Marketing Conference*, Hong Kong.
- Logan, J., Beltis, A., Yoon, S.*, & Choi, Y.K., & **Kim, K.** (2016). Understanding the Role of Spatial and Social Distance in Video Advertisements, *Global Marketing Conference*, Hong Kong.
- Choi, Y.K., Yoon, S.*, **Kim, K.**, & Kim, Y. (2016). How Psychological Distance and Product Purchase Frequency Affect Advertising Effectiveness. *Academy of Marketing Science*, Orlando, FL.
- Lee, Y.*, Yoon, S., Chun, S., Park, C., & **Kim, K.** (2016). How Liberals and Conservatives Respond to Feasibility and Desirability Appeals in Anti-Tobacco Campaigns. *The 2016 American Academy of Advertising Conference*, Seattle, WA.
- Rossi, P., Pantoja, F., **Kim, K.***, & Yoon, S. (2015). The Mind of the Beholder: How Associations Moderate Product-Environment Congruence Effects in Product Placement, *Global Fashion Marketing Conference (GFMC)*, Florence, Italy.
- Park, C., Yoon, S., **Kim, K.***, Choi, Y.K., Oh, S., & Lee, J. (2015). Luxury Branded Entertainment: How Public Star Ratings and Awareness of Surroundings Affect Word-of-Mouth Among Men and Women, *Global Fashion Marketing Conference (GFMC)*, Florence, Italy.
- Oh, S.*, Lee, C., Yoon, S., **Kim, K.**, & Choi, Y.K. (2015). You May Lie When You Wear Prada: The Effect of Brand Logo Presence on Implicit-Explicit Attitudes Congruency, *Global Fashion Marketing Conference (GFMC)*, Florence, Italy.
- Preciado, A.M. & **Kim, K.*** (2015). How Website Interactivity and Symmetry Affect Website Traffic in the Fashion Industry, *Global Fashion Marketing Conference (GFMC)*, Florence, Italy.
- Kim, K.*** & Yoon, S. (2015). The Dynamics of eWOM and Business Outcomes: An Empirical Investigation of the Impact of Social Media on Box Office Revenue, *Academy of Marketing Science*, Denver, CO.
- Kim, K.*** Cunningham, I., Yoon, S. & Oh, S. (2015). A Little Bluebird Told Me: Social Media Conversation Effects on Business Outcomes-Evidence from the Movie Industry, *AMA Winter Academic Conference*, San Antonio, TX.
- Kim, K.**, Williams, J., Oh, S.* & Wilcox, G.B. (2014). Kid Tested, Mother Approved: The Relationship between Advertising Expenditures and Brands Most-Loved., *Global Marketing Conference*, Singapore.
- Kim, K.**, Wilcox, G.B. & Choi, Y.G.* (2014). How Social Media Works: B2B vs. B2C., *Global Marketing Conference*, Singapore.

- Kim, K.**, Choi, J.H.*, & Choi, T.R. (2014). How Social Media Works-Using Web Analytics., *Academy of Marketing Science*, Indianapolis, IN.
- Kim, K.**, Choi, J.H., & Kang, E.Y.* (2014). Measurement of Social Media Effectiveness Using Web Analytics., *The 2014 American Academy of Advertising Conference*, Atlanta, GA.
- Kim, K.*** (2014). How Social Media Works in B2B Environment: Web Analytics in Social Media., *AMA Winter Academic Conference*, Orlando, FL.
- Kim, K.***, Yoon, S., Baek, T., Jinnie, Y. & Youyoung, L. (2014). Near-Disaster Experience and Survivor Bonding., *The Society for Personality and Social Psychology (SPSP) Conference*, Austin, TX.
- Kim, K.*** & Yoon, S. (2013). Measurement of Social Media Impact on Business Outcomes Using Web Analytics in Business-to-Business. *Direct/Interactive Marketing Research Summit*, Chicago, IL.
- Kim, K.*** (2013). Measurement of Digital Content Marketing Effectiveness through Social Media. *Academy of Marketing Science*, Monterey, CA.
- Wilcox, G.B. & **Kim, K.*** (2013). Multivariate Time Series Use for the Measurement of Social Media Effect. *The 2013 American Academy of Advertising Conference*, Albuquerque, NM.
- Kim, K.*** & Wilcox, G.B. (2013). Social Media Measurement and Analysis. *AMA Winter Academic Conference*, Las Vegas, NV.
- Kim, K.*** (2012). Measurement of Business-to-Business Social Media Effectiveness. *The 2012 Institute for the Study of Business Markets (ISBM) Academic Conference*, Chicago, IL.
- Yoo, J.* & **Kim, K.** (2012). The Influence of Identify Fusion on Patriotic Consumption: A Cross-Cultural Comparison of Korea and the U.S. *The 2012 Association for Education in Journalism and Mass Communication (AEJMC) Conference*, Chicago, IL.
- Kim, K.***, Williams, J. & Wilcox, G.B. (2012). Analysis of Relationship between Brand Advertising and Most Loved Brands by Children. *The 2012 American Academy of Advertising Conference*, Myrtle Beach, SC.
- Um, N.*, **Kim, K.** & Kwon, E.S. (2012). Symbols or Icons in Gay-Themed Ads. *The 2012 American Academy of Advertising Conference*, Myrtle Beach, SC.
- Um, N., **Kim, K.***, & Kwon, E.S. (2011). Examining the Use of Culturally Meaningful Symbols in Gay-Themed Ads. *The 2011 Association for Education in Journalism and Mass Communication (AEJMC) Conference*, St. Louis. MO.
- Wilcox, G.B., Williams, J., & **Kim, K.*** (2011). The Impact of Advertising on Aggregate and Brand Sales. *RWJF Communications Research and Childhood Obesity Conference*, Princeton, NJ.
- Wilcox, G.B. & **Kim, K.*** (2010). Distilled Spirit Advertising and Consumption in the United States 1971-2007. *The 2010 American Academy of Advertising Conference*, Minneapolis, MN.

COURSES TAUGHT

Bryant University, Department of Marketing, 2018 - Present

- Marketing Analytics (MS in Business Analytics)
- Marketing Analytics
- Marketing Research
- Digital Marketing Analytics

Elon University, Department of Marketing, 2014 - 2018

- Data Mining (MBA)
- Visual Analytics (MBA)
- Digital Marketing
- Integrated Marketing Communication

- Principles of Marketing

Sungkyunkwan University, Summer International Program, 2022-Present

- Advertising and Popular Culture
- Business Analytics

Dongguk University, Department of Marketing, SU 2017-2019

- Integrated Marketing Communication

The University of Texas at Austin, Department of Advertising, SP 2012 - FA 2013

- Integrated Communication Campaign
- History and Development of Advertising
- Advertising and Popular Culture

INVITED TALKS

“Pricing Transparency in Retail on Digital Platforms”

Ritsumeikan University, Japan, July 2024

University of Florence, Italy, May 2024

University of Pisa, Italy, May 2024

University of Wuppertal, Germany, May 2024

“Plus-Size Models in Luxury Fashion Advertising: The Benefits and Pitfalls of Diversity and Inclusion”

University of Florence, Italy, May 2024

“Think Outside the Boxplot: Visual Analytics for Beginners”

University of Siena, Italy, May 2024

Visual Analytics Day at Bryant, Bryant University, Sep 2022

“Data Democratization: Transforming the Data Culture”

Big Data Center, Korea Electric Power Corporation (KEPCO), Korea, July 2022

Kyunggi Division, Korea Electric Power Corporation (KEPCO), Korea, June 2022

“Marketing Analytics in Fashion Industry”

Yonsei University, Korea (Virtual), March 2022

“Visual Analytics: Use of Waffle Charts”

Rhode Island Tableau User Group, March 2022

“Visual Analytics in Energy Market”

Big Data Center, Korea Electric Power Corporation (KEPCO), Korea, June 2021

“Data Analytics for Teens”

Teen Education Programs, Providence Public Library, Aug 2019

“The Dos and Don’ts of Data”

Department of Revenue, State of Rhode Island, Aug 2019

“Visual Analytics: Elevating Your People with Data”

Big Data Center, Korea Electric Power Corporation (KEPCO), Korea, June 2019

Headquarter, Korea Electric Power Corporation (KEPCO), Korea, July 2019

Seoul Division, Korea Electric Power Corporation (KEPCO), Korea, July 2019

“Know Your Customer: A Data Analytics Framework to Understand Customers”

Yonsei University, Korea, May 2019

“Digital Marketing Analytics”

Yonsei University, Korea, May 2019

- "Analytics for Modern Marketer"
Visual Analytics Conference with Tableau, Feb 2019
- "Digital Consumers"
Gachon University, Korea, June 2018
- "e-Customer Journey: Measurement of Digital Marketing Effectiveness"
McCann NewYork (McCann Worldgroup), June 2016
- "Understand Digital Consumers in Emerging Markets"
University of Georgia, April 2015
- "Marketing Communication 2.0"
University of North Carolina at Chapel Hill, Oct 2014
Loyola University at Chicago, Oct 2014
Willamette University, Sep 2013
Appalachian State University, Jan 2013
University of Oklahoma, Nov 2012
- "Econometric Modeling in Advertising"
The University of Texas at Austin, February 2010
- "Measurement of Social Media"
The University of Texas at Austin, March 2010
- "Integrated Marketing Communication in Digital Market"
The University of Texas at Austin, October 2011
- "Develop with the Market"
The University of Texas at Austin, April 2009

POPULAR MEDIA COVERAGE

- "Cutesy veggies with human names are more likely to be purchased," KCBS Radio, September 12th, 2024.
<https://www.audacy.com/podcast/kcbs-radio-on-demand-011f4/episodes/cutesy-veggies-with-human-names-are-more-likely-to-be-purchased-3bbc0>
- "How to sell an 'ugly' vegetable? Give it googly eyes" by Ayurella Horn-Muller, Salon, September 11th, 2024.
https://www.salon.com/2024/09/11/how-to-sell-an-ugly-vegetable-give-it-googly-eyes_partner/
- "Making ugly produce more attractive with 'googly eyes" by Tom Karst, The Packer, September 10th, 2024.
<https://www.thepacker.com/news/retail/making-ugly-produce-more-attractive-googly-eyes>
- "How to Sell an 'Ugly' Vegetable? Give It Googly Eyes" by Ayurella Horn-Muller, Grist, September 9th, 2024.
<https://grist.org/food-and-agriculture/how-to-sell-an-ugly-vegetable-give-it-googly-eyes/>
- "Googly eye can help sell "ugly" produce" by Gail Sherman, Boing Boing, September 9th, 2024. <https://boingboing.net/2024/09/09/googly-eyes-can-help-sell-ugly-produce.html>
- "Cancel Anytime: How Cancellation Policies Impact Consumer Buying Behavior," a bylined piece, Quirk Media, January 9th, 2024. <https://www.quirks.com/articles/cancel-anytime-how-cancellation-policies-impact-consumer-buying-behavior>

HONORS, AWARDS, AND GRANTS

- Best Conference Track Paper Award, *Global Marketing Conference*, 2023
- Merit Award, Bryant University, 2022, 2024
- Best Reviewer Award, *International Journal of Advertising*, 2021
- Merit Award, Bryant University, 2020

KAS-HS Ad Global Research Award, Best Paper of *The Korean Advertising Society*, 2019
Outstanding International Business Research Award, Bryant University, 2019
The LSB Summer Research Award, Love School of Business, Elon University, 2017
Faculty Research and Development Award, Reassigned-time Fellowships, Elon University, 2016
The LSB Summer Research Award, Love School of Business, Elon University, 2016
Faculty Research and Development Award, Reassigned-time Fellowships, Elon University, 2015
Paid Scholarly Leave, Elon University, May 2015, Awarded on the basis of faculty review of research proposal
The LSB Summer Research Award, Love School of Business, Elon University, 2015
2014 Rising Scholar Award, Best Paper of *The Korean Journal of Advertising*, Korea Advertising Society, 2015
Best Conference Paper Award, Excellent Award (2nd place), 2014 Global Marketing Conference at Singapore
ESCP Europe Best Paper Award, Honorable Mention, 2014 Global Marketing Conference at Singapore
Jesse Jones Fellowship Award, The University of Texas at Austin, 2013
University Continuing Fellowship Award, The University of Texas at Austin, 2013
University Continuing Fellowship Award, The University of Texas at Austin, 2012
Professional Development Award, The University of Texas at Austin, 2010-2013
University of Minnesota School of Public Health, \$12,000
 Analysis of Relationship Between Brand Advertising and Most Loved Brands by Children, 2011
 Co-PI with Jerome D. Williams (Rutgers University) and Gary B. Wilcox (The University of Texas at Austin)
Brain Korea 21 Scholarship (outstanding academic accomplishment), \$48,000
 Department of Economics, SungKyunKwan University, Seoul, Korea, 2001-2004

UNIVERSITY SERVICE

Coordinator, AACSB Assurance of Learning, FA 2024 - Present
Member, IRB Committee, FA 2019 - Present
Member, Honors Council, FA 2020 - Present
Member, AOL Dashboard Development Committee, Aug 2021-Present
Member, AOL Ethics Committee, Aug 2021-Present
Faculty Advisor, American Marketing Association at Bryant, SP 2022 - Present
Tenure Track Data Science/Business Analytics Faculty Hiring Committee Member, 2022 - 2023
Tenure Track Data Science Faculty Hiring Committee Member, 2021
Tenure Track Marketing Faculty Hiring Committee Member, FA 2019
Tenure Track Faculty Marketing Hiring Committee Member, FA 2018

THESIS/UNDERGRADUATE RESEARCH COMMITTEE

Honors Thesis

Advisor, Lois Warden, Major in Marketing, Bryant University, SP 2023 - WT 2023
Advisor, Julia McLaughlin, Major in Marketing, Bryant University, SP 2022 - SP 2023
Advisor, Cady Qiu, Major in Marketing, Bryant University, SP 2021 - SP 2022
Advisor, Trinity Lennon, Major in Marketing, Bryant University, FA 2020 - SP 2022
Advisor, Peter Elder, Major in Marketing, Bryant University, SP 2020 - SP 2021

Advisor, Lyndsay Swanston, Major in Management, Bryant University, SP 2020 - SP 2021
Advisor, Gabrielle Corner, Major in Marketing, Elon University, FA 2015-SP 2017
Editorial Reviewer, Elizabeth Hall, Major in Marketing, Bryant University, FA 2024
Editorial Reviewer, Julia Di Natale, Major in International Business, Bryant University, SP 2021
Editorial Reviewer, Kathryn Sweeney, Major in Marketing, Bryant University, SP 2021
Editorial Reviewer, David Stahr, Major in Marketing, Bryant University, SP 2020 - FA 2020
Editorial Reviewer, Kelly Jacobsen, Major in Marketing, Bryant University, FA 2018 - SP 2019
Editorial Reviewer, Kieu Anh Nguyen, Major in Marketing, Bryant University, SP 2019

Undergraduate Research

Advisor, Mitchell Manjos, Major in Marketing, Bryant University, FA 2021
Advisor, Zachary Richardson, Major in Entrepreneurship, Bryant University, FA 2020
Advisor, Nicholas Fratto, Major in Marketing, Bryant University, SU 2020
Advisor, Sanjana Shah, Major in International Business, Bryant University, FA 2019
Advisor, Hannah Wright, Major in International Business, Elon University, WT 2017- SP 2018
Advisor, Ana Preciado, Major in Marketing, Elon University, Fall 2014 - SP 2015

Virtual Summer Research and Innovation Village

Mentor, Nicholas Fratto, Major in Marketing, Bryant University, 2020

PROFESSIONAL ACADEMIC SERVICE

EDITORIAL POSITIONS

Senior Associate Editor, *International Journal of Advertising*, 2023 - Present
Associate Editor, *International Journal of Advertising*, 2021 - 2023
Associate Editor, *Strategic Change*, 2023 - Present
Associate Editor, *Journal of Global Fashion Marketing*, 2019 - Present
Guest Editor, *International Journal of Advertising*, 2025
Special Issue of "New Insights in Digital and AI Advertising"
Guest Editor, *International Journal of Advertising*, 2024
Special Issue of "Sustainability in Luxury and Fashion Brand Advertising"
Guest Editor, *International Journal of Advertising*, 2023
Special Issue of "New Developments in Digital Promotion"
Guest Editor, *Journal of Interactive Advertising*, 2023
Special Issue of "Brand Activism on Digital and Interactive Media"
Guest Editor, *Journal of Global Fashion Marketing*, 2020
Special Issue of "Evolution in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow"
Proceeding Editor, *Academy of Marketing Science (AMS) Conference, Denver, CO, 2015*
Editorial Review Board Member, *Journal of Advertising*
Editorial Review Board Member, *Journal of Business Research*
Editorial Review Board Member, *Journal of Current Issues & Research in Advertising*

Manuscript Review

Ad-hoc Reviewer, *European Journal of Marketing*
Ad-hoc Reviewer, *Journal of Advertising*
Ad-hoc Reviewer, *Journal of Consumer Behaviour*
Ad-hoc Reviewer, *Journal of Interactive Advertising*

Ad-hoc Reviewer, *Journal of Marketing Management*
Ad-hoc Reviewer, *Internet Research*
Ad-hoc Reviewer, *Journal of Regional Studies and Development*
Manuscript Reviewer, *Association for Consumer Research (ACR) Conference*
Manuscript Reviewer, *The AMA Winter Marketing Educators' Conference*
Manuscript Reviewer, *Academy of Marketing Science (AMS) Conference*
Manuscript Reviewer, *Global Marketing Service (GMC)*
Manuscript Reviewer, *Direct/Interactive Marketing Research Summit (DMEF)*
Manuscript Reviewer, *The American Academy of Advertising (AAA) Conference*
Manuscript Reviewer, *Academy of International Business (AIB) Conference*

CONFERENCE DUTIES

Track Chair

"New Insights in Digital and AI Advertising," Global Marketing Conference (GMC), Hongkong, 2025
"International Marketing," Academy of International Business (AIB) NE Chapter Conference, Providence, RI, 2023
"New Developments in Digital Promotion," Global Marketing Conference (GMC), Seoul, Korea, 2023
"Ethical Consumption and Marketing in Fashion", Global Fashion Marketing Conference (GFMC), Seoul, Korea, 2021
"Evolution in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow", Global Marketing Conference (GMC), Virtual, 2020
"Big Data and Marketing Analytics in Fashion Industry," Global Fashion Marketing Conference (GFMC), Paris, France, 2019
"Big Data and Digital Marketing," Global Marketing Conference (GMC), Tokyo, Japan, 2018
"Marketing Metrics, Analytics & Research Method," Academy of Marketing Science (AMS) Conference, Coronado Island, CA, 2017
"Marketing Strategy," Academy of Marketing Science (AMS) Conference, Orlando, FL, 2016
"Digital Consumers and Interactive Marketing," Global Marketing Conference (GMC), Hong Kong, 2016

Session Moderator

Academy of Marketing Science (AMS) Conference, May 2013, 2016
American Academy of Advertising (AAA) Conference, March 2016, 2017, 2022, 2023
Global Marketing Conference (GMC), July 2016, 2023

Academic Committee

Research Committee, American Academy of Advertising, 2017-2018, 2021-present
Global and Multicultural Committee, American Academy of Advertising, 2019-2020

COMMUNITY SERVICE

Leader, Rhode Island Tableau User Group, 2023 - present

Leadership Team, Rhode Island Tableau User Group, 2022 - Present

- Organize a joint event with Bryant University, "Visual Analytics Day at Bryant"
- Organize Rhode Island Tableau User Group meetings
- Participate in "Data for Good" service to analyze non-profit organizations' data

INDUSTRY EXPERIENCE

Research Consultant, Hassenfeld Institute for Public Leadership, Bryant University, Smithfield, RI, Mar-May 2019

- Conducted a market feasibility study for a new certificate program in public leadership

AEF Visiting Professor, McCann New York (<http://www.mccannny.com>), New York, June 2016

- One-on-one interviewed with advertising practitioners at various levels in McCann Worldgroup, McCann New York, and CRAFT
- Visited Ogilvy & Mather, RG/A, and D Expositor & Partners, hosted by Advertising Educational Foundation

Research Consultant, Social Distillery, Social Media Agency, Austin, TX, Oct 2011- May 2014

- Built a social media ROI model
- Built a behavioral model in social media

Social Media Analyst, W2O Group, Digital Marketing Agency, Austin, TX, Apr 2013-Aug 2013

- Developed digital/social media predictive models & customer acquisition models
- Search Engine Optimization (SEO)

Research Consultant, Mindwave Research Inc, Austin, TX, Dec 2011-Apr 2012

- Built a reach and frequency media model

Austin Samsung Semiconductor, Austin, TX, Dec 2006 - Jun 2007

- Participate in the project titled "A2 Project: Semiconductor Fabrication Expansion"
- Managed vendor procurement activities: Air Products & Chemicals Inc., Samsung Semiconductor and Hanyang Engineering Inc.

International Intern, Samsung Everland Resort Division, Korea, June 2006 - August 2006

- Analyzed data and market research: Benchmarking for Disney, Sanrio, IKEA, and others
- Second prize for excellent project presentation for generating new business

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Teaching with Cases, Harvard University, 2023

Teaching and Learning Strategies for Higher Education, Harvard University, 2018

Attendee, SAS® Visual Statistics for Professors, San Diego, CA, Jan 16, 2015

Attendee, SAS® Visual Analytics for Professors, San Diego, CA, Jan 15, 2015

Attendee, SAS® Clean Big Data for Professors, San Diego, CA, Jan 12-13, 2015

Department of Economics, Virginia Tech University, VA, 2002

Certificated econometric workshop scholarship program, Brain Korea 21

PROFESSIONAL ACADEMIC AFFILIATION

Fellow Member, Direct Selling Education Foundation, 2017-Present

Member, Association of Consumer Research (ACR), 2019-Present

Member, American Marketing Association (AMA), 2012-Present

Member, Academy of Marketing Science (AMS), 2012-Present

Member, American Academy of Advertising (AAA), 2008-Present

Member, Association for Education in Journalism & Mass Communication (AEJMC), 2011-2014

Member, Advertising Graduate Council, The University of Texas at Austin, 2007-2009

President, Korean Advertising Graduate Student Association, The University of Texas at Austin, 2009-2010