

Yaeun Kim

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EDUCATION

- Ph.D. Candidate Marketing, Fox School of Business,
Temple University, PA, USA** Aug. 2014 – May 2020
- M.S. Management Science,
Korea Advanced Institute of Science and Technology (KAIST),
Daejeon, Korea** Feb. 2011 – Feb. 2013
- B.A. Management Science, KAIST, Daejeon, Korea** 2011

RESEARCH INTERESTS

- Consumer behavior
- Motivation in goal pursuit
- Social influence
- Interpersonal processes
- Decision making
- Processing fluency
- Brand logo

TEACHING INTERESTS

- Consumer Behavior
- Introduction to Marketing
- Market Research
- Judgment Decision Making
- Customer Data Analytics

WORK IN PROGRESS

1. Transferred Essence and Consumer Evaluations: A Role of Establishment Year of the Brand Logo **Yaeun Kim** and Joydeep Srivastava. (Essay 2)
2. Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges **Yaeun Kim** and Crystal Reeck.
 - Study 1 & 2 completed (Essay 1)
 - Will submit

People's perceptions of an environmentally-friendly marketing campaign are altered by information about others' actions. This research demonstrates that highlighting the "large area" of the framed progress promotes participation through perceived contribution, moderated by political affiliation. Others' participation influences Democrats at the start but Republicans near the end of green campaigns.

3. "Word-of-Mouth". Whose Mouth is More Influential to You? The Effects of Gender and Ethnicity on Decision Making **Yaeun Kim**, Angelika Dimoka, Yaeri Kim, Paul A. Pavlou, and Kiwan Park

A large body of word-of-mouth (WOM) research has shown that ratings, rating volume, and text comments function as determinants to assessing quality of products (Berger, 2014; Chen & Lurie, 2013). However, little attention has been paid to the reviewers as a significant source of product evaluation (He & Bond, 2013). To be specific, there is a lack of understanding whether a product is preferred because it was recommended by an associative group or because it was not preferred by a dissociative reference group (dissimilar to self). The results from Study 1 demonstrated that participants are more influenced by similarity-attraction than by dissimilarity-repulsion. To be specific, African American participants rated *product a* higher, which was recommended by their associative reference group. Similar pattern was revealed in the male group. In Study 2, we found an underlying mechanism to explain the effects from Study 1. We tested the perceived difficulty of processing as a potential mediator for this phenomenon and utilized a choice/reject task. The analysis of moderated mediation (Hayes, 2013) revealed that the significant indirect effect of the number of options on purchase intention was conditional on the deleting approach but not on the choosing approach. By rejecting multiple alternatives, participants were more likely to buy the product since it is easier to make decision. In conclusion, this finding provides insights regarding the decision-making process resulting from social influence based on a reference-dependence approach.

4. Illusion of Processing Fluency on Pro-social Campaign: Unjustifiable Effort Produces Guilty Feelings **Yaeun Kim**, Yaeri Kim, Vinod Venkatraman, and Kiwan Park

- Study 1 & 2 completed

We investigated how consumers' decisions on campaigns are accompanied by metacognitive experiences. Two studies examine how the relationship between appeals and processing fluency influences attitudes toward charitable advertisements. Findings revealed that individuals in a self-appeal condition show unfavorable attitudes toward disfluent campaigns requiring extra effort through the increase of guilt.

CONFERENCE PROCEEDINGS & PRESENTATIONS

Yaeun Kim, Yaeri Kim, Vinod Venkatraman, and Kiwan Park (August, 2018). The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings. Poster would be presented in the Society for Consumer Psychology for the 2018 American Psychological Association meeting in San Francisco, CA.

Yaeun Kim, Yaeri Kim, Vinod Venkatraman, and Kiwan Park (July, 2018). The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings. Paper presentation in the Global Marketing Conference for the *2018 Global Marketing Conference* in Tokyo, Japan.

Yaeun Kim, Angelika Dimoka, Yaeri Kim, Paul A. Pavlou, and Kiwan Park (July, 2018). “Word-of-Mouth”. Whose Mouth is More Influential to You? The Effects of Gender and Ethnicity on Decision Making. Paper presentation in the Global Marketing Conference for the *2018 Global Marketing Conference* in Tokyo, Japan.

Yaeun Kim, Yaeri Kim, Vinod Venkatraman, and Kiwan Park (June, 2018). The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings. Poster would be presented at the *40th Annual ISMS Marketing Science Conference* in Philadelphia, PA.

Yaeun Kim and Crystal Reeck (October, 2016). Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges. Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.

Yaeun Kim, Yaeri Kim, Vinod Venkatraman, and Kiwan Park (October, 2016). The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings. Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.

Yaeun Kim and Crystal Reeck (April 13, 2016). The Effect of Perceived Efficacy and Social Goals on Environmental Marketing Challenge. Poster presented at the *12th Young Scholars Interdisciplinary Forum*, Philadelphia, PA.

Yaeun Kim and Angelika Dimoka (October 29, 2015). The Effects of Gender and Ethnicity on Decision Making. Poster presented at the *11th Young Scholars Interdisciplinary Forum*, Philadelphia, PA.

Yaeun Kim and Angelika Dimoka (April 15, 2015). The Effects of Gender and Ethnicity on Decision Making. Poster presented at the *10th Young Scholars Interdisciplinary Forum*, Philadelphia, PA.

Yaeun Kim and Myeong-cheol Park (October 4, 2013). “I know it’s your fault, but I blame the matchmaker more:” Changes in consumer trust toward social commerce companies due to dissatisfying purchases in a two-sided market. Poster presented at the annual meeting of the *Association for Consumer Research*, Chicago, IL.

Yaeun Kim, Younghoon Chang, and Myeong-cheol Park (November 21, 2012). Smart TV business regulation and collaboration among business operators and regulators: Focus on the case analysis of Smart TV blocking and IPTV regulation process in Korea. Paper presented at the *International Telecommunications Society*, Bangkok, Thailand.

Yaeun Kim, Younghoon Chang, and Myeong-cheol Park (October 5, 2012). A Research paper on process of complaint behavior towards social commerce, based on attribution theory. Poster presented at the annual meeting of the *Association for Consumer Research*, BC, Canada.

Yaeun Kim, Younghoon Chang, and Myeong-cheol Park (November 11, 2011). Effects on post-purchase behavior from the perspective of consumer's negative consumption emotion caused by Smartphone device malfunction. Paper presented at the *Korea Technology Innovation Conference*, Daejeon, Korea.

Younghoon Chang, Minkyung Kim, **Yaeun Kim**, and Myeong-cheol Park (June 27, 2011). Determinants of User Satisfaction and Continuance Intention of Smartphones: Focus on Interactivity Perspective. Paper presented at the *International Telecommunications Society*, Taipei, Taiwan.

TEACHING EXPERIENCE

Customer Data Analytics (Fall 2018) Fox School of Business

RESEARCH GRANTS

10th -15th Young Scholars Interdisciplinary Forum (\$8,250) Fox School of Business

HONORS, AWARDS, & CERTIFICATES

Harry A. Cochran Fellowship for the most promising young researchers in the Fox community (2014-2019) Fox School of Business

Teaching Academy Certificate of Completion (2017) Fox School of Business

KAIST full scholarship (2011-2013) KAIST

National full scholarship of Republic of Korea (2007-2011) KAIST

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

Mid-Atlantic Doctoral Symposium

ACADEMIC SERVICE

Teaching Assistant, Customer Data Analytics (Spring, 2018)

Research Assistant, Crystal Reeck (2015-2018) Department of Marketing

Research Assistant, Angelika Dimoka (2014-2018) Interdisciplinary Studies

Reviewer (2017) Industrial Management & Data Systems

Reviewer (2016) Society for Consumer Psychology

Reviewer (2016) Association for Consumer Research

Committee member (2015) Mid-Atlantic Doctoral Symposium

DOCTORAL COURSEWORK

Marketing:

Theory Development
Judgment and Decision Making
Behavioral Research
Quantitative Research

Psychology and Strategic Management:

Cognitive Psychology
Social Psychology
Cognitive and Affective Neuroimaging
Strategic Management: Management Control
Economic Research on Strategic Management of IT
Economic Theory of Choice

Statistics and Research Methods:

Statistical Methods I & II
Econometrics I & II
Advanced Quantitative Research Methods
Structural Equation Modeling

REFERENCES

Joydeep Srivastava

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