

# Yaeun Kim

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## EDUCATION

**Temple University**, Philadelphia PA  
Ph.D., Marketing. [May 2019 (expected)].

**Korea Advanced Institute of Science and Technology (KAIST)**, Daejeon, Korea  
M.S., Management Science. [February, 2013].

**Korea Advanced Institute of Science and Technology (KAIST)**, Daejeon, Korea  
B.A., Management Science. [February, 2011].

## RESEARCH INTERESTS

- Consumer behavior
- Decision making

## TEACHING INTERESTS

- Consumer behavior
- Decision making

## WORK IN PROGRESS

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

Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges **Yaeun Kim** and Crystal Reeck.

## CONFERENCE PROCEEDINGS & PRESENTATIONS

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

**Yaeun Kim**, Yae Ri Kim, Vinod Venkatraman, and Kiwan Park (October, 2016). *The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings*. Poster would be presented at the annual meeting of the Association for Consumer Research (ACR), 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 12<sup>th</sup> 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 11<sup>th</sup> 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 10<sup>th</sup> 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 (ACR), 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 (ITS), 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 (ACR), 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 (ITS), Taipei, Taiwan.

## RESEARCH GRANTS

The 12<sup>th</sup> Young Scholars Interdisciplinary Forum, Spring 2016      Fox School of Business, Temple University

The 11<sup>th</sup> Young Scholars Interdisciplinary Forum, Fall 2015      Fox School of Business, Temple University

The 10<sup>th</sup> Young Scholars Interdisciplinary Forum, Spring 2015      Fox School of Business, Temple University

## HONORS & AWARDS

Harry A. Cochran Fellowship (2014)      Fox School of Business, Temple University

KAIST full scholarship (2011-2013)      KAIST

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

## PROFESSIONAL AFFILIATIONS

Association for Consumer Research, Mid-Atlantic Doctoral Symposium

## **ACADEMIC SERVICE**

Working paper reviewer (2016) Society for Consumer Psychology  
Working paper reviewer (2016) Association for Consumer Research  
Mid-Atlantic Doctoral Symposium (2015) Fox School of Business, Temple University

## **GRADUATE COURSEWORK**

Economics Theory of Choice, Business Research Econometrics I&II, **Pro-seminar in Marketing (Susan Mudambi)**, Statistical Methods for Business Research I&II, **Seminar-Marketing Theory Development (Maureen Morrin)**, **Sem-Quant Research-Mktg (Nathon Fong)**, **Sem-Sel Topics in Mktg (Vinod Venkatraman)**, Core in Cognitive Psych (Ingrid Olson), Social Psych Core (Kareem J. Johnson), Foundations of Electronic Comm (Min-Seok Pang), **Sem-Behavior Res-Mktg (Boyoun Chae)**, Adv Quantitative Methods (Matthew Lombard), and Structural Equation Modeling (Mark Schmitz).

## **REFERENCES**

Angelika Dimoka (dimoka@temple.edu), Crystal Reeck (crystal.reeck@temple.edu), and Vinod Venkatraman (vinod.venkatraman@temple.edu)