

J. Christine Kim

McIntire School of Commerce
Rouss & Robertson Hall
University of Virginia
Charlottesville, VA 22904

Phone: (434) 924-3457
Email: sqm6hx@virginia.edu

ACADEMIC POSITION

McIntire School of Commerce, University of Virginia Assistant Professor of Commerce	2022 – present
Hong Kong University of Science and Technology Assistant Professor of Marketing	2016 – 2022

EDUCATION

INSEAD

Ph.D., Marketing
MSc, Marketing

Harvard University, Cambridge, USA
Masters, Mind Brain Education

University of California, Los Angeles, Los Angeles, USA
Bachelors, Cognitive Science

RESEARCH INTERESTS

Consumer Judgment & Decision Making, Goals & Motivations, Indulgent Consumption, Wasteful Consumption, Consumer Identity, Political Ideology

HONORS AND AWARDS

LVMH-SMU Luxury Research Conference Best Paper Special Prize, 2018
 Fellow, AMA-Sheth Doctoral Consortium, 2015
 INSEAD Doctoral Fellowship, 2010-2015
 Fellow, Trans-Atlantic Doctoral Consortium, London Business School, 2013, 2014
 Dean's Honors List, University of California, Los Angeles, 2004
 Provost's Honors List, University of California, Los Angeles, 2000
 Valedictorian, Granada Hills Charter High School, 2000

REFEREED JOURNAL PUBLICATIONS (* denotes equal contribution)

Wadhwa*, Monica, **J. Christine Kim***, Amitava Chattopadhyay, and Wenbo Wang (2019), "Unexpected-Framing Effect: Impact of Framing a Product Benefit as Unexpected on Product Desire", *Journal of Consumer Research*, 46(2), 223-45.

Kim, J. Christine, Monica Wadhwa, and Amitava Chattopadhyay (2019), "When Busy is Less Indulging: Impact of Busy Mindset on Self-Control Behaviors," *Journal of Consumer Research*, 45(5), 933-52.

- Media mentions: Forbes, USNews, MSN, New York Post, BBC

Kim, J. Christine, Brian Park, and David Dubois (2018), "How Consumers' Political Ideology and Status-Maintenance Goals Interact to Shape their Desire for Luxury Goods," *Journal of Marketing*, 82(6), 132-149.

- Selected to be featured in the Journal of Marketing Webinar Series:
<https://www.ama.org/academics/Pages/Webinar-Series-Insights-for-Managers.aspx>
- Media mentions: Forbes, Marketwatch, The London Economic

Kim*, **J. Christine**, Steven Sweldens*, and Mandy Hütter (2016), "The Symmetric Nature of Evaluative Memory Associations: Equal Effectiveness of Forward versus Backward Evaluative Conditioning," *Social Psychological and Personality Science*, 7(1), 61-68.

Wadhwa, Monica and **J. Christine Kim** (2015), "Can a Near Win Kindle Motivation? Impact of Nearly Winning on Motivation for Unrelated Rewards," *Psychological Science*, 26(6), 701-708.

- Media mentions: Science Daily, Huffington Post, Dailymail, SCMP

OTHER PUBLICATIONS

Harvard Business Review digital article (2019), "How to Market a Product's Unexpected Benefit"
<https://hbr.org/2019/06/how-to-market-a-products-unexpected-benefit>

Harvard Business Review digital article (2018), “The Marketing Message That Works with Republicans but Not Democrats”
<https://hbr.org/2018/08/the-marketing-message-that-works-with-republicans-but-not-democrats>

Harvard Business Review digital article (2018), “Feel Busy All the Time? There’s an Upside That”
<https://hbr.org/2018/06/feel-busy-all-the-time-theres-an-upside-to-that>

REFEREED CONFERENCE PROCEEDINGS

Kim, J. Christine, Young Eun Huh, Brent McFerran, “Expiration Date Perception and Food Choices for Later Consumption,” *Association for Consumer Research Annual Conference*, Denver, CO, USA, October 2022.

Ilyung Cheong, Jeehye Christine Kim, Young Eun Huh, and Ralf van der Lans, “Unlimited Self-Customization as a Win-Win Strategy for Consumer Health and Firm Profit: Evidence from a Field Study,” *Association for Consumer Research Annual Conference*, Denver, CO, USA, October 2022.

Kim, J. Christine and Nailya Ordabayeva, “The Impact of Political Ideology on Disclosure of Personal Information”, *Association for Consumer Research Annual Conference*, online, October 2021.

Huang Yunhui, J. Christine Kim, and David Dubois, “The Impact of Political Ideology on Attitudes toward Customer Reviews: When and Why Conservatives Don’t Listen and Act on Other Customers’ Reviews”, *Association for Consumer Research Annual Conference*, online, October 2021.

Huang Yunhui, J. Christine Kim, and David Dubois, “The Impact of Political Ideology on Attitudes toward Customer Reviews: When and Why Conservatives Don’t Listen and Act on Other Customers’ Reviews”, *Society for Consumer Psychology Annual Conference*, online, March 2021.

Kim, J. Christine, Young Eun Huh, “Expiration Date Perception and Food Disposal Decision,” *Society for Consumer Psychology Annual Conference*, Huntington Beach, CA, USA, March 2020.

Yang, Wooyun, J. Christine Kim, and Rashmi Adaval, “My Voice Also Counts: Financial Scarcity Shapes Attitudes Extremity Through a Heightened Need to be Heard,” *Association for Consumer Research Annual Conference*, Atlanta, GA, USA, October 2019.

Kim, J. Christine, Young Eun Huh, “Expiration Date Perception and Food Disposal Decision,” *Association for Consumer Research Annual Conference*, Atlanta, GA, USA, October 2019.

- Wadhwa, Monica, J. Christine Kim, Amitava Chattopadhyay, and Wenbo Wang, “Unexpected-Framing Effect: Impact of Framing a Product Benefit as Unexpected on Product Desire,” *Association for Consumer Research Annual Conference*, Dallas, Texas, USA, October 2018.
- Kim, J. Christine, Brian Park, and David Dubois, “The Interactive Effect of Status Goals and Political Ideology on Consumers’ Desire for Luxury Goods,” *LVMH-SMU Luxury Conference*, Singapore, Singapore, May 2018.
- Kim, J. Christine and Jongmin Kim, “Waste Aversion for Vice versus Virtue,” *Society for Consumer Psychology Annual Conference*, San Francisco, CA, USA, February 2017.
- Kim, J. Christine and Jongmin Kim, “Waste Aversion for Vice versus Virtue,” *Association for Consumer Research Annual Conference*, Berlin, Germany, October 2016.
- Kim, J. Christine, Monica Wadhwa, and Amitava Chattopadhyay, “Too Busy to Lose Control: Impact of Busyness on Indulgent Consumption Behaviors,” *Association for Consumer Research Annual Conference*, New Orleans, LA, October 2015.
- Kim, J. Christine, Brian Seongyup Park, and David Dubois, “Impact of Status Maintenance Motivation and Political Ideology on Luxury Consumption,” *Association for Consumer Research Annual Conference*, New Orleans, LA, October 2015.
- Kim, J. Christine, Monica Wadhwa, and Amitava Chattopadhyay, “Stumbled Upon: Impact of Framing as Expected versus Unexpected on Product Evaluations,” *Association for Consumer Research Annual Conference*, Baltimore, Maryland, October 2014.
- Kim, J. Christine, Monica Wadhwa, and Amitava Chattopadhyay, “Stumbled Upon: Impact of Framing as Expected versus Unexpected on Product Evaluations,” *Society for Consumer Psychology Annual Conference*, Miami, Florida, March 2014.
- Monica Wadhwa and J. Christine Kim, “The Nearly Winning Effect,” *Association for Consumer Research Annual Conference*, Chicago, Illinois, October 2013.

CHAired CONFERENCE SESSIONS

- Kim, J. Christine, “The Waste Problem: Understanding Disposal Decisions to Reduce Waste,” *Society for Consumer Psychology Annual Conference*, Huntington Beach, CA, USA, March 2020.
- Kim, J. Christine, “Waste Not! Antecedents and Consequences of Disposal Decisions,” *Association for Consumer Research Annual Conference*, Atlanta, GA, USA, October 2019.
- Kim, J. Christine (2015, October). “All that Glitter! Motivation for Luxury Consumption from Multiple Perspectives,” *Association for Consumer Research Annual Conference*, New Orleans, LA.

Kim, J. Christine (2014, October). “Products and the Self,” *Association for Consumer Research Annual Conference*, Baltimore, MD.

TEACHING EXPERIENCE

McIntire School of Commerce, University of Virginia (2022—present), Charlottesville, VA
Main Instructor for Marketing, “Integrated Core Experience” (Undergraduate)
Main Instructor for Marketing Research (Undergraduate)

HKUST (2016 – 2022), Hong Kong
Main Instructor for “Marketing Management” (Undergraduate)

Pepperdine University (Summer 2014), CA, USA
Main Instructor for “Principle of Marketing” (Undergraduate)

INSEAD (Fall 2012, Spring 2013), Singapore & France
Teaching Assistant for “Advertising and Social Media Strategy” (MBA)

Wilmington Christian School (2006-2007), CA, USA
Full-time teacher for Physical Science (7th and 8th grades)

SERVICE

PhD Student Advising:

- Wooyun Yang, HKUST (Dissertation co-chair, 2018-2021; 2nd year paper co-advisor, 2018)—first job: University College Dublin.
- Hyunji Nam, HKUST (Interim advisor, Spring 2019; 2nd year paper co-advisor, 2020)
- Linda Zhu, HKUST (2nd year paper advisor, 2022; 1st year paper advisor, 2021; Interim advisor, Fall 2020)
- Xialing Chen, HKUST (1st year paper advisor, 2020; Interim advisor, Spring 2020)
- Wenwen Xie, HKUST (Interim advisor, Spring 2017)
- Ga-Eun (Grace) Oh, HKUST (PhD Thesis Committee Member, 2018)—first job: Hong Kong Open University, now at Lingnan University.

To the School (HKUST):

- PhD Committee, HKUST, Spring 2020 – Spring 2022
- Research Seminar Series Co-Organizer, HKUST, 2021—22
- Department Head Search Committee, HKUST, 2020-21
- Faculty mentor for a new faculty, HKUST, 2019 – 20, 2021-22
- Marketing Department Liaison Person, HKUST, 2016 – 2019

To the Field:

- Editorial Review Board
 - Journal of Consumer Psychology, 2022 – present
- Ad-hoc Reviewing for:
 - Journal of Consumer Research
 - Journal of Marketing Research
 - Journal of Marketing
 - Journal of the Academy of Marketing Science
 - Organizational Behavior and Human Decision Processes
 - Journal of the Association for Consumer Research
 - Journal of Experimental Social Psychology
 - Scientific Reports
 - Journal of Business Ethics
 - Journal of Business Research
- Program Committee:
 - Association for Consumer Research, 2021
 - Society for Consumer Psychology, 2023
- Reviewing for Conferences:
 - Association for Consumer Research North American Conference, 2013 – present
 - Society for Consumer Psychology Annual Conference, 2014 – present
 - Association for Consumer Research International Conference, 2015
 - La Londe Conference, 2023
- Reviewing for Grant:
 - Israel Science Foundation
- Invited Group Moderator, Journal of Marketing-Research Development Workshop, 2019

GRANTS (total equivalent to US\$111k)

Hong Kong Research Grants Council Early Career Scheme (ECS 26502418)
 - HK\$626,956, Principal Investigator, 2018 – 2022

University Grants Council (SBI18BM18)
 - HK\$30,612, Principal Investigator, 2018 – 2022

University Grants Council (R9386)
 - HK\$100,000, Principal Investigator, 2016 – 2022

HKUST Initiation Grant (IGN16BM03)
 - HK\$100,000, Principal Investigator, 2016 – 2022

SELECTED MEDIA MENTIONS

Forbes <https://www.forbes.com/sites/pamdanziger/2018/08/13/should-a-luxury-brand-tilt-politically-right-or-left-why-it-matters/#1284ee143457>

<https://www.forbes.com/sites/daviddisalvo/2018/09/25/new-research-reveals-two-mindset-hacks-for-making-smarter-healthier-choices/#243577604faf>

BBC <http://www.bbc.com/capital/story/20170222-this-is-what-you-really-mean-when-you-say-im-busy>

US News <https://www.usnews.com/news/health-care-news/articles/2018-09-19/study-people-who-think-they-are-busy-make-healthier-choices>

MSN <https://www.msn.com/en-us/health/wellness/study-people-who-think-they-are-busy-make-healthier-choices/ar-BBNylhu?srref=rss>

New York Post <https://nypost.com/2018/09/18/busy-people-tend-to-make-healthier-choices-study-says/>

MarketWatch <https://www.marketwatch.com/story/your-voting-preferences-affect-your-taste-in-luxury-goods-2018-07-25>

Science Daily <https://www.sciencedaily.com/releases/2015/05/150511125321.htm>

The Huffington Post https://www.huffingtonpost.com/wray-herbert/the-psychology-of-the-sho_b_6436258.html

Dailymail <http://www.dailymail.co.uk/sciencetech/article-3078220/If-don-t-succeed-really-try-try-Near-misses-motivate-work-harder-study-reveals.html>

South China Morning Post <https://www.scmp.com/business/companies/article/1705424/new-research-losing-offers-lessons-sales-and-consumer-behaviour>