

# J. Christine Kim

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## ACADEMIC POSITION

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

## EDUCATION

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<b>INSEAD</b>	
Ph.D., Marketing	2016
MSc, Marketing	2012
<b>Harvard University, Cambridge, USA</b> Masters, Mind Brain Education	2008
<b>University of California, Los Angeles, Los Angeles, USA</b> Bachelors, Cognitive Science	2004

## RESEARCH INTERESTS

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Consumer Behavior, Decision Making, Indulgent Consumption, Sustainable Consumption, Wasteful Consumption, Food Waste, Scarcity, Political Ideology

## HONORS AND AWARDS

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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)

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Cheong, Il Yung, **Jeehye Christine Kim**, Young Eun Huh, and Ralf J. A. van der Lans, (forthcoming) "Customizing Your Way to Health: How Self-Customization Influences Food Choices," *Journal of Consumer Psychology*.

**Kim, J. Christine**, Young Eun Huh, and Brent McFerran (2024), "To Dispose or Eat? The Impact of Perceived Healthiness on Consumption Decisions for About-to-Expire Foods", *Journal of Marketing*.

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

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*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>

\* selected to be re-printed in the *Harvard Business Review* Special Issue (2022), pp131-33.

*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

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Kim, J. Christine, Nailya Ordabayeva, and Xialing Chen, “The Role of Political Ideology in Self-Disclosure in a Commercial Context,” *Society for Consumer Psychology Annual Conference*, Las Vegas, NV, USA, February 2025.

Lee, Yonghoon, Linda Zhu, and Jeehye Christine Kim, “Brokers and their concern for (online) privacy,” *Academy of Management*, Volume 84, Chicago, IL, USA, August 2024.

Yang, W. Yuna, Rashmi Adaval, and Jeehye Christine Kim, “Desire for Intense Stimuli When Falling Short,” *Association for Consumer Research Annual Conference*, Volume 51, Seattle, WA, USA, October 2023.

Kim, J. Christine, Young Eun Huh, and Brent McFerran, “Expiration Date Perception and Food Choices for Later Consumption,” *Association for Consumer Research Annual Conference*, Volume 50, 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*, Volume 50, 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*, Volume 49, 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*, Volume 49, 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.
- Wahdwa, 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.

## TEACHING EXPERIENCE

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**McIntire School of Commerce, University of Virginia** (2022—present), Charlottesville, VA

Main Instructor for Marketing, “Integrated Core Experience”, COMM3020 (Undergraduate)

Teaching evaluation: 4.55 (out of 5)

Main Instructor for Marketing Research, COMM3330 (Undergraduate)

Teaching evaluation: 4.56 (out of 5)

Main Instructor for Marketing Core module, M.S. in the Management of IT (Masters)

Teaching evaluation: 4.66 (out of 5)

**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 (7<sup>th</sup> and 8<sup>th</sup> grades)

## SERVICE

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PhD Student Advising:

- Wooyun Yang, HKUST (Dissertation co-chair, 2018-2021; 2<sup>nd</sup> year paper co-advisor, 2018)—first job: University College Dublin.
- Hyunji Nam, HKUST (Interim advisor, Spring 2019; 2<sup>nd</sup> year paper co-advisor, 2020)
- Linda Zhu, HKUST (2<sup>nd</sup> 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 School (McIntire):

- Moderator for breakout panel discussion, Careers in Business Analytics, Fall 2023
- General Faculty Search Committee, Spring 2025

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
  - International Journal of Research in Marketing
  - Journal of the Association for Consumer Research
  - Journal of Experimental Social Psychology
  - Scientific Reports
  - Journal of Business Ethics
  - Journal of Business Research
  - Journal of Consumer Behavior
- Program Committee:
  - Association for Consumer Research, 2021, 2025
  - 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
  - ACR Asia-Pacific Conference, 2024
  - 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)

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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

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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?scref=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](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>