

J. Christine Kim

McIntire School of Commerce
140 Hospital Dr.
Rouss & Robertson Hall
University of Virginia
Charlottesville, VA 22904

Phone: (434) 924-3457
Email: christinekim@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	2016
MSc, Marketing	2012
Harvard University, Cambridge, USA Masters, Mind Brain Education	2008
University of California, Los Angeles, Los Angeles, USA Bachelors, Cognitive Science	2004

RESEARCH INTERESTS

Consumer Behavior, Ideological Consumption, Motivation, Indulgent Consumption,
Wasteful Consumption, Food Waste, Sustainability, Privacy

HONORS, AWARDS, FELLOWSHIP, GRANTS

Association for Consumer Research, Doctoral Consortium Faculty Fellow, 2025
 12th Triennial Invitational Choice Symposium, 2023
 Journal of Marketing Research Development Workshop, Invited Group Moderator, 2019
 LVMH-SMU Luxury Research Conference Best Paper Special Prize, 2018
 Featured in INSEAD Women's Big Ideas Campaign, 2018
 Hong Kong Research Grants Council Early Career Scheme (US\$79,867), 2018-22
 University Grants Council, HKUST (US\$3,900), 2018-22
 Journal of Marketing Webinar for Marketing Professionals, Invited Speaker, 2018
 University Grants Council, HKUST (US\$12,739), 2016-22
 HKUST Initiation Grants (US\$12,739), 2016-22
 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 (*equal first authorship; § PhD student)

Ordabayeva, Nailya, Selin Malkoc, **Jeehye Christine Kim**, Monika Lisjak, Elicia John, Grant Donnelly, Lisa A. Cavanaugh, and Vikas Mittal (conditionally accepted), "Politics in the Middle: A Call to Study Nuanced Political Differences in a Binary World", *International Journal of Research in Marketing*.

Cheong, Il Yung[§], **Jeehye Christine Kim**, Young Eun Huh, and Ralf J. A. van der Lans, (2025) "Customizing Your Way to Health: How Self-Customization Influences Food Choices," (in press) *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*.

- Featured in Wall Street Journal, MSN, Virginia Public Radio, Live Science

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.

- Featured in Forbes, USNews, MSN, New York Post, BBC, INSEAD Knowledge

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/jm-webcast-how-consumers-political-ideology-and-status-maintenance-goals-interact-to-shape-their-desire-for-luxury-goods/>
- Featured in Forbes, Marketwatch, The London Economic, INSEAD Knowledge

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.

- Featured in Science Daily, NPR, Huffington Post, Dailymail, TED Talks, SCMP

OTHER PUBLICATIONS

Dubois, David, J. Christine Kim, and Brian Park (2022), “The Marketing Message That Works with Republicans but Not Democrats,” (reprint) *Harvard Business Review Special Issue*, pp.131-33.

- 2018 version available at <https://hbr.org/2018/08/the-marketing-message-that-works-with-republicans-but-not-democrats>

Wadhwa, Monica, Amitava Chattopadhyay, and J. Christine Kim (2019), “How to Market a Product’s Unexpected Benefit,” *Harvard Business Review*. Available at <https://hbr.org/2019/06/how-to-market-a-products-unexpected-benefit>

Chattopadhyay, Amitava, Monica Wadhwa, and J. Christine Kim (2018), “Feel Busy All the Time? There’s an Upside to That,” *Harvard Business Review*. Available at <https://hbr.org/2018/06/feel-busy-all-the-time-theres-an-upside-to-that>