

# Kihyun Hannah Kim

Rutgers Business School  
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## EDUCATION

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Ph.D. and M.S. in Marketing J. Mack Robinson College of Business, Georgia State University	2016
M.B.A and B.A. in Business Administration Ewha Womans University, Seoul, Korea	2008

## EMPLOYMENT

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Assistant Professor of Marketing Rutgers Business School (RBS) - Newark and New Brunswick, Rutgers University	2016 - Present
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## RESEARCH

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### Areas of Interests

*Substantive:* Customer Relationship Management, Online and Social Media Strategy, Marketing Communications, Business-to-Business Marketing

*Methods:* Econometric Models, Bayesian Statistics

### Publications

Kihyun Hannah Kim and V. Kumar (2020) "Money or Friendship – Winning over Customers", *Management and Business Review*, forthcoming.

Sarang Sunder, Kihyun Hannah Kim and Eric Yorkston (2019) "What Drives Herding Behavior in Online Ratings? The Role of Rater Experience, Product Portfolio, and Diverging Opinions", *Journal of Marketing*, 83(6), 93-112.

Kihyun Hannah Kim and V. Kumar (2018), "The Relative Influence of Economic and Relational Direct Marketing Communications on Buying Behavior in Business-to-Business Markets", *Journal of Marketing Research*, 55(1), 48-68.

Denish Shah, V. Kumar, Kihyun Hannah Kim and JeeWon Brianna Choi (2017), "Linking Customer Behaviors to Firm's Cash Flow Level & Volatility: Implications for Marketing Practices", *Journal of Marketing Research*, 54(1), 27-43.

Denish Shah, V. Kumar, and Kihyun Hannah Kim (2014), “Managing Customer Profits: The Power of Habits”, *Journal of Marketing Research*, 51(6), 726-741.

V. Kumar, Nita Umashankar, Kihyun Hannah Kim, and Yashoda Bhagwat (2014), “Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviors”, *Marketing Science*, 33(5), 673-692.

## **CONFERENCE PRESENTATIONS**

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“Humanizing Brand Communication on Social Media,” Conference of the Decision Sciences Institute, Virtual Conference, November 2020.

“Personalizing Brand Communications in Social Media”, ISMS Marketing Science Conference, Philadelphia, PA, June 2018.

“Personalized Social Media-Based Customer Service”, INFORMS Workshop on Information Technology and Systems, Seoul, Korea, December 2017.  
– Nominated for Best Research-in-Progress Paper

“Understanding the Drivers of Online Rating Behavior in Collaborative Content Communities”, ISMS Marketing Science Conference, Los Angeles, CA, June 2017.

“The Impact of Transaction and Relationship Focused Marketing Actions on Buying Behavior in B2B Market”, ISMS Marketing Science Conference, Baltimore, MD, June 2015.

“Managing Customer Cash Flow Volatility to Enhance Firm Value”, AMA Winter Marketing Educators’ Conference, San Antonio, TX, February 2015.

“Analyzing Habit Formation of Consumers and Its Implications on Firm Performance,” AMA Winter Marketing Educators’ Conference, Orlando, FL, February 2014.

“Modeling the Influence of Macro-Economic, Attitudinal and Behavioral Factors on CLV: The Case of the Airline Industry,” ISMS Marketing Science Conference, Boston, MA, June 2012.

## **INVITED TALKS**

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Michigan State University, November 2019.

University of Virginia, April 2018.

Texas Christian University, January 2018.

Pacific Lutheran University, November 2015.

Tulane University, October 2015.

University of Arizona, October 2015.

University of Maryland, October 2015.

University of Notre Dame, October 2015.  
 University of Washington, September 2015.  
 University of Massachusetts - Lowell, September 2015.  
 Rutgers University, September 2015.

## HONORS & AWARDS

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RBS Junior Faculty Research Excellence Award	2018
Honorable Mention, RBS Junior Faculty Research Excellence Award	2017
Fellow, AIM-AMA Sheth Foundation Doctoral Consortium, IMT-Ghaziabad	2016
Winner, ISBM Doctoral Support Awards Competition, Received grant of \$7,500	2014
Fellow, AMA-Sheth Foundation Doctoral Consortium, Northwestern University	2014
Fellow, ISMS Doctoral Consortium, Boston University	2012
Honor Student Scholarship, Ewha Womans University	2007-2008
Selected as an Exchange Student, Ewha Womans University	2005-2006

## SERVICES

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### Professional Service

Editorial Review Board

*Journal of the Academy of Marketing Science*, 2020-Present

Ad-hoc Reviewer

*Marketing Science*, 2018-Present

*Production and Operations Management*, 2018-Present

*Journal of Marketing*, 2017-Present

American Marketing Association Conference Proceedings, 2014-Present

### University Service

Undergraduate Curriculum Innovations Task Force	2020
Advisory Board, Marketing Research Insights and Analytics Program (MRIA)	2016-2019
Ph.D. Student Recruiting Interviews, Department of Marketing	2017-2018
Faculty Search Committee, Department of Marketing	2017
Dissertation Committee	
Co-Chair, Ozum Zor	2020
Committee Member, June Chung, in progress	2020
Committee Member, Ignacio Inostroza-Quezada, in progress	2020
Committee Member, Nasser Alqahtani	2019
Committee Member, Omer Kutlubay	2019
Committee Member, Serder Yayla	2018

Committee Member, Rayed Alotaibi	2018
Advising Students	
Senior Thesis Advising, Jasmine Pegrem, Rutgers Undergraduate Honors College	2019
Senior Thesis Advising, Amanda Pan, Rutgers Undergraduate Honors College	2017
Ph.D. Student Initial Advisor, Michael Rodino	2017

## **TEACHING EXPERIENCE**

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### **Rutgers University**

Marketing Research, Undergraduate, 2016-Present

### **Georgia State University**

Marketing Research, Undergraduate, 2014-2016

## **PROFESSIONAL ASSOCIATIONS**

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American Marketing Association (AMA)

INFORMS Society for Marketing Science (ISMS)