

Kihyun (Hannah) Kim

Associate Professor of Marketing
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EMPLOYMENT

Associate Professor of Marketing (with tenure)	2023 - present
Assistant Professor of Marketing Rutgers Business School (RBS) - Newark and New Brunswick (Parental Leave Fall 2018 and Spring 2021)	2016 - 2023

EDUCATION

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

RESEARCH INTERESTS

Online and Social Media Strategy	Econometric Models
Customer Relationship Management (CRM)	Bayesian Statistics
Marketing Communications	Multi-Method Approach
Business-to-Business Marketing	Text Analysis

PUBLICATIONS

Nita Umashankar*, Kihyun Hannah Kim*, Thomas Reutterer* (2023), "Understanding Customer Participation Dynamics: The Case of the Subscription Box", *Journal of Marketing*, 87(5), 719-35. (*: equal contribution)

Ozum Zor, Kihyun Hannah Kim and Ashwani Monga (2022) "Tweets We Like Aren't Alike: Time of Day Affects Engagement with Vice and Virtue Tweets", *Journal of Consumer Research*, 49(3), 473-95.

Kihyun Hannah Kim and V. Kumar (2021) "Money or Friendship – Winning over Customers", *Management and Business Review*, 1(2), 87-93.

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.

RESEARCH IN PROGRESS

**Current and former Ph.D. Student*

“Time-of-Day Effects on Engagement with Abstract versus Concrete Content on Social Media” with Ozum Zor* and Ashwani Monga

“What Drives Salesperson Use of Technology Tools? The Role of Social Influence” with Edward Dobbles* and Kyungwon Lee

“Managing Digital Marketing Communication on Wearable Devices” with Orhan Bahadır Doğan and V. Kumar

“The Value of Plant Images in Advertising” with Yuqian Chang* and Kristina Durante

“Social Impacts on the Diffusion of Electric Vehicles” with Jia Yue Gao* and Sunghoon Kim

“Using Instagram to Engage with Consumers: A Study of Fashion Brands” with Xiaoru Gao*, Chan Choi, Sunghoon Kim, Madhavi Chakrabarty

“Humanizing Brand Communication on Social Media,” with Soo Hyun Cho and Denish Shah

CONFERENCE PRESENTATIONS¹

- “Humanizing Brand-to-Consumer Social Media Communication,” INFORMS Annual Conference, Indianapolis, IN, October 2022.
- “The Impact of Feedback Touchpoints in the Curated Subscription Box Industry,” ISMS Marketing Science Conference, Virtual Conference, June 2022.
- “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

- 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.

¹ Listed only if I presented the paper.

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

HONORS & AWARDS

ISMS Early Career Scholars Camp Fellow	2022
Faculty Fellow, Marketing Strategy Consortium, Texas A&M University	2022
Deans Young Research Fellow, Rutgers Business School	2020
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

Professional Service

Editorial Review Board	
<i>Journal of the Academy of Marketing Science</i>	2020-present
Ad-hoc Reviewer	
<i>Journal of Marketing</i>	
<i>Marketing Science</i>	
<i>Production and Operations Management</i>	
<i>Industrial Marketing Management</i>	
American Marketing Association Conference Proceedings	

University Service

Interim Marketing Ph.D. Program Coordinator	July 2023-present
Organizer, Marketing Seminar Series	Spring 2023-present
New Brunswick Undergraduate Policy Committee	2021-present
Course Captain, Undergraduate and MBA Marketing Research Course	2019-present
Reviewer, Ph.D. Comprehensive Exams, Marketing Department	2019-present
Faculty Search Committee, Department of Marketing	2017, 2022-present
Undergraduate Curriculum Innovations Task Force	2020-2021

Advisory Board, Marketing Research Insights and Analytics Program (MRIA) 2016-2019

Thesis Committees

Co-Chair, Jia Yue Gao	In progress
Committee Member, Yuqian Chang	In progress
Committee Member, Nayland Smith, DBA Program	2023
Chair, Edward Dobbles, DBA Program	2023
Committee Member, Xiaoru Gao	2023
Committee Member, Michalina Zemel, DBA Program	2022
Committee Member, June Chung	2021
Committee Member, Ignacio Inostroza-Quezada	2021
Co-Chair, Ozum Zor (Placement: Rutgers University – Camden)	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 Advisor, Rutgers Undergraduate Honors College	2017, 2019
Ph.D. Student Initial Advisor	2017

TEACHING

Rutgers University

Marketing Management, MBA	2022
Marketing Research, Undergraduate	2016-Present

Georgia State University

Marketing Research, Undergraduate	2014-2016
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PROFESSIONAL ASSOCIATIONS

American Marketing Association (AMA)
INFORMS Society for Marketing Science (ISMS)