

HYEONGMIN CHRISTIAN KIM
ASSOCIATE PROFESSOR

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EDUCATION

The Ross School of Business | University of Michigan | Ann Arbor, Ph.D. in Marketing
The Graduate School of Business | Columbia University | New York, MBA
Seoul National University | B.B.A., Cum Laude, Business Administration

ACADEMIC EMPLOYMENT

The Johns Hopkins Carey Business School, Associate Professor, 1/2015 – present
The Johns Hopkins Carey Business School, Assistant Professor, 2008 – 2014
Baruch College, Assistant Professor of Marketing, 2002 – 2008

SELECTED HONORS AND AWARDS

- Marketing Science Institute Research Award #4000350, 2017
- Carey Business School Black and Decker Research Grant, 2017
- Carey Business School Behavioral Research Grant, 2016, 2017
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2015, 2016
- Marketing Science Institute Research Award #4-1913, 2015
- Marketing Science Institute Research Award #4-1938, 2015
- Marketing Science Institute Young Scholar, 2015
“MSI distinguishes rising stars whose novel research already hints at their game-changing potential.”
- Emerald Citation of Excellence Award, 2013
Awarded for co-authoring one of the top 3 most cited business journal articles published in 2009
- 5th Baruch College Faculty Research Recognition Award, 2007
- Eugene M. Lange Faculty Research Award, 2006
- PSC-CUNY 36 Research Award, 2006
- PSC-CUNY 35 Research Award, 2005
- The Franco Nicosia Best Competitive Paper Award, Association for Consumer Research, Orlando, FL, 2005
- PSC-CUNY 34 Research Award, 2004
- Yoshida Foundation Research Award, 2004

RESEARCH INTERESTS

I investigate marketing implications of self-control in various settings such as experiential consumption. My other interests include social perceptions and consumer responses to advanced technologies.

TEACHING INTERESTS

Customer Analysis, Marketing Management, Marketing Strategy, Service Marketing, Consumer Behavior

REFEREED JOURNAL PUBLICATIONS

Major/FT50 journals are underlined.

- [19] Sunyee Yoon & H. Christian Kim (2018), “Feeling Economically Stuck: The Effect of Perceived Economic Mobility and Socioeconomic Status on Variety Seeking, Journal of Consumer Research, 44 (February), 1141-56.
*Both authors equally contributed. This research was supported by MSI research award #4-1938.
- [18] Sunyee Yoon & H. Christian Kim (2016), “Keeping the American Dream Alive: The Interactive Effect of Perceived Economic Mobility and Materialism on Impulsive Spending, Journal of Marketing Research, 53 (October), 759-72.
- [17] Kim, H. Christian & Thomas Kramer (2015), “Do Materialists Want to Be the Masters of Brand? The Interactive Effect of Brand Anthropomorphism and Materialism, Journal of Consumer Research, 42 (August), 284–99.
- [16] Kim, H. Christian, Katina Kulow & Thomas Kramer (2014), “The Interactive Effect of Beliefs in Malleable Fate and Fateful Predictions on Choice,” Journal of Consumer Research, 41 (April), 1139–48.
- [15] Kachersky, Luke, Sankar Sen, H. Christian Kim & Marina Carnevale (2014), “Buyer Beware of Your Shadow: How Price Moderates the Effect of Incidental Similarity on Buyer Behavior,” Journal of Applied Social Psychology, 44, 643–49.
- [14] Kim, H. Christian (2013), “Situational Materialism: How Entering Lotteries May Undermine Self-Control,” Journal of Consumer Research, 40 (December), 756–72.
- [13] Kim, H. Christian (2013), “How Variety-Seeking versus Inertial Tendency Influences the Effectiveness of Immediate versus Delayed Promotions,” Journal of Marketing Research, 50 (June), 416–26.

- [12] Kachersky, Luke & H. Christian Kim (2010), "When Consumers Cope with Price-Persuasion Knowledge: The Role of Topic Knowledge," *Journal of Marketing Management*, 27 (1-2), 28–40.
- [11] Luna, David & H. Christian Kim (2009), "How Much Was Your Shopping Basket? Working Memory Processes in Total Basket Price Estimation," *Journal of Consumer Psychology*, 19 (July), 346–55.
- [10] Wilcox, Keith, H. Christian Kim & Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brand?" *Journal of Marketing Research*, 46 (April), 247–59.
*One of the three most cited business journal articles published in 2009, the Emerald Citation Award.
- [9] Kramer, Thomas & H. Christian Kim (2007), "Don't Miss Out on This: The Effect of Coupon Frames on Deal Perceptions," *Journal of Product and Brand Management*, 16 (2), 142–52.
- [8] Kim, H. Christian & Luna, D. (2006), "Remembering Prices," *Advances in Consumer Research*, a full-length paper, Provo, UT, 55-62.
- [7] Kim, H. Christian (2006), "Consumers' Responses to Price Presentation Formats in Rebate Advertisements," *Journal of Retailing*, 83 (2), 309–17.
- [6] Kim, H. Christian & Thomas Kramer (2006), "The Effect of Novel Price Framing on Consumers' Deal Evaluation," *Marketing Letters*, 17 (4), 311–21.
- [5] Kim, H. Christian (2006), "The Effect of Salience on Mental Accounting: How Segregation versus Integration of Payment Influences Purchase Decisions," *Journal of Behavioral Decision Making*, 19 (4), 381–91.
- [4] Kim, H. Christian & Thomas Kramer (2006), "The Moderating Effect of Need for Cognition on Responses to Multi-Dimensional Prices," *Marketing Letters*, 17 (3), 193–203.
- [3] Kim, H. Christian & Luke Kachersky (2006), "Dimensions of Price Salience: A Conceptual Framework for Perceptions of Multi-Dimensional Prices," *Journal of Product and Brand Management*, 15 (2), 139–47.
- [2] Kim, H. Christian (2006), "Evaluations of Moderately Typical Products: The Role of Within- versus Cross-Manufacturer Comparisons," *Journal of Consumer Psychology*, 16 (1), 70–78.
- [1] Kim, H. Christian (2003), "Small Print versus Large Print: Consumer Evaluations of Different Rebate Ad Formats," *Advances in Consumer Research*, a full-length paper, Provo, UT, 2003, 149-54.

SELECTED WORK IN PROGRESS

The Joint Effect of Perceived Economic Mobility and Self-Construal on Charitable Giving, supported by MSI Award #4000350 as well as Carey Business School Behavioral Grant.

How Brand Roles Affect Consumer Responses to Brand Extensions, supported by Carey Business School Behavioral Research Grant.

Is Brand Anthropomorphism More Effective for Non-Materialistic Consumers?, supported by MSI Award #4-1913.

How Sales Promotion Effectiveness Is Influenced by the Assortment Size (working paper).

The Effect of Customer Alert System on Redemption Behavior and Purchase Intention (with S. Min, working paper).

SELECTED OTHER REFEREED PUBLICATIONS

Kim, H.C., "The Interactive Effect of Anthropomorphism and Materialism on Product Evaluation," Marketing Science Institute Working Paper Series, 2016.

Kachersky, L. & Kim, H.C. "From Egotism to Averseness: The Role of Implicit Self Judgments in Seller Choice," Advances in Consumer Research, Vol. 36, Urbana, 2007, p. 362.

Wilcox, K., Kim, H. C. & Sen, S., "Faking It: Exploring Motivational Factors of Counterfeit Purchases," Advances in Consumer Research, Vol. 36, Urbana, 2007, 243-44.

Kim, H. C. & Kramer, T., "The Effect of Novel Discount Framing on Consumers' Deal Perception and Processing Strategy," 7th Annual Pricing Conference Proceedings, NY, NY, 2004, 66-69.

Kramer, T. & Kim, H. C. "Toward An Even Better Deal: The Effect of Coupon Framing on Evaluations of Time-Constrained Offers," 7th Annual Pricing Conference Proceedings, NY, NY, 2004, 77-79.

Kim, H. C., "When It Hurts to Have Good Image: Context Effects without a Context," Advances in Consumer Research, Provo, UT, 2003, 216-17.

Kim, H. C., "To Combine or Not To Combine, That Is the Question; Consumer Responses to Composite vs. Partitioned Prices," 6th Annual Pricing Conference Proceedings, NY, NY, 2003, 43-45.

SELECTED CONFERENCE TALKS

Digital Marketing Conference, Munich, Germany, 2018

World e-Business Conference, Birmingham, U.K. 2017

ACR Conference, Berlin, Germany, 2016
ACR Conference, New Orleans, LA, 2015
SCP Conference; Phoenix, AZ, 2015
Luxury Marketing Symposium, Seoul, Korea 2014
SCP Conference, Las Vegas, NV, 2013
AMA Conference, Chicago, IL, 2012
ACR Conference, Jacksonville, FL, 2010
ACR Conference, San Francisco, CA, 2008
The 4th Pricing Research Camp, Champaign, IL, 2007
ACR Conference, Orlando, FL, 2006
ACR Conference, Orlando, FL, 2006.
ACR Conference, San Antonio, TX, 2006
7th Pricing Conference, NY, NY, 2004
6th Pricing Conference, NY, NY, 2003
ACR Conference, Austin, TX, 2001
Mid-West Marketing Camp Conference, Ann Arbor, MI, 2001
On-line Psychology Conference by Society for Consumer Research, Seattle, WA, 2001.
INFORMS Marketing Science Conference, Fontainebleau, France, 1998.

SELECTED INVITED ACADEMIC TALKS

Lehigh University, W.P. Carey Business School, Singapore Management University, Indiana University, U. of Illinois, Rutgers, U. of Michigan (psychology), SUNY Buffalo, U of Rhode Island, Johns Hopkins University, Colorado State U., Kyoto U., ACR Doctoral Symposium, Fordham University, Pace University, University of Bonn, Warwick University, KOTRA

SELECTED MEDIA COVERAGE

The Independent, Psychology Today, New Yorker Magazine, Men's Health, Korean Economy Daily

SERVICES AT CAREY/JOHNS HOPKINS

Marketing Practice Track Faculty Recruiting Committee, Co-chair, 2018
OM Practice Track Faculty Recruiting Committee, Member, 2018
Committee for Behavioral Research Support, Chair, 2017 – present
MS Programs Admissions Committee, Member, 2016 – present
Marketing Curriculum Sub-Committee, Chair, 2014 – 2016
Homewood Business Minor Initiative, Member, 2015 – 2016.
Master Mentorship Program, Participant, 2016
Marketing Senior Faculty Recruiting Committee, Member, 2015 – present
Honor Council, Member, 2013 – 2014
New Hire Assessment Committee, Member, 2008 – 2013
Marketing and Management Curriculum Committee, Member, 2009 – 2011
Syllabus Reform Committee, Member, 2009 – 2010
Initiated Implementation of Qualtrics, 2010

Curriculum Reform Committee, Member, 2009
Speaker at Student Orientation, 2008 – 2011
Speaker at External Affairs, 2009
Speaker at International Student Orientation, 2009
Teaching Units System Committee, Member, 2008

PROFESSIONAL ACADEMIC SERVICES

Frequent reviewer for:
Journal of Consumer Research
Journal of Marketing
Journal of Political Economy
Journal of Marketing Research
Journal of Consumer Psychology
Journal of Academy of Marketing Science
Journal of Business Research
Journal of Business Ethics
Marketing Letters
Journal of Financial Counseling and Planning
Journal of Product and Brand Management

Other reviewing activity:
Swiss Science Foundation
Sage Publication
Marketing Science Institute Clayton Dissertation Award
PSC-CUNY Grant
Association for Consumer Research Conference
Annual Pricing Conference

Editorial Board Member, 2011 – present, Global Journal of Fashion Marketing
Program Committee Member, Association for Consumer Research, Berlin, 2016
Program Committee Member, Association for Consumer Research, San Diego, 2017
Co-Host, First Johns Hopkins Crowd-Sourcing Conference, Baltimore, 2018

TEACHING EXPERIENCES

People & Markets (at JHU Carey) – Global MBA
Marketing Strategy (at JHU Carey) – Flexible MBA
Customer-Focused Marketing (at JHU Carey) – Flexible MBA
Marketing Management (at JHU Carey) – MS in Marketing
Marketing Strategy (at JHU Carey) – Executive MBA
Marketing Foundations (at Baruch) – Undergraduate level
Marketing Strategy (at Baruch) – Undergraduate level
Principles of Marketing (at Michigan Ross) – Undergraduate level