

# KYUREE KIM

Curriculum Vitae, December 2022

Kelley School of Business  
Indiana University  
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## EDUCATION

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Expected May 2024	Ph.D., Marketing (Consumer Behavior) Kelley School of Business, Indiana University, Bloomington, IN
2019	M.S., Business Administration (Marketing) Business School, Seoul National University, Seoul, South Korea
2015	B.B.A., Business Administration (Marketing, Information Systems) Goizueta Business School, Emory University, Atlanta, GA

## RESEARCH INTERESTS

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Recommendation Algorithms, Inferred Motives and Authenticity, Judgement and Decision Making

## WORKING PAPER

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\* Denotes equal authorship

**Kim, KyuRee** and Rom Y. Schrift, “To Profit or To Assist? How the Interplay Between Product Recommendations and Relative Prices Impact Consumers’ Inferences and Choice”

- *Invited for 2<sup>nd</sup> Round Review at Journal of Consumer Research*

**Kim, KyuRee** and Mansur Khamitov, “The Impact of Review-request Wording on the Readers’ Review Inferences and Subsequent Behavioral Intentions”

- *Reject and Resubmit at Journal of Consumer Research*

Mansur Khamitov\*, **Kim, KyuRee\***, Lidan Xu\*, and Yafei Guo\*, “Brands’ Socio-Political Activisms and Consumers’ Reactions Towards the Brands – Meta Analysis Approach”

- *Analysis Completed and Manuscript under Preparation*

## SELETCTED WORK IN PROGRESS

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“Recommendations and Post-Consumption Regrets” with Rom Y. Schrift – *Data Collection in Progress*

“Care Givers and Recommendations” with Kelley G. Wight - *Data collection in progress*

## **CONFERENCE PRESENTATIONS** (\*Presenter)

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\*Kim, KyuRee and Mansur Khamitov, (March 2022) “The Impact of Review Request Wording on the Readers’ Review Inferences and Subsequent Behavioral Intentions,” Society of Consumer Psychology (SCP), Winter Conference, Puerto Rico.

\*Kim, KyuRee and Mansur Khamitov, (October 2022) “The Impact of Review Request Wording on the Readers’ Review Inferences and Subsequent Behavioral Intentions,” Association for Consumer Research (ACR), Winter Conference, Denver, CO.

\*Kim, KyuRee and Rom Y. Schrift, (September 2022) “The Impact of the Relative Price of the Recommended Option on Inferred Motive and Choice,” 2022 CLIK Conference, University of Louisville

\*Kim, KyuRee and Rom Y. Schrift, (April 2022) “How Relative Pricing Affects Recommendation Trustworthiness and Choice,” 2022 Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln

\*Kim, KyuRee and Rom Y. Schrift, (March 2022) “How Relative Pricing Affects Recommendation Trustworthiness and Choice,” Society for Consumer Psychology (SCP) Winter Conference, Online Virtual Conference

\*Kim, KyuRee Discussant for “We are All Entrepreneurs Now: Salesperson Effectuation,” (April 2021), Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln

\*Kim, KyuRee, and Chu, Wujin. (October 2018), “The Effect of Temporal Distance on Online Reviews’ Recommendation Power: The Role of Spontaneous Retrieval and Perceived Trust,” Association for Consumer Research (ACR) Winter Conference, Dallas, TX.

\*Kim, KyuRee and Chu, Wujin. (February 2018), “The Effect of Volume and the Valence of Online Reviews When Choosing a Service: The Role of Perceived Risk and Service Type,” Society for Consumer Psychology (SCP) Winter Conference, Dallas, TX.

## **RELEVANT COURSEWORKS**

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Consumer Behavior (1)	H. Shanker Krishnan
Consumer Behavior (2)	H. Shanker Krishnan
Social Perception	Edward Hirt
Judgement and Decision Making Under Uncertainty	Edward Hirt
Topical Seminar - Motivation	Amanda Diekman
Research and Theory in Social Psychology	Edward Hirt
Attitude and Attitude Change	Joseph Rydell
Statistics for Research I	Chris Berry
Statistics for Research II	Lopo L. Rego
Intro. Bayesian Data Analysis I	John Kruschke
Special Topics in Marketing	Rebecca Slotegraaf
Special Topics in Marketing	Krista Li
Special Topics in Marketing	Rom Y. Schrift
Special Topics in Marketing	Shyam Gopinath
Marketing Models (1)	Shibo Li
Marketing Models (2)	Shibo Li

Managerial Research in Marketing (1)  
Managerial Research in Marketing (2)  
Doctoral Teaching Development Seminar

Girish Mallapragada  
Neil Morgan  
Alan Dennis

## **TEACHING EXPERIENCE**

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### *Associate Instructor*

Introduction to Marketing, Indiana University - Bloomington (Spring 2022)  
Introduction to Marketing, Indiana University – Bloomington (Fall 2022)

### *Teaching Assistant*

Seminar in Consumer Decision Making (Masters). Seoul National University, 2018  
Special Topics on Judgement and Decision Making (Undergraduate), Seoul National University, 2017

## **INDUSTRY EXPERIENCE**

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### **Hyundai Home Shopping**

**Seoul, Korea**

*Marketing Assistant Manager*

Dec 2015 - Dec. 2016

- Planned online and offline marketing strategies based on sales analysis and consumers' data
- Spearheaded special promotion using consumer loyalty and repeated purchase data

### **Voya Financial (Former ING U.S.)**

**Atlanta, GA**

*Intern, HR Operations & Technology Analysis*

June 2014 - Dec. 2014

- Developed HR scoreboard report analysis tool using Advanced Excel
- Contributed to increasing management efficiency in HR operations by 8%

### **KPMG Consulting**

**Linz, Austria**

*M&A Research Assistant*

Summer 2013

- Conducted and prepared comprehensive industry and market research analysis and client presentations

## **HONORS AND AWARDS**

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SCP Doctoral Scholarship Winner, 2023

AMA Sheth Doctoral Consortium Fellow, 2023

ACR Doctoral Consortium Shark Tank Semi-Finalist 2022

Seoul National University, Teaching Assistant Scholarship 2017-2019

Deloitte Consulting Case Competition Winner 2014

Emory University, Goizueta Case Competition Finalist 2013

Emory University, SIRE Research Program 2012-2013

## REFERENCE

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**Rom Y. Schrift (Chair)**

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HH 2100, 1309 E. 10<sup>th</sup> Street  
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**Ed Hirt**

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