

KYUREE KIM

Indiana University
Kelley School of Business
HH 2100, 1309 E. 10th Street
Bloomington, IN, 47405

Phone: (812) 327 6048
Email: kk17@iu.edu

EDUCATION

May 2024 (Expected)	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

Decision Support Systems, Inferred Motives and Authenticity, Recommendation Systems,
Judgement and Decision Making

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

*Abstracts appended at the end

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 2nd Round Review at the Journal of Consumer Research*
- *Dissertation, Job Market Paper*

Kim, KyuRee and Mansur Khamitov, “The Impact of Review Writing Requests on Behavioral Intentions,”

- *Reject and Resubmit at the Journal of Consumer Research*

Guo, Yafei⁺, Mansur Khamitov⁺, **Kim, KyuRee**⁺, and Lidan Xu⁺, “When Helps and What Hurts: An Inaugural Meta-Analysis of Corporate Sociopolitical Activism on Firm Outcomes,”

- *Manuscript under Preparation*
- ⁺ *Denotes equal authorship. Authors are presented in alphabetical order.*

SELECTED WORK IN PROGRESS

Kim, KyuRee and Rom Y. Schrift, “The Timing of Providing Recommendations”

Kim, KyuRee and Erick Mas, “Online Data Privacy, Personalized Recommendations, and Social Class”

Kim, KyuRee and Kelley Gullo Wight, “You, Me, and the Algorithm: How Profile Sharing Effects Exploratory Behavior”

HONORS AND AWARDS

Indiana University, Dr. Joseph Braden Fellow 2023
Indiana University, Kelsey Award, 2023
Indiana University, Haring Symposium Best Discussant Award, 2023
Indiana University, Doctoral Fellowship, 2019-2023
AMA Sheth Doctoral Consortium Fellow, 2023
SCP Doctoral Scholarship, 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

CONFERENCE PRESENTATIONS

* Denotes presenter

***Kim, KyuRee** Discussant for “The “I” in Injustice: Individual-level Grievance and a Need for Social Influence,” (April 2023) Haring Symposium, Indiana University, Bloomington, IN.

***Kim, KyuRee** and Mansur Khamitov, (March 2023) “The Impact of Review Request Wording on the Readers’ Review Inferences and Subsequent Behavioral Intentions,” Society of Consumer Psychology (SCP), Winter Conference, San Juan, PR.

***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,” CLIK Conference, University of Louisville, Louisville, KY.

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

***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, Lincoln, NE.

***Kim, KyuRee**, and Wujin Chu. (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 Wujin Chu. (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 COURSEWORK

Consumer Behavior I	H. Shanker Krishnan
Consumer Behavior II	H. Shanker Krishnan
Social Perception	Edward Hirt
Judgement and Decision Making Under Uncertainty	Edward Hirt
Topical Seminar - Motivation	Amanda Diekman
Attitude and Attitude Change	Joseph Rydell
Research Methods in Marketing	Scott B. MacKenzie
Research and Theory in Social Psychology	Edward Hirt
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 - Analytical Modeling	Krista Li
Special Topics in Marketing - JDM	Rom Y. Schrift
Special Topics in Marketing - Online WOM	Shyam Gopinath
Marketing Models I	Shibo Li
Marketing Models II	Shibo Li
Managerial Research in Marketing I	Girish Mallapragada
Managerial Research in Marketing II	Neil Morgan
Doctoral Teaching Development Seminar	Alan Dennis

TEACHING EXPERIENCE

Associate Instructor

- Introduction to Marketing, Indiana University - Bloomington (Spring 2022) (average ratings: 6.0/7.0)
- Introduction to Marketing, Indiana University - Bloomington (Fall 2022) (average ratings: 6.14/7.0)

Teaching Assistant

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

INDUSTRY EXPERIENCE

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 promotions 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 comprehensive industry and market research analysis and client presentations
- Reviewed and analyzed industry trends and companies for M&A candidates

REFERENCES

Rom Y. Schrift (Dissertation Chair)

Associate Professor of Marketing
Indiana University
HH 2100, 1309 E. 10th Street
Bloomington, IN, 47405
812 856 1081
rschrift@iu.edu

Kelley Gullo Wight

Assistant Professor of Marketing
Indiana University
HH 2100, 1309 E. 10th Street
Bloomington, IN, 47405
812 855 9251
kgullo@iu.edu

Mansur Khamitov

Assistant Professor of Marketing
Indiana University
HH 2100, 1309 E. 10th Street
Bloomington, IN, 47405
812 855 9863
mkhamito@iu.edu

H. Shanker Krishnan

Nestle-Hustad Professor of Marketing
Indiana University
HH 2100, 1309 E. 10th Street
Bloomington, IN, 47405
812 855 1210
skrishna@indiana.edu

WORKING PAPER ABSTRACTS

- (1) **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 2nd Round Review at the Journal of Consumer Research*
– *Dissertation, Job Market Paper*

This article explores the interplay between a company-based product recommendation and the product’s relative price. Across eight studies, including a field experiment, I find that consumers are particularly sensitive to the relative price of the recommended option and are more likely to view the recommendation as reliable and to follow it as its relative price decreases. I show that this occurs because consumers use the relative price of the recommended option as a cue for the company’s underlying motives. Because consumers believe that companies profit more from selling expensive products, they also intuit that when a company recommends a lower-priced product, it sacrifices some of its profits. That is, recommending an option with lower relative prices serves as a costly signal that shapes consumers’ inferences and increases the likelihood of following the recommendation. I find this effect to be robust across different product categories (hedonic or utilitarian), types of platforms (offline or online), types of recommendation (human-based or algorithm-based), and to persist even for a well-established and reputable brand (i.e., Amazon). Consistent with the framework, I find that the effect attenuates when the recommendation comes from an independent and reliable source, when price-profit link is weakened, or when consumers’ innate tendency to infer the company’s motivation is low.

- (2) **Kim, KyuRee** and Mansur Khamitov, “The Impact of Review Writing Requests on Behavioral Intentions”
– *Reject and Resubmit at the Journal of Consumer Research*

As online reviews have become a critical source of information for consumers’ decision-making process, marketers have invested a tremendous amount of effort in understanding how to obtain quality reviews. However, past research has paid little attention to how companies’ review-writing requests and their wording impact the readers’ review inferences and subsequent behavioral intentions. In this research, we suggest an effective yet easily implementable way of phrasing such requests so that they have a positive influence on the review readers’ behavioral intentions. Specifically, across seven studies, we propose that simply wording review-writing requests to ‘help other consumers’ as opposed to ‘share your experience’ positively impacts review readers’ intentions to try out and choose the product or service described in the reviews. We argue that this occurs because when asked to help other consumers, review writers take others’ perspectives and generate less self-centered reviews. As a result, review readers perceive that the reviews are more likely to reflect what the general public would experience and are more willing to try what is written in the reviews. We further validate the focal effect with secondary datasets from Google Play Store and a field experiment with a real company.

- (3) Guo, Yafei⁺, Mansur Khamitov⁺, **KyuRee Kim⁺** and Lidan Xu⁺,
“What Helps and What Hurts: An Inaugural Meta-Analysis of Corporate Sociopolitical Activism on Firm Outcomes”
– *Manuscript under Preparation*
– ⁺ Denotes Equal Authorship, Authors are presented in alphabetical order

The widening social fragmentation provoked by extreme inequality turned a spotlight on ideological polarization. In light of this polarization, both the markets and consumers have increasingly questioned the role of firms in

various social or political issues. In turn, companies in recent years responded back by engaging in various corporate sociopolitical efforts. However, it is still unclear whether corporate sociopolitical activism benefits or hurts firm outcomes, given the extremely different findings in the past literature. This paper bridges this gap through a cross-disciplinary meta-analysis examining the impact of corporate sociopolitical activism on firm outcomes. Drawing from authenticity theory and based on a meta-analytic dataset of 201 effect sizes from research spanning 2008-2022, the authors identify and examine six important moderators to understand when activism helps and when it hurts: (1) activism type (corporate political and social activism) (2) activism characteristics (actions vs. statements), (3) consumers' prior relationship with the firm, (4) calculative/selfish motive, (5) outcome type (consumer-focused vs. market-focused), (6) data collection (primary data vs. secondary data). The findings suggest that despite companies' efforts, the benefit of CSA is limited at best and largely depends on the underlying issue as well as a number of these important moderators. Whereas corporate political activism has a positive impact on activism effectiveness, corporate social activism does not have any positive impact on activism effectiveness, while racial-issues activism even backfires and has a negative impact on how effective activism is. The authors leverage their findings to offer managerial implications and future research directions.