

## PHILIP KIM

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### EDUCATION

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#### **Ph.D. in Marketing, 2025 (Expected)**

Indiana University, Kelley School of Business, IN, USA

- Dissertation Chair: **Beth Fossen**
- Dissertation Proposal Defended in May 2024

#### **M.S. in Marketing, 2020**

Queen's University, Smith School of Business, ON, Canada

- Thesis Supervisor: Ceren Kolsarici

#### **B.A. in Honors Business Administration (HBA), 2016**

Western University, Ivey Business School, ON, Canada

### RESEARCH INTERESTS

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*Substantive:* Digital Marketing, Social Media, Advertising, Political Marketing, User-Generated Content  
*Methodological:* Econometric Models, Causal Inference, Machine Learning

### PAPERS UNDER REVIEW

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1. Fossen, Beth L., **Philip Kim**, and Inyoung Chae, "Effectiveness of Micro Ads on Television" revising for 4<sup>th</sup> round review at *Journal of Marketing* (Minor Revision).

### WORKING PAPERS

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2. **Kim, Philip** and Beth L. Fossen, "Effectiveness of Influencer Marketing for Political Campaigns," preparing for submission to *Journal of Marketing Research*. (Job Market Paper)
3. **Kim, Philip**, Maximilian Matthe, and Xian Gu, "Dynamics of Influencer Marketing Strategy," preparing for submission to *Marketing Science*.

### SELECTED WORKS IN PROGRESS

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4. "Online Brand Safety and Political Content," with Beth L. Fossen, and Alexander Bleier (data collection)
5. "Promoting Music on TikTok" (data collection)

6. “When Influencers Go Political: The Impact on Follower Dynamics,” with Maximilian Matthe (data collection)
7. “Impact of AI on Firm Data Breach and Subsequent Word of Mouth,” with Ben Lee (data collection)

## AWARDS & HONORS

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Kelsey Fellowship (\$3,500), Indiana University, 2024  
 William G. Panschar Undergraduate Teaching Excellence Award, Winner, Indiana University, 2024  
*Awarded by the Kelley School of Business to one doctoral student across all programs based on teaching philosophy and techniques, student course evaluations, and commitment to teaching excellence*  
 CIBER Research Grant, Indiana University, 2024  
 AMA-Sheth Foundation Doctoral Consortium Fellow, University of Manchester, 2024  
 Mittelstaedt & Gentry Symposium Fellow, University of Nebraska-Lincoln, 2023  
 ISMS Marketing Science Doctoral Consortium Fellow, University of Miami, 2023  
 Doctoral Fellowship, Indiana University, 2020-2025  
 Dean’s Fellowship, Indiana University, 2020  
 School of Business Award, Queen’s University, 2019  
 Queen’s Graduate Award, Queen’s University, 2019

## TEACHING EXPERIENCE

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### Kelley School of Business, Indiana University

1. Introduction to Marketing (M300), Instructor; Average rating: 6.31/7.0 (Fall 2023)
2. Introduction to Marketing (M300), Instructor; Average rating: 6.26/7.0 (Spring 2023)

### Smith School of Business, Queen’s University

1. Business and Corporate Strategy (COMM401), Teaching Assistant (Spring 2020)

## SERVICE

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Ad hoc reviewer, *Journal of Interactive Marketing*, 2024 – present

## CONFERENCE PRESENTATIONS

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\* Denotes presenter

\***Kim, Philip** and Beth L. Fossen (June 2024), “Effectiveness of Micro Ads on Television”, Marketing Dynamics Conference, Santorini, Greece

\***Kim, Philip** and Beth L. Fossen (June 2023), “Effectiveness of Influencer Marketing for Political Campaigns”, INFORMS Marketing Science Conference, University of Miami

\***Kim, Philip** and Beth L. Fossen (March 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln

**Kim, Philip** and \*Beth L. Fossen (February 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” AMA Winter Marketing Academic Conference, Nashville TN

**Kim, Philip** and \*Beth L. Fossen (June 2022), “Effectiveness of Micro Ads on Television,” INFORMS Marketing Science Conference, virtually hosted by University of Chicago, June 2022

\***Kim, Philip** and Beth L. Fossen (June 2022), “Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, virtually hosted by University of Chicago

**Kim, Philip** and \*Beth L. Fossen (June 2022), “Effectiveness of Micro Ads on Television”, Theory and Practice in Marketing (TPM) Conference, Emory University, May 2022

\***Kim, Philip** Discussant for “Content Creation, Monetary Rewards, and Risk: How Creators Learn to Be Creative,” (April 2022) Haring Symposium, Indiana University

## **DOCTORAL COURSEWORK**

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### *Marketing*

|   |                     |
|---|---------------------|
| Marketing Models  | Shibo Li            |
| Managerial Research in Marketing                        | Neil Morgan         |
| Managerial Research in Marketing                        | Girish Mallapragada |
| Special Topics – Diversity, Equity, and Inclusion       | Beth Fossen         |
| Special Topics – Modelling of Consumer & Firm Decisions | Koray Cosguner      |
| Special Topics – Online WOM                             | Shyam Gopinath      |
| Special Topics – Judgment & Decision-Making             | Rom Schrift         |
| Consumer Behavior I & II                                | H. Shanker Krishnan |
| Research Methods in Marketing                           | Neil Morgan         |
| Research Methods in Marketing                           | Lopo Rego           |

### *Methods*

|  |                   |
|--|-------------------|
| Applied Machine Learning                                   | Donald Williamson |
| Machine Learning Methods for Education and Social Sciences | Sijia Huang       |
| Econometric Methods  | R. Andrew Butters |
| Economic Modelling   | Aaron Kolb        |
| Statistics for Research I                                  | Christopher Berry |
| Statistics for Research II                                 | Lopo Rego         |
| Advanced Statistics in Psychology                          | John Kruschke     |

## **INDUSTRY EXPERIENCE**

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### **GoodLife Fitness (HQ), ON, Canada**

*Senior Financial Analyst* (2017-2019) – finance and marketing analytics

### **Brose Group | Brose Canada, ON, Canada**

*Financial Controller* (2016-2017) – finance and operation analytics

## **PUBLISHED CASES**

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1. Pun, Hubert and Philip Kim (2016). “Transfer Value of Soccer Players,” Ivey Management Services [Case No.: 9B16E030, Teaching Note: 8B16E030, Student Spreadsheet: 7B16E030]

## OTHER INFORMATION

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Software & Programming: Python, R, Stata  
Languages: English (native), Korean (native)  
Citizenship: Canada

## REFERENCES

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### **Beth L. Fossen (Dissertation Chair)**

Associate Professor of Marketing  
Eli Lilly and Company Faculty Fellow  
Kelley School of Business  
Indiana University Bloomington  
[bfossen@iu.edu](mailto:bfossen@iu.edu)

### **Xian Gu**

Assistant Professor of Marketing  
Kelley School of Business  
Indiana University Bloomington  
[xiangu@iu.edu](mailto:xiangu@iu.edu)

### **Krista J. Li**

Associate Professor of Marketing  
Blanche "Peg" Philpott Professor  
Kelley School of Business  
Indiana University Bloomington  
[kjli@iu.edu](mailto:kjli@iu.edu)

### **Girish Mallapragada**

Associate Professor of Marketing  
Weimer Faculty Fellow  
Kelley School of Business  
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## APPENDIX – SELECTED ABSTRACTS

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Fossen, Beth L., **Philip Kim**, and Inyoung Chae, “Effectiveness of Micro Ads on Television” revising for 3<sup>rd</sup> round review at *Journal of Marketing*.

**Abstract:** As media viewers continue to shift expectations toward ads, TV advertisers and networks are showing an increased interest in short ad formats, such as micro ads (i.e., ads that are 10 seconds or less). Yet, limited research has considered micro ads on TV. We use a multimethod approach to investigate the effectiveness of micro TV ads and, more broadly, assess the relationship between TV ad length and ad effectiveness. Our analyses of observational data leverage retailers’ TV advertising, web traffic, and online sales. We find that micro TV ads spur more traffic to the retailers’ websites post-ad than longer ads. Micro and non-micro TV ads exhibit similar direct impacts on online sales, but micro ads can indirectly increase online sales more by driving increased traffic. We find that viewers’ impatience for longer ads may explain the effectiveness of micro TV ads. Results from an experiment provide additional support for these findings. Our analyses further probe the impact of ad length on ad effectiveness beyond micro ads and find support for the effectiveness of shorter TV ads more broadly. Our research provides timely insights for advertisers and TV networks seeking economical, attractive ad inventory.

**Keywords:** TV advertising, ad length, ad effectiveness, online shopping behavior

**Kim, Philip** and Beth L. Fossen, “Effectiveness of Influencer Marketing for Political Campaigns,” preparing for submission to *Journal of Marketing Research*.

**Abstract:** Social media influencers are playing an increasingly important role in digital marketing given

their ability to affect consumers. Such influence has extended to political campaigns, especially as many social media platforms restrict traditional political advertisements. Consequently, influencer marketing (IM) has emerged as an attractive digital advertising option for political candidates. Yet, little is known about whether IM is effective in impacting voters. We investigate the impact of sponsored influencer activities on Twitter on voter preference and social media engagement, using data from the 2020 U.S. Democratic Party presidential primary. To detect sponsored influencer posts that lack sponsorship disclosures, we employ a text-based machine learning classification method, ensuring that the data comprehensively captures the IM activities employed during the election. We find that positively valenced IM about the political candidates is associated with increased voter preference for the candidate. We further find that effectiveness of political IM is contingent on emotionality of the IM content. Specifically, the impact of positively valenced IM on voter preference is amplified with low emotional intensity, whereas negatively valenced IM is associated with decreased voter preference for the attacked candidate only when it is highly emotional. Such patterns are also observed when we consider social media engagement as the outcome. Our research provides valuable insights for political marketers on strategizing effective IM campaigns and for voters in understanding the impact of political IM.

**Keywords:** influencer marketing, political marketing, social media, emotionality

**Kim, Philip,** Maximilian Matthe, and Xian Gu, “Dynamics of Influencer Marketing Strategy,” preparing for submission to *Marketing Science*.

**Abstract:** Livestream commerce has emerged as a disruptive retail channel for brands to connect with consumers and drive product sales. Through its immersive, video-based engagement led by sponsored influencers, livestreams facilitate a streamlined customer journey to promote on-the-spot purchases that differ significantly from traditional online shopping. However, livestreams provide fleeting experiences, unlike static social media content which offers enduring engagement and allows consumers to revisit influencer content, thus posing a challenge for facilitating sales beyond the live sessions. In addition, the temporal dynamics of these livestream sessions can differentially impact sales over time. For instance, a brand can choose to employ a burst strategy where an intense concentration of livestreams is hosted within a short timeframe to drive immediate sales. Alternatively, a drip strategy can be used, distributing livestreams consistently over time to mitigate oversaturation and consumer fatigue. We leverage a rich dataset from TikTok (Douyin) spanning over 100,000 products and 7 million livestreams to investigate the impact that livestreams have on post-session sales, specifically the dynamic effects of different temporal distributions of livestreams. Our findings reveal that while a drip strategy leads to diminishing returns on additional livestreams, employing a burst strategy significantly multiplies their impact on sales. This study provides data-driven insights, enabling brands to strategically plan their influencer marketing campaigns and optimize reach through livestream channels.

**Keywords:** livestream, e-commerce, influencer marketing, social media