

Hakkyun Kim

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Sungkyunkwan University
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EMPLOYMENT

Sungkyunkwan University
Associate Professor of Marketing (tenured), September 2012 – present
John Molson School of Business, Concordia University
Associate Professor of Marketing (tenured), June 2012 – August 2012
Assistant Professor of Marketing, June 2007 – May 2012

EDUCATION

Ph.D. in Marketing (Minor: Psychology), May 2007
Carlson School of Management, University of Minnesota
Master's in Business Administration, February 2001
Seoul National University, Seoul, Korea
Bachelor's in Business Administration, February 1999
Seoul National University, Seoul, Korea

HONORS AND AWARDS

2014 Teaching Award (MBA Programs), School of Business, Sungkyunkwan University
2011 Dean's Award for Distinguished Scholarship, John Molson School of Business, Concordia University
2010 ACR Grant for Transformative Consumer Research, USD 1,500, 2010
Standard Research Grant, Social Sciences and Humanities Research Council (SSHRC) of Canada, CAD 24,290, 2010-2011
Établissement de nouveaux professeurs-chercheurs, Fonds Québécois de la Recherche sur la Société et la Culture (FQRSC), CAD 37,673, 2009-2012
AMA/Sheth Foundation Doctoral Consortium Fellow, 2006
Carlson School Dissertation Fellowship, 2006
Honorable Mention, Fifth Annual SCP-SHETH Dissertation Proposal Competition, The Society for Consumer Psychology, 2005

RESEARCH INTERESTS

Consumer judgment and decision-making related to:

- Interplay of affect and cognition
- Charitable giving and ethical consumption
- Social networking
- Branding

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PUBLICATIONS

Kang, Jungyun, Hyungsin Kim, Hosang Chu, Chales H. Cho, and Hakkyun Kim (2016), "In Distrust of Merits: The Negative Effects of Astroturfs on People's Prosocial Behaviors," *International Journal of Advertising*, 35 (January), 135-148.

Kim, Hakkyun, Kyoungmi Lee, and Kiwan Park (2015), "Balancing Out Feelings of Risk by Playing It Safe: The Effect of Social Networking on Subsequent Risk Judgment," *Organizational Behavior and Human Decision Processes*, 131, 121-131.

Han, Sangman, Jongyoung Lee, Jungyun Kang, and Hakkyun Kim (2015), "Consumer Reactions to Products of Social Enterprises: An Application of the Stereotype Content Model," *Asia Marketing Journal*, 17 (April), 149-160.

Ng, Sharon, Hakkyun Kim, and Akshay R. Rao (2015), "Sins of Omission versus Commission: Cross-Cultural Differences in Brand-switching due to Dissatisfaction Induced by Individual versus Group Action and Inaction," *Journal of Consumer Psychology*, 25 (January), 89-100.

Chu, Hosang, Jungyun Kang, Minhwan Lee, and Hakkyun Kim (2014), "Is Scissoring a Metaphor for Disconnecting a Relationship?," *Gadjah Mada International Journal of Business*, 16 (September - December), 205-221.

Bennett, Christine M., Hakkyun Kim, and Barbara Loken (2013), "Corporate Sponsorships May Hurt Nonprofits: Understanding their Effects on Charitable Giving," *Journal of Consumer Psychology*, 23 (3), 288-300.

Lee, Hangeun, Junyoung Lee, Kyoungmi Lee, and Hakkyun Kim (2013), "Loneliness and Preference for Group-Buying Purchase Experience: The Mediating Role of Feeling Connected," *Journal of Korean Marketing Association*, 28 (June), 193-207. [in Korean]

Kim, Hakkyun, and Darlene Walsh (2012), "Will She Like this Product as Much as I Like? The Role of Positive Affect in Predicting Others' Product," *Journal of Product Research*, 30 (6), 1-9.

Kim, Hakkyun, Kyoungmi Lee and Ying-yi Hong (2012), "Claiming the Validity of Negative Ingroup Stereotypes When Foreseeing a Challenge: A Self-Handicapping Account," *Self and Identity*, 11 (3), 285-303.

Cho, Charles H., Martin L. Martens, Hakkyun Kim, and Michelle Rodrigue (2011), "Astroturfing Global Warming: It Isn't Always Greener on the Other Side of the Fence," *Journal of Business Ethics*, 104 (4), 571-587.

Lee, Kyoungmi, Hakkyun Kim and Kathleen D. Vohs (2011), "Stereotype Threat in the Marketplace: Consumer Anxiety and Purchase Intentions," *Journal of Consumer Research*, 38 (August), 343-357.

Kim, Hakkyun, Kiwan Park, and Norbert Schwarz (2010), "Will This Trip Really Be Exciting? The Role of Incidental Emotions in Product Evaluation," *Journal of Consumer Research*, 36 (April), 983-991.

Kim, Hakkyun, Akshay R. Rao, and Angela Y. Lee (2009), "It's Time to Vote: The Effect of Matching Message Orientation and Temporal Frame on Political Persuasion," lead article, *Journal of Consumer Research*, 35 (April), 877-889.

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Kim, Hakkyun and Deborah Roedder John (2008), "Consumer Response to Brand Extensions: Construal Level as a Moderator of the Importance of Perceived Fit," *Journal of Consumer Psychology*, 18 (2), 116-126.

Yi, Youjae and Hakkyun Kim (2003), "An Investigation into the Effects of Regret on Consumer Decision Making," *Korean Management Review*, 32 (1), 233-255. [in Korean]

CONFERENCE PRESENTATIONS

Kang, Jungyun, Jongwon Kim, and Hakkyun Kim (2015), "Consumers' Consideration for Firms' Resource Allocation," paper presented at the American Marketing Association's Summer Marketing Educators' Conference, Chicago, IL.

Kim, Hakkyun, Jungyun Kang, and Jongwon Park (2015), "How Consumers React to Service Failure," poster presented at the American Marketing Association's Summer Marketing Educators' Conference, Chicago, IL.

Kang, Jungyun, Sunghee Jun, Kiwan Park, and Hakkyun Kim (2015), "I Deserve to Be Lucky," paper presented at the American Psychological Association Convention, Toronto, ON.

Kang, Jungyun, Hakkyun Kim, and Kiwan Park (2015), "Mental Simulation as an Imbalance Resolution between Types of Misfortune and Public Donations," poster presented at the Association for Consumer Research Asia Pacific Conference, Hong Kong.

Kim, Hakkyun, Jongsei Yi and Jungyun Kang (2014), "Tilt your Head and You'll See Why: The Influence of Deliberating Bodily Movements on Consumer Resolution of Conflicting Information," poster presented at the Association for Consumer Research Conference, Baltimore, MD.

Kang, Jungyun, Ji Kyung Park, and Hakkyun Kim (2014), "Differential Reliance on Superstitions across Two Distinct Implicit Self Theories," poster presented at the Association for Consumer Research Conference, Baltimore, MD.

Kang, Jungyun, Hakkyun Kim, and Ji Yoon Uim (2014), "The Influence of Color Names on Consumer Judgments," paper presented at the American Marketing Association's Summer Marketing Educators' Conference, San Francisco, CA.

Kang, Jungyun, Hosang Chu, Hakkyun Kim, and Charles H. Cho, (2014), "In Distrust of Merits: Negative Effects of Astroturfs on People's Prosocial Behaviors," paper presented at the 2014 Global Marketing Conference, Singapore.

Kim, Hakkyun, Kyoungmi Lee, and Kiwan Park (2012), "When Does "Facebooking" Make Us Avoid Risks? The Effect of Social Networking Orientation on Risk Preference," paper presented at the Association for Consumer Research Conference, Vancouver, BC.

Lee, Kyoungmi, Kiwan Park, and Hakkyun Kim (2012), "Will "Facebooking" Make Us Seek Risks? The Moderating Effects of Types of Social Networking on Risk Attitudes," paper presented at the Society for Consumer Psychology Conference, Las Vegas, NV.

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Ng, Sharon, Hakkyun Kim and Akshay R. Rao (2011), "Sins of Omission and Sins of Commission: Differences in Brand-Switching Intentions Due to Culturally Different Theories of Agency," paper presented at the Association for Consumer Research Conference, St. Louis, MO.

Kim, Hyungsin, Hakkyun Kim, and Ellen Yi-Luen Do (2011), "Promoting Positive Employee Health Behavior with Mobile Technology Design," poster presented at the International Conference on Human-Computer Interaction, Orlando, FL.

Lee, Kyoungmi and Hakkyun Kim (2011), "Feeling Stereotyped and Its Effects on Investment Decisions," paper presented at the Association for Consumer Research Asia Pacific Conference, Beijing, China.

Kim, Hyungsin, Hakkyun Kim, and Ellen Yi-Luen Do (2011), "Augmented Mobile Technology to Enhance Employee's Health and Improve Social Welfare Through a Win-Win Strategy," paper presented at the Tangible, Embedded and Embodied Interaction 2011 Work-in-Progress Workshop, Madeira, Portugal.

Cho, Charles H., Martin L. Martens, Hakkyun Kim, and Michelle Rodrigue (2010), "Astroturfing Global Warming: It Isn't Always Green on the Other Side of the Fence," paper presented at the Society for Marketing Advances Conference, Atlanta, GA.

Kim, Hakkyun and Sharon Ng (2010), "Opportunity or Challenge? The Impact of Exposure to Similar Extensions on the Extensions of Late Movers," paper presented at the Association for Consumer Research Conference, Jacksonville, FL.

Cho, Charles H., Martin L. Martens, Hakkyun Kim, and Michelle Rodrigue (2010), "Astroturfing Global Warming: It Isn't Always Green on the Other Side of the Fence," paper presented at the International Federation of Scholarly Associations of Management Conference, Paris, France.

Cho, Charles H., Martin L. Martens, Hakkyun Kim, and Michelle Rodrigue (2010), "Astroturfing Global Warming: It Isn't Always Green on the Other Side of the Fence," paper presented at the Greening of Industry Network Conference, Seoul, Korea.

Lee, Kyoungmi, Hakkyun Kim, and Kathleen D. Vohs (2010), "How Does Stereotype Threat Influence Marketplace Decisions: Impacts of the Negative Ingroup Stereotype Activation on Selection of Transaction Partners and Investment Options," poster presented at the Society for Personality and Social Psychology Conference, Las Vegas, NV.

Lee, Kyoungmi and Hakkyun Kim (2009), "How Negative In-Group Stereotypes Affect Consumers' Judgment Processes: The Role of Trust in Out-group Service Providers," paper presented at the Society for Consumer Psychology Conference, San Diego, CA.

Lee, Kyoungmi, Hakkyun Kim, and Ying-yi Hong (2009), "When Do People Embrace a Negative Stereotype Targeting Their Group and Deny a Positive Stereotype? A Self-Handicapping Process Through In-Group Stereotypes," poster presented at the Society for Personality and Social Psychology Conference, Tampa, FL.

Park, Kiwan, Hakkyun Kim, and Norbert Schwarz (2008), "The Impact of Matching Between Emotion Types and Product Offerings on Evaluations," paper presented at the Association for Consumer Research Conference, San Francisco, CA.

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Kim, Hakkyun, Akshay R. Rao, and Angela Y. Lee (2007), "It's Time to Vote: Fit Between Construal Level and Temporal Distance on Political Persuasion," paper presented at the Association for Consumer Research Conference, Memphis, TN.

Bennett, Christine M., Hakkyun Kim and Barbara Loken (2007), "Examining the Negative Impact of Corporate Sponsorship on Prospective Donors' Willingness to Support Nonprofit Organizations," paper presented at the Association for Consumer Research Conference, Memphis, TN.

Bergen, Mark, Robert J. Kauffman, Hakkyun Kim and Dongwon Lee (2007), "Analyzing Customer Antagonism-Driven Price Rigidity in Internet-Based Selling," paper presented at the 20th Anniversary Symposium on Competitive Strategy, Economics and Electronic Commerce, Big Island, HI.

Bennett, Christine M., Hakkyun Kim and Barbara Loken (2006), "Examining the Influence of Prominent Donors on Nonprofit Organizations," poster presented at the Association for Consumer Research Conference, Orlando, FL.

Kim, Hakkyun and Akshay R. Rao (2006), "Why Consumers Rely on Affect in the Distant Future: Effects of Temporal Construal in Affective Situations," poster presented at the Society for Consumer Psychology Conference, Miami, FL.

Kim, Hakkyun and Akshay R. Rao (2005), "Why Consumers Rely on Affect in the Distant Future: Effects of Temporal Construal in Affective Situations," paper presented at the Association for Consumer Research Conference, San Antonio, TX.

Kim, Hakkyun (2004), "The Influence of Affect on the Perceived Similarity of Preference Between the Self and Others," paper presented at the Association for Consumer Research Conference, Portland, OR.

TEACHING INTERESTS

Consumer Behavior, Customer Management, Advertising and Promotion, Services Marketing, Marketing Research

PROFESSIONAL ACTIVITIES

Ad-hoc reviewer for:

Journal of Consumer Research
Journal of Consumer Psychology
Nonprofit and Voluntary Sector Quarterly
Journal of Cross-Cultural Psychology
Service Industries Journal

Member:

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association