

Yaeun Kim

Marketing & Supply Chain Management, College of Business
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1. EDUCATION AND EMPLOYMENT

Education

- | | |
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| 2020 | Ph.D. in Business Administration
Temple University, Philadelphia
Major: Marketing
Dissertation: Social Influence in Collective Goals and Brand Preferences
Committee: Joydeep Srivastava, Crystal Reeck, Monica Wadhwa,
Nevena T. Koukova |
| 2013 | M.S.
Korea Advanced Institute of Science and Technology, South Korea
Major: Management Science, Management Information Systems |
| 2011 | B.A.
Korea Advanced Institute of Science and Technology, South Korea
Major: Management Science, Information Technology Business |

Employment

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| 2021- | Assistant Professor of Marketing
College of Business Administration, California State University,
Sacramento |
| 2020-2021 | Visiting Professor of Marketing
Orfalea College of Business, California Polytechnic State University,
San Luis Obispo |

2. RESEARCH AND SCHOLARLY ACTIVITIES

RESEARCH INTERESTS

Branding, Digital Marketing, International Marketing, Social Influence, Motivation in Goal Pursuit, Affective Influence, Decision Making, Prosocial Behavior

JOURNAL ARTICLES

Kim, Yaeun and Joydeep Srivastava (In Press), “The ‘Achilles Heel’ of Established Brands: The Effect of Brand Age on Consumers’ Brand Choice,” *Journal of Marketing Research*.
<https://doi.org/10.1177/00222437231178544>

Kim, Yaeri, Kiwan Park, Yaeun Kim, Wooyun Yang, Donguk Han, and Wuon-Shik Kim (2020), “The Impact of Visual Art and High Affective Arousal on Heuristic Decision-Making in Consumers,” *Frontiers in Psychology*, 26 (November), 1-16.

Kim, Yaeun and Yaeri Kim (2020), “The Effects of Processing Fluency in Prosocial Campaigns: Effort for Self-Benefit Produces Unpleasant Feelings,” *Frontiers in Psychology*, 11 (June), 1-8.

Kim, Yaeun and Crystal Reeck (2019), “Getting Everyone Onboard: Framing Collective Goal Progress Broadens Participation in Collective Marketing Campaigns,” *Frontiers in Psychology*, 10 (October), 1-10.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Kim, Yaeun and Joydeep Srivastava, “No Country for Old Brands? Preference for Younger Brands as a Function of Expectations of Category Innovativeness,” To be submitted to the *Journal of Consumer Psychology*.

Kim, Yaeun and Joydeep Srivastava, “To Choose or Not to Choose an Old Brand: Moderating Role of Need for Uniqueness and Novelty Seeking on the Effect of Brand Age,” To be submitted to the *Journal of Marketing*.

CONFERENCE PRESENTATIONS & POSTERS

Conference Presentations

Kim, Yaeun and Joydeep Srivastava, “The ‘Achilles Heel’ of Established Brands: The Effect of Brand Age on Consumers’ Brand Choices,” Association for Consumer Research Conference, Oct 2020.

Kim, Yaeun and Joydeep Srivastava, “How Established Brands Stumble: The Effect of Brand Age on Brand Choice for Innovative Products,” Journal of Consumer Research Future of Brands Conference, Dec 2019, New York, NY.

Kim, Yaeun, Yaeri Kim, Vinod Venkatraman, and Kiwan Park, “The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings,” Global Marketing Conference, Jul 2018, Tokyo, Japan.

Kim, Yaeun, Angelika Dimoka, Yaeri Kim, Paul A. Pavlou, and Kiwan Park, “‘Word-of-Mouth.’ Whose Mouth is More Influential to You? The Effects of Gender and Ethnicity on Decision Making,” Global Marketing Conference, Jul 2018, Tokyo, Japan.

Kim, Yaeun, Yaeri Kim, Vinod Venkatraman, and Kiwan Park, “The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings,” INFORMS Society for Marketing Science Conference, Jun 2018, Philadelphia, PA.

Kim, Yaeun, Younghoon Chang, and Myeong-Cheol Park, “Smart TV Business Regulation and Collaboration Among Business Operators and Regulators: Focus on the Case Analysis of Smart TV Blocking and IPTV Regulation Process in Korea,” International Telecommunications Society Conference, Nov 2011, Bangkok, Thailand.

Kim, Yaeun, Younghoon Chang, and Myeong-Cheol Park, “Effects on Post-purchase Behavior from the Perspective of Consumer’s Negative Consumption Emotion Caused by Smartphone Device Malfunction,” Korea Technology Innovation Conference, Nov 2011, Daejeon, South Korea.

Chang, Younghoon, Minkyung Kim, Yaeun Kim, and Myeong-Cheol Park, “Determinants of User Satisfaction and Continuance Intention of Smartphones: Focus on Interactivity Perspective,” International Telecommunications Society Conference, Jun 2011, Taipei, Taiwan.

Conference Posters

Kim, Yaeun and Crystal Reeck, “Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges,” Association for Consumer Research Conference, Oct 2016, Berlin, Germany.

Kim, Yaeun, Yaeri Kim, Vinod Venkatraman, and Kiwan Park, “The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Effort Produces Guilty Feelings,” Association for Consumer Research Conference, Oct 2016, Berlin, Germany.

Kim, Yaeun and Myeong-Cheol Park, “‘I Know It’s Your Fault, but I Blame the Matchmaker More.’ Changes in Consumer Trust Toward Social Commerce Companies due to Dissatisfying Purchases in a Two-sided Market,” Association for Consumer Research Conference, Oct 2013, Chicago, IL.

Kim, Yaeun, Younghoon Chang, and Myeong-Cheol Park, “A Research Paper on Process of Complaint Behavior Towards Social Commerce, Based on Attribution Theory,” Association for Consumer Research Conference, Oct 2012, Vancouver, BC, Canada.

SELECTED AWARDS AND GRANTS

2023	\$5,000, Summer Research Stipend, California State University, Sacramento.
2022	\$5,000, Summer Research Stipend, California State University, Sacramento.

2021 \$1,000, Faculty Learning Community, California State University, Sacramento.
 2021 \$1,000, Effective College Instruction, Cal Poly State University.
 2020 \$1,000, Intro to Online Teaching and Learning, Cal Poly State University.
 2020 \$500, Faculty Peer Coaching Program, Cal Poly State University.
 2020 \$720, 20th Young Scholars, Fox School of Business, Temple University.
 2020 \$11,000, Doctoral Dissertation Grant, Fox School of Business, Temple University.
 2014-19 Harry A. Cochran Fellowship, Fox School of Business, Temple University.
 2019 \$780, 19th Young Scholars, Fox School of Business, Temple University.
 2019 \$960, 18th Young Scholars, Fox School of Business, Temple University.
 2018 \$1,000, 17th Young Scholars, Fox School of Business, Temple University.
 2018 \$1,500, 16th Young Scholars, Fox School of Business, Temple University.
 2017 \$2,000, 15th Young Scholars, Fox School of Business, Temple University.
 2016 \$2,000, 13th Young Scholars, Fox School of Business, Temple University.
 2016 \$1,500, 12th Young Scholars, Fox School of Business, Temple University.
 2015 \$2,500, 11th Young Scholars, Fox School of Business, Temple University.
 2015 \$1,250, 10th Young Scholars, Fox School of Business, Temple University.
 2011-13 Full Scholarship, Korea Advanced Institute of Science and Technology, South Korea.
 2007-11 National Full Scholarship, South Korea.

PROFESSIONAL AFFILIATIONS

American Marketing Association
 Association for Consumer Research
 Society for Judgment and Decision Making
 Global Marketing Conference

3. TEACHING

TEACHING INTERESTS

Public Relations and Ethics in Business (**MKTG 123**)
 Principles of Marketing (**MKTG 101**)
 Digital Marketing (**MKTG 130**)
 Consumer Behavior
 Customer Data Analytics

TEACHING CERTIFICATES

2020-21 American Council on Education - Early Career Faculty Cohort of Effective Teaching Practices, Cal Poly State University and American Council on Education.
 2019 Online Teaching Certificate, Fox School of Business, Temple University.
 2017 Teaching Academy Certificate, Fox School of Business, Temple University.

TEACHING EXPERIENCE

2023 College of Business Administration, California State University, Sacramento

MKTG 101 Principles of Marketing – Consumer Behavior

2021-23 College of Business Administration, California State University, Sacramento

MKTG 123 Public Relations and Ethics in Business

2021 Orfalea College of Business, California Polytechnic State University, San Luis Obispo

BUS 453 Digital and New Media Marketing

2020-21 Orfalea College of Business, California Polytechnic State University, San Luis Obispo

BUS 450 Current Topics in Marketing - Customer Data Analytics I

2020-21 Orfalea College of Business, California Polytechnic State University, San Luis Obispo

BUS 419 Strategic Marketing Measurement - Customer Data Analytics II

2020 Orfalea College of Business, California Polytechnic State University, San Luis Obispo

Consumer Insights – Consumer Behavior & Digital Marketing

2018 Fox School of Business, Temple University, Philadelphia

Customer Data Analytics Focusing on Digital Marketing

4. PROFESSIONAL SERVICE & ACTIVITY

Reviewing Activity and Conference Services

Society for Consumer Psychology Conference

Association for Consumer Research Conference

6th Annual Interdisciplinary Symposium on Decision Neuroscience

Academy of International Business US-Northeast 2016 Conference

Industrial Management & Data Systems

Session Chair

2023 Global Marketing Conference

40th Annual ISMS Marketing Science Conference

Conference Committee

3rd Annual Mid-Atlantic Marketing Doctoral Symposium