

## KYEONGHEUI KIM

Associate Professor of Marketing  
SKK Graduate School of Business  
Sungkyunkwan University  
25-2, Sungkyunkwan-ro  
Jongro-gu, Seoul, 03063, Korea

Office: 822-740-1847  
Email: [kkim@skku.edu](mailto:kkim@skku.edu)

---

### EDUCATION

- 1999 - 2004      Doctor of Philosophy in Business Administration (July 2004)  
University of Minnesota, Carlson School of Management  
Major: Marketing  
Minor: Psychology  
Dissertation: The Influence of Type of Processing on Assimilative and  
Contrastive Context Effects  
*Dissertation Committee:*  
Joan Meyers-Levy (Dissertation Advisor), Deborah Roedder John,  
Barbara Loken, and Robert S. Wyer, Jr. (Hong Kong University of  
Science and Technology)
- 1996 - 1998      Completion of Doctoral Coursework in Business Administration  
Korea University, Seoul Korea  
Major: Marketing
- 1993 - 1995      Master of Business Administration in Marketing  
Korea University, Seoul Korea  
Dissertation: Empirical Research on the Characteristics of Life Style of  
Korean New Generation (Dissertation advisor: Jong-Won Park)
- 1985 - 1989      Bachelor of Art in English Language and English Literature  
Korea University, Seoul Korea

### RESEARCH INTEREST

- Consumer information processing
- Environmental psychology
- Sensory marketing
- Branding and brand extensions
- Embodied cognition
- Goal-directed information processing
- Cross-cultural differences in consumer information processing
- Assimilation, attenuation, and contrast effects of priming

## PUBLICATIONS

- Kim, Kyeongheui and Jongwon Park (forthcoming), "Cultural Influences on Brand Extension Judgments: Opposing Effects of Thinking Style and Regulatory Focus," *International Journal of Research in Marketing*
- Kim, Kyeongheui, Jongwon Park, and Jungkeun Kim (2014), "Consumer-Brand Relationship Quality: When and How It Helps Brand Extensions," *Journal of Business Research*, 67, 591-597.
- Jongwon Park, and Kyeongheui Kim, Junsik Kwak, and Robert S. Wyer, Jr. (2014), "Priming Thoughts about Extravagance: Implications for Consumer Decisions about Luxury Product," *Journal of Experimental Psychology: Applied*, 20 (1), 40-54.
- Kim, Jungkeun, Raghunath Singh Rao, Kyeongheui Kim, and Akshay R. Rao (2011), "More or Less: A Model and Empirical Evidence on Preference for Under and Over-Payment in Trade-in Transactions," *Journal of Marketing Research*, 47 (February), 151-171.
- Kim, Kyeongheui, Meng Zhang, and Xiuping Li (2008), "Effects of Two Dimensions of Psychological Distance on Consumer Evaluations," *Journal of Consumer Research*, 35 (December), 706-713.
- Kim, Kyeongheui and Joan Meyers-Levy (2008), "Context Effects in Diverse-Category Brand Environments: The Influence of Target Product Positioning and Consumers' Processing Mind-Set," *Journal of Consumer Research*, 34 (April), 882-896.
- John, Deborah Roedder, Barbara Loken, Kyeongheui Kim, and Alokparna Basu Monga (2007), "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," *Journal of Marketing Research*, 43 (4), 549-565.
- John, Deborah Roedder, Barbara Loken, Kyeongheui Kim, and Alokparna Basu Monga (2005) "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," MSI Reports, 05-112.
- Loken, Barbara and Kyeongheui Kim (2003), "Measuring Global Brand Attitudes: An Investigation of the Usefulness of a Multi-Product Index," in *New Visions of Marketing and Development: Globalization, Transformation and Quality of Life* (CD), Clifford J. Shultz, Don R. Rahtz and Mark Speece, Eds. Madison, WI: Omnipress
- Park, Jong-Won, Kyeongheui Kim, and Jungkeun Kim (2002), "Acceptance of Brand Extensions: Interactive Influences of Product Category Similarity, Typicality of Claimed Benefits, and Brand Relationship Quality," *Advances in Consumer Research*, 29, 190-198.
- Park, Jong-Won, Song-Oh Yoon, Kyeongheui Kim, and Robert S. Wyer, Jr. (2001), "Effects of Priming a Bipolar Attribute Concept on Dimension versus Concept-Specific Accessibility of Semantic Memory," *Journal of Personality and Social Psychology*, 81 (3), 405-420.
- Park, Jong-Won and Kyeongheui Kim (2001), "Role of Consumer Relationship with a Brand in Brand Extensions: Some Exploratory Findings," *Advances in Consumer Research*, 28, 179-185.

## MANUSCRIPTS

- Kim, Kyunghye and Kyeongheui Kim, “Advertising Effect of a New Medium, Platform Screen Doors (PSDs)”
  - Under review at *Journal of Advertising Research*
- Kim, Kyeongheui and Heekyung Ahn, “Feeling of Fullness: Does Fullness Induce Satisfaction?”
  - Under review at *Psychological Science*
- Kim, Kyeongheui, Minjung Koo, Eunyoung Seo, and Jaewoo Lee, “Missing, Not Empty: Effects of Absence of Expected Objects in a Space on Motivation and Performance”
  - Under writing a manuscript targeting *Journal of Consumer Research*
- Kim, Kyeongheui, Jae-Eun Kim, and Jungkeun Kim, “Fashion Model Effect? Online Visual Presentation of Fashion Merchandise”
  - Under writing a manuscript targeting *Journal of Marketing*
- Kim, Kyeongheui, Kwanho Suk, and Youngjoo Cho, “Approach and Avoidance Effects of Red Color on Consumer Decisions”
  - Targeting *Journal of Consumer Research*

## RESEARCH IN PROGRESS

- Intensity of sensory experience and self-control behavior
- Influence of ambient scent on consumer judgment and behavior
- Physical distance and value
- Relations between temperature perception and food consumption
- Open door effects
- Influence of upward line extension on perceived psychological distance to the brand

## CONFERENCE PRESENTATIONS AND ACTIVITIES

- “Missing, Not Empty: Effects of Absence of Expected Objects in a Space on Motivation and Performance,” paper presented at the ACR conference, San Diego, California, October 2017
- “Human Model Effect? Online Visual Presentation of Fashion Merchandise,” paper presented at the ACR conference, Berlin, German, October 2016
- “Effects of Consumer-Brand Relationship on Brand Extension Judgment,” paper presented at the SCP conference, Las Vegas, Nevada, February 2007
- “Cultural Differences in Brand Extension Judgments and Feedback Effects,” paper

presented at the ACR conference, Orlando, Florida, September 2006.

- “Assimilation and Contrast Effects on Priming on Product Choices on Oneself versus for Other Person,” paper presented at the Society of Association for Consumer Research, Miami, Florida, February 2006.
- Co-chair of ACR special topic session (with Robert S. Wyer Jr.), “The Role of Unconscious Processes in Consumer Choice and Decision Making,” special topic session at the ACR conference, October 2003.
- “Effects of Priming on Product Choices for the Self versus for Others,” paper presented at the Society of Association for Consumer Research, Toronto, Canada, October 2003.
- “Effects of Brand Relationship Quality on Brand Extension Judgments: An Empirical Examination of Mediating Processes,” paper presented at the Society for Consumer Psychology Winter Conference, New Orleans, Louisiana, February 2003.
- “Acceptance of Brand Extensions: Interactive Influences of Product Category Similarity, Typicality of Claimed Benefits, and Brand Relationship Quality,” paper presented at the Society of Association for Consumer Research, Austin, Texas, October 2001.
- “Role of Consumer Relationships with a Brand in Brand Extensions: Some Exploratory Findings,” Association for Consumer Research, Salt Lake City, Utah, October 2000.
- “Role of Consumer Relationships with a Brand in Brand Extensions,” Albert J. Haring Symposium, Indian University, March 2001.

## **HONORS AND AWARDS**

2017 - 2018	Sungkyun Research Fund (KRW 13,000,000)
2012 - 2013	SKK GSB Special Research Fund (\$6,000)
2011 - 2012	SKK GSB Special Research Fund (\$5,000)
2007 - 2011	SSHRC Standard Research Grant (\$71,446)
2004 - 2006	Connaught Start-up Grant, University of Toronto
2003 - 2004	Carlson School of Management Dissertation Fellowship, University of Minnesota
1999 - 2003	Carlson School of Management Fellowship, University of Minnesota
2001	Albert J. Haring Symposium representative, Indiana University
1998	Korea Research Foundation Research Grant
1997	Kawasaki Research Foundation Research Grant
1996-1997	Suk Rim Scholarship
1985-1988	Scholarship student for four successive years in college

## **TEACHING EXPERIENCE**

**Teaching Interests:** Consumer Behavior, Integrated Marketing Communications, Marketing Research, and Judgment and Decision Making

***MBA Courses:***

- 2014 - Consumer Behavior (SKKU Global MBA, Professional MBA, and Executive MBA)
- 2013 - Marketing Research (SKKU Global MBA)
- 2011 - Marketing Communications (SKKU Global MBA)
- 2011 - 2012 Marketing Management (SKKU Global MBA)

***EEP Courses:***

- 2015 - Investor Psychology (WM Master Program for Samsung Securities)
- 2016 - Investor Psychology (PM Master Program for Hana Financial Investment)

***Undergraduate Courses:***

- 2013 Marketing Management (SKKU Global Business Administration)
- 2011 Consumer Behavior (SKKU Global Business Administration)
- 2010 Consumer Behavior (University of Toronto)
- 2006 - 2010 Judgment and Decision Making (University of Toronto)
- 2005 - 2010 Principles of Marketing (University of Toronto)
- 2003 Principles of Marketing (University of Minnesota)
- 1997 - 1998 Principles of Marketing (Korea University)
- Marketing Research (Korea University)

***Business Courses:***

- 1995 - 1997 Marketing Research and Statistical Analysis (at POSCO)
- 1995 - 1997 SPSS for Statistical Analysis (at POSCO)

**PROFESSIONAL ASSOCIATIONS**

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Psychological Association (APA)

**PROFESSIONAL EXPERIENCE**

- 1995 - 1998 Senior marketing consultant at POSCO Research Institute
- 1988 - 1994 Senior marketing consultant at Korea Gallup Polls