

# Nicole You Jeung Kim

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Faculty of Business, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

## ACADEMIC EMPLOYMENT

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**The Hong Kong Polytechnic University, Hong Kong** 2021-current  
Assistant Professor of Marketing

## EDUCATION

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**University of Maryland at College Park** 2021  
Ph.D., Marketing (Minor in Psychology)

**Yonsei University**  
M.S., Marketing 2015  
Bachelor of Business Administration 2013

**Washington University in St. Louis** 2010-2011  
Exchange Program (Major in Psychology)

## RESEARCH INTERESTS

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Self-other discrepancy, social relationships, communication, behavioral economics, fairness and equality

## PUBLICATIONS (\*Doctoral student at time of publication)

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Peggy J. Liu, Theresa A. Kwon, Ximena Garcia-Rada, and **Nicole You Jeung Kim**, “Social Consumption Experiences”, accepted at *Current Directions in Psychological Science*

Lin, Jason\*, **Nicole You Jeung Kim**, Esther Uduehi, and Anat Keinan (2024), “Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation”, *Journal of Consumer Research*, 51(3), 571-594.

Rebecca K. Ratner, **Nicole You Jeung Kim**, and Yuechen Wu (2023), “When is Sociality Congruent with Self-care?”, *Journal of Consumer Psychology*, 33(1), 213-216.

**Kim, Nicole You Jeung**, Yonat Zwebner, Alixandra Barasch, and Rom Schrift (2023), “You Must Have a Preference: The Impact of No Preference Communication on Joint Decision Making,” *Journal of Marketing Research*, 60(1), 52-71.

- Select media coverage: *Harvard Business Review*, *Psychology Today*, *Journal of Marketing Research Scholarly Insights*

Wu, Yuechen\*, Rebecca W. Hamilton, **Nicole You Jeung Kim\***, and Rebecca K. Ratner (2021), “Navigating Shared Consumption Experiences: Clarity About a Partner's Interests Increases

Enjoyment,” *Journal of Marketing Research*, 58(3), 439-455.

- Select media coverage: Featured in *Psychology Today*, *Journal of Marketing Research Scholarly Insights*

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#### **MANUSCRIPTS UNDER REVIEW & WORKING PAPERS** (\*Doctoral student co-author)

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**Kim, Nicole You Jeung**, Rebecca K. Ratner, and Neeru Paharia, “Choosing to Appear Fun: Anticipated Friendship Utility from Hedonic Consumption” (*Invited for 3<sup>rd</sup> round at Journal of Consumer Research*)

**Kim, Nicole You Jeung**, Sheryl Liu\*, and Rebecca W. Hamilton, “How Inequality of Romantic Partners’ Incomes Impact Joint Consumption” (*Invited for 2<sup>nd</sup> round at Journal of Consumer Research*)

Lin, Jason\*, Anat Keinan, and **Nicole You Jeung Kim**, “Trying to Be Relatable: The Challenge of Celebrities’ Out-of-Touch Image” (*Under review at Journal of Consumer Research*)

**Kim, Nicole You Jeung**, Ximena Garcia-Rada, and Rebecca K. Ratner, “Splitting the Bill in Shared Consumption” (*Manuscript in preparation to be submitted to Journal of Consumer Research*)

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#### **SELECT RESEARCH IN PROGRESS**

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“Mixing Family and Money” with Yuting Pang\* and Peggy Liu

“Luck or Hard Work?” with Ozlem Tetik\*, Dafna Goor, and Jonathan Berman

“Solitary consumption” with Sheryl Liu\* and Monika Lisjak

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#### **PRESENTATIONS** (\* denotes presenting author)

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##### *Chaired Symposia:*

Hong Kong Biannual CB Newcomer Symposium, The Hong Kong Polytechnic University, Hong Kong (2021).

“Better Together? How Sharing Consumption with Others Impacts Consumers’ Choices and Perceptions” co-chaired with Rebecca Ratner, *Society for Consumer Psychology (SCP)*, Savannah, GA (2019).

“Better Together? How Sharing Consumption with Others Impacts Consumers’ Choices and Perceptions” co-chaired with Rebecca Ratner, *Association for Consumer Research (ACR)*, Dallas, TX (2018).

“Intrinsic and Extrinsic Motivations of Variety-seeking” co-chaired with Liang Huang, *Association for Consumer Research (ACR)*, San Diego, CA (2017).

##### *Conference Presentations:*

Kim, Nicole, Ximena Garcia-Rada, Rebecca Ratner\* (2024), “Splitting the Bill in Shared Consumption”, *Society for Consumer Psychology (SCP)*, Nashville, TN, USA.

Kim, Nicole, Sheryl Liu\*, Rebecca Hamilton (2024), “How Inequality of Romantic Partners’ Incomes Impact Joint Consumption”, *Society for Consumer Psychology (SCP)*, Nashville, TN, USA.

Kim, Nicole\*, Ximena Garcia-Rada, Rebecca Ratner (2023), “Splitting the Bill in Shared Consumption”, *Association for Consumer Research (ACR)*, Seattle, WA, USA.

Kim, Nicole, Sheryl Liu\*, Rebecca Hamilton (2023), “Bringing Home the Bacon: How Inequality of Romantic Partners’ Incomes Impact Joint Consumption”, *Association for Consumer Research*

(ACR), Seattle, WA, USA.

- Lin, Jason\*, Nicole Kim, Esther Uduehi, and Anat Keinan (2023), “Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation”, *Association for Consumer Research (ACR)*, Seattle, WA, USA.
- Lin, Jason, Nicole Kim\*, Esther Uduehi, and Anat Keinan (2023), “Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation”, *Hong Kong Joint School Marketing Conference*, Hong Kong University, Hong Kong.
- Lin, Jason\*, Nicole Kim, Esther Uduehi, and Anat Keinan (2023), “Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation”, *Society for Consumer Psychology (SCP)*, San Juan, PR, USA.
- Kim, Nicole\*, Yonat Zwebner, Alixandra Barasch, and Rom Schrift (2022), “You Must Have a Preference: The Impact of No Preference Communication on Joint Decision Making,” *Association for Consumer Research (ACR)*, Denver, CO, USA.
- Kim, Nicole\*, Yonat Zwebner, Alixandra Barasch, and Rom Schrift (2021), “You Must Have a Preference: The Impact of No Preference Communication on Joint Decision Making,” *CB Newcomer Symposium*, Hong Kong, Hong Kong.
- Kim, Nicole\* and Jared Watson (2020), “The Meme Economy: How Internet Memes Impact Consumption,” *Association for Consumer Research (ACR)*, Paris (Virtual).
- Kim, Nicole\* and Rebecca Ratner (2019), “Signaling Fun: Anticipated Sharing Leads to Hedonic Choice,” *Haring Symposium*, Indiana University, IN, USA.
- Kim, Nicole\* and Rebecca Ratner (2019), “Signaling Fun: Anticipated Sharing Leads to Hedonic Choice,” *Society for Consumer Psychology (SCP)*, Savannah, GA, USA.
- Kim, Nicole\* and Rebecca Ratner (2018), “Signaling Fun: Anticipated Sharing Leads to Hedonic Choice,” *Association for Consumer Research (ACR)*, Dallas, TX, USA.
- Kim, Nicole\* and Yajin Wang (2017), “When Experience is Costly: How Choice Variety Signals Expertise and Status,” *Transatlantic Doctoral Conference (TADC)*, London Business School, London, UK.
- Kim, Nicole\* and Yajin Wang (2017), “When Experience is Costly: How Choice Variety Signals Expertise and Status,” *Association for Consumer Research (ACR)*, San Diego, CA USA.
- Wu, Yuechen\*, Nicole Kim, Rebecca K. Ratner, and Rebecca Hamilton (2017), “Getting the Most from Shared Experiences: The Undervalued Impact of Goal Clarity on Shared Consumption,” *Association for Consumer Research (ACR)*, San Diego, CA, USA.
- Kim, Nicole\* and Yajin Wang (2017), “Less Variety as a Status Signal,” *Society for Consumer Psychology (SCP)*, San Francisco, USA.

*Other presentations:*

Discussant for The Online Research Seminar Series on Digital Businesses, Boston University, 2024

**INVITED TALKS**

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W. P. Carey School of Business, Arizona State University, 2024  
McIntire School of Commerce, University of Virginia, 2024  
Carey Business School, Johns Hopkins University, 2024  
Haskayne School of Business, University of Calgary, 2024

Costello College of Business, George Mason University, 2024  
College of Business, Lehigh University, 2023  
Lee Kong Chian School of Business, Singapore Management University, 2023  
CUHK Business School, Chinese University of Hong Kong, 2022  
HKUST Business School, Hong Kong University of Science and Technology, 2020  
Faculty of Business, Hong Kong Polytechnic University, 2020

## **TEACHING EXPERIENCE**

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### *Instructor:*

Introduction to Marketing (Undergraduate), The Hong Kong Polytechnic University, Spring 2025  
Marketing Research (Undergraduate), The Hong Kong Polytechnic University, Spring 2022-2025  
Global Marketing (Undergraduate), University of Maryland, Spring 2020, Fall 2020

### *Teaching Assistant:*

Moderator for 'Maryland Rebooted' (Webinar for Small Businesses, offered by Michel Wedel), University of Maryland, Summer 2020-Spring 2021  
Consumer Analysis (Undergraduate, taught by Yajin Wang), University of Maryland, 2017-2019

## **FELLOWSHIP, GRANTS, AWARDS, AND HONORS**

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Hong Kong Research Grants Council: Early Career Scheme (USD 49,182), 2023  
The Hong Kong Polytechnic University Start-Up Grant (USD 38,353), 2021  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2020  
Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, 2020  
Outstanding Graduate Assistant Award, University of Maryland, 2019-2020  
Haring Doctoral Symposium Fellow, 2019-2020  
Graduate Fellowship, University of Maryland, 2015-2020  
Yonsei University Honors Program – Full Scholarship with Stipend, 2009-2015

## **SERVICE**

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### To the field:

Ad-Hoc Reviewer

*Journal of Marketing Research*

*Journal of Marketing*

*Journal of Personality and Social Psychology*

*Journal of Association for Consumer Research*

*Organizational Behavior and Human Decision Processes*

Trainee Reviewer, *Journal of Consumer Research*, 2019

Conference Reviewer

*Association for Consumer research (ACR)*

*Society for Consumer Psychology (SCP)*

Ph.D. advising:

Celine Zhang (co-supervisor; 2024 – current)

Yuting Pang (joint program supervisor; 2023 – current)

Sheryl Chengchen Liu (co-supervisor; 2022 – current)

To the University:

The Hong Kong Polytechnic University

Doctoral student recruitment committee, 2024-current

Health, Safety & Environmental Committee (DHSEC), 2023-current

Faculty recruitment committee, 2022-current

Lab Director, Behavioural Lab, 2022-current