

Nicole Kim

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The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

EMPLOYMENT

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

EDUCATION

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

Consuming in social contexts, joint consumption, signaling, consumer finances, equity and fairness

PUBLICATIONS (*Doctoral student at the time of publication)

Lin, Jason*, **Nicole You Jeung Kim**, Esther Uduehi, and Anat Keinan, "Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation", Forthcoming at *Journal of Consumer Research*

Rebecca K. Ratner, **Nicole You Jeung Kim**, Yuechen Wu, "When is Sociality Congruent with Self-care?" (2023), *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.

- Featured in *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.

- Featured in *Psychology Today*, *Journal of Marketing Research Scholarly Insights*

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Kim, Nicole You Jeung, Rebecca K. Ratner, and Neeru Paharia, “Friendship Utility: Consumers Signal Friendship Motivation Through Hedonic Consumption Choices” (*Invited for revision 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 revision at Journal of Consumer Research*)

Peggy Liu, Theresa Kwon, Ximena Garcia-Rada, and **Nicole You Jeung Kim**, “The Six Dimensions of Shared Consumption Experiences” (*Under review at Journal of Marketing 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*)

SELECT RESEARCH IN PROGRESS

“Attributing Success to Luck in Social Comparison” with Ozlem Tetik, Dafna Goor, and Jonathan Berman

“Transferring Wealth Through Inheritance” with Yuting Pang

“Understanding Housewives/husbands” with Sheryl Liu and Yuwei Jiang

“Celebrities on Social Media” with Jason Lin and Anat Keinan

PRESENTATIONS (* denotes presenting author)

Chaired Symposia:

“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 (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”, *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.

TEACHING EXPERIENCE

Instructor:

Marketing Research (Undergraduate), The Hong Kong Polytechnic University, Spring 2022, 2023, 2024
Global Marketing (Undergraduate), University of Maryland, Spring 2020, Fall 2020

Teaching Assistant:

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

FELLOWSHIP, GRANTS, AWARDS, AND HONORS

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

Ad-Hoc Reviewer

Journal of Marketing Research

Journal of Marketing

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

Sheryl Liu (co-supervisor; 2022 – current)

Yuting Pang (supervisor; 2023 – current)

Lab Director, Behavioural Lab, Management and Marketing Department, The Hong Kong Polytechnic University, 2022-current

Social Chair, Association of Doctoral Students (ADS), R. H. Smith School of Business, University of Maryland, 2017