

CURRICULUM VITAE

WOOCHEOL KIM

Lundquist College of Business
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EDUCATION

Ph.D.	University of Oregon, Lundquist College of Business <i>Marketing (expected, June 2024)</i>	Eugene, OR
M.B.A.	Georgetown University, McDonough School of Business <i>Business Administration</i>	Washington, DC
B.A.	Yonsei University, College of Social Science <i>Mass Communication and Journalism</i>	Seoul, South Korea
Study Abroad	University of Oslo <i>Bilateral Exchange Student Program</i>	Oslo, Norway

RESEARCH INTERESTS

Digital and Social Media Marketing, Decision Making, Marketing and Public Policy

RESEARCH IN PROGRESS

“The Mobile Review Effect: How Viewability Influences the Impact of Negative Reviews”
with Noelle Nelson, and Amin Attari, *Under 2nd round review at the Journal of Consumer Research*

“Depth of Disclosure for Social Media Influencers: Tensions and Tradeoffs”
with Conor M. Henderson, and Julian K. Saint Clair, *To be submitted at the Journal of Marketing in Fall 2023, Job Market Paper*

“How Authenticity and Locality Shape Consumer Expectations and Outcomes”
with Chi Tran, and John A. Clithero, *To be submitted at the Journal of Marketing in Fall 2023*

“Spillover Effects of Self-Checkout on Reusable Bag Usage”
Single author project, *Field data and online review data collected*

“Building and Capitalizing on Influencer Equity”
with Conor M. Henderson, *Posts scraped, coded, analyzed; Prolific studies run*

“Sound of Consumption: ASMR in Food Marketing”
with Noelle Nelson, *Prolific studies run*

“Change Agent or Threat? The Effect of Black Quarterbacks on Social Cohesion”
with Conor M. Henderson, and Julian K. Saint Clair, *Observational data collected and analyzed; Prolific studies run*

CONFERENCE AND SYMPOSIUM PRESENTATIONS

“Be Real or Be Perfect? Dual Effects of Social Media Influencers’ Self-Disclosure on Brand Endorsement Attitudes”
2023 Association for Consumer Research (ACR) Conference, October 26-29, Seattle, WA (coming) – poster

“Return the Bagging: Why Monetary Incentives are Necessary but not Sufficient for BYOB”
2023 AMA Marketing and Public Policy Conference, June 8-10, Arlington, VA – poster

“Food Transparency: How Sourcing Information Impacts Repurchases for Local and Chain Restaurants”
2023 AMA Marketing and Public Policy Conference, June 8-10, Arlington, VA – poster

“Depth of Disclosure for Social Media Influencers: Tensions and Tradeoffs”
2023 Joshua T. Beck Northwest Marketing Symposium, May 12-13, Vancouver, WA

“Building and Capitalizing on Influencer Equity”
2023 AMA Winter Academic Conference, Feb 10-12, Nashville, TN

“Sound of Consumption: ASMR in Food Marketing”
2022 Society for Consumer Psychology (SCP) Annual Conference, March 4-5, virtual – poster

2023 *AMA Winter Academic Conference*, Feb 10-12, Nashville, TN – poster

“Change Agent or Threat? The Effect of NFL Black Quarterbacks on Social Cohesion”

2021 *AMA Marketing and Public Policy Conference*, June 24-25, virtual

2022 *Mittelstaedt and Gentry Doctoral Symposium*, March 31-April 2, Lincoln, NE

“The Strategies to Driving Sales and Consumption Growth”

2017 *Colgate-Palmolive Brazil*, March 9, São Paulo, Brazil

AWARDS, HONORS, AND FELLOWSHIP

University of Oregon

Robin and Roger Best Teaching Award	2023
Smith Award Marketing Scholarship	2020-current

AMA (American Marketing Association)

AMA-Sheth Foundation Doctoral Consortium, BI Norwegian Business School	2023
AMA Winter Conference DEI Doctoral Scholarship	2023
AMA Winter Conference Registration Grant	2022
The MASSIG Doctoral Student Scholarship	2021

Asiana Airlines

Excellence Award in New Employee Training Sessions	2008
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Yonsei University

Emeritus Professor Suh Chung Woo Half-Tuition Scholarship	2004
High Honors	2004

SERVICE AND AFFILIATIONS

2023 *AMA Winter Conference*, *Reviewer*

Business Research Institute, University of Oregon, *Lab Manager* 2021-2022

American Marketing Association (AMA), *Member*

AMA Doctoral Student Special Interest Group (DocSIG), *Member*

Society of Consumer Psychology (SCP), *Member*

TEACHING EXPERIENCE

University of Oregon

<i>Instructor</i>	BA 317: Value for Customer <i>with best teaching award</i> (4.54/5.00)	Winter 2023
	BA 317: Value for Customer	Fall 2021
	BA 317: Value for Customer	Spring 2021

TEACHING INTERESTS

Marketing Analytics, Digital Marketing, Marketing Strategy, Data Science

DOCTORAL COURSEWORK

<i>Marketing</i>	Theory and Research in Marketing Management	Hong Yuan
	Theories in Marketing Strategy	Conor M. Henderson
	Theory and Research in Consumer Behavior	Jiao Zhang
	Experimental Research Methods	Joshua T. Beck
<i>Economics</i>	Core Econometrics I	Van Kolpin
	Core Econometrics II	George Evans
	Core Econometrics III	Ed Rubin
	Core Microeconomics I	Van Kolpin
	Core Microeconomics II	Anne van den Nouweland
	Time Series Econometrics	Jeremy Piger
	Data Science for Economists	Grant McDermott
	Experimental Economics	Jonathan Davis
	Games and Decisions	Jiabin Wu
	Theories of Industrial Organizations	Keaton Miller
<i>Other</i>	Machine Learning	Daniel Lowd
	Introduction to Data Science with R	Joseph Nese
	Python for Financial Analysis	Cameron Pfiffer
	Structural Equation Modeling I	Tyler Matta
	Structural Equation Modeling II	Tyler Matta

COMPUTER SKILLS

R, Python, GitHub, Latex, TikZ

WORK EXPERIENCE

Consulate of the Republic of Korea, New York NY, <i>Manager</i>	2017-2019
Association of Tennis Professionals (ATP), Ponte Vedra Beach FL, <i>Summer Intern</i>	2016
Daily Sports, Seoul Korea, <i>Reporter</i>	2009-2014
Asiana Airlines, Seoul Korea, <i>Sales Representative</i>	2008
Samsung Corporation, Seoul Korea, <i>Undergraduate Intern</i>	2006
The Republic of Korea Army, 61st Infantry Division, <i>Sergeant</i>	2001-2003

MISCELLANEOUS

Tennis, Running (2016 Chicago Marathon Finisher, former NYRR Member), Coffee Brewing, Avid Explorer (42 countries, 38 U.S. states), IT Education Volunteering in Osh, Kyrgyzstan

REFERENCES

Conor M. Henderson

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