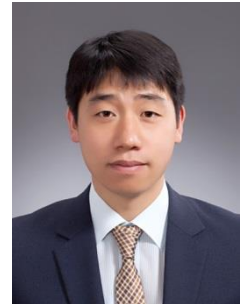


Curriculum Vitae

Sang Jin Kim (金祥鎭)

Ph. D. of Business Administration
Lecturer, Department business administration, Changwon National University,
Changwon, Republic of Korea.

Phone: +82 1027390193 E-mail: sangjin_kams@naver.com



Education:

Changwon National University, Changwon, Gyeongnam, Republic of Korea Mar. 2014 – Aug.2016
Degree: Ph. D., Business Administration (Major: Marketing).
Advisor: DBA., Kyung Hoon Kim
Dissertation Title: Design Innovation and Purchase Behavior for Augmented Products.

Changwon National University, Changwon, Gyeongnam, Republic of Korea Mar. 2010 – Feb. 2012
Degree: Master of Business Administration (Major: Marketing).
Advisor: DBA., Kyung Hoon Kim
Thesis Title: Effects of Game Quality, Storytelling, and Character's Fashion
On Game Satisfaction in MMORPG.

Changwon National University, Changwon, Gyeongnam, Republic of Korea Mar. 2000 – Feb. 2007
Degree: Bachelor of Business Administration.

Work Experiences:

- Academic Work

Nov. 2008 – Feb. 2012

Assistant to the Executive Secretary,
Korean Scholars of Marketing Science (KSMS).

Associate Managing Editor,
Journal of Global Scholars of Marketing Science (JGSMS)

- Company work

March 2014 – Feb. 2016

Assistant of department
Business Administration, Changwon National University

Feb. 2012 – Feb. 2014

A section chief of Sales
Valeosamsung Thermal Systems Co., LTD.

Aug. 2007 – Oct. 2008

Staff of General affairs

KORIN KOREA Co., LTD.

Award:

- Premier Award, 2011 KSMS Master Thesis Competition

Research Projects:

- Assistant Researcher, "3D printing market environment research" funded by Daeguntech CO., LTD. Oct. 7 – Nov. 23, 2015.
- Assistant Researcher, "Developing Global Fashion Market Customer Equity Evaluation System" funded by National Research Foundation of Korea. Sept. 1 – Dec. 31, 2014.
- Assistant Researcher, "Developing Global Customer Equity Evaluation System" funded by National Research Foundation of Korea. May. 1, 2010 – April. 30, 2011.

Current Research Interests:

Game consumer behavior

Sustainability

Publications:

Refereed journal articles:

Yuan, C. L., Kim, J., & **Kim, S. J.** (2016). Parasocial relationship effects on customer equity in the social media context. *Journal of Business Research*, 69(9), 3795-3803. (SSCI)

Kim, S. J., Kim, K. H. & Lee, C. H. (2016). Role of user-created programs in online game consumer behavior. *Journal of Global Scholars of Marketing Science*, 26(3), 217-226 (KCI)

Koo, K. R., **Kim, S. J.**, & Kim, K. H. (2016). The effects of internal marketing capability on export marketing strategy, b2b marketing mix, and export performance. *Journal of Global Scholars of Marketing Science*, 26(1), 51-65. (KCI)

Kim, S. J., Choi, Y. K., Kim, K. H., & Liu, H. (2015). Country of origin and brand image influences on perceptions of online game quality. *Journal of Consumer Behavior*, 14(6), 389-398. (SSCI)

Liu, H., Kim, K. H., Choi, Y. K., **Kim, S. J.**, & Peng, S. (2015). Sports sponsorship effects on customer equity: an Asian market application. *International Journal of Advertising*, 34(2), 307-326. (SSCI)

Kim, S. J., Kim, K. H., & Mattila, P. (2012). The role of fashion in the characters of online games. *Journal of Global Fashion Marketing*, 3(2), 81-88. (SCOPUS)

Refereed conference papers:

- Kim, S. J.**, Kim, K. H., & Jang, K. K. (2015). Product design innovation and consumption value of online game items, *2015 KSMS Fall International Conference*, Nov. 14-15. Samsung Hall, Yonsei University, Seoul, Republic of Korea.
- Sun, Y., Garrett, T. C., Kim, K. H., & **Kim, S. J.** (2015). Confucian thought, sustainable marketing and customer equity, *2015 KSMS Fall International Conference*, Nov. 14-15. Samsung Hall, Yonsei University, Seoul, Republic of Korea.
- Wang, H. Z., Kim, K. H., & **Kim, S. J.** (2015). The relationships among service quality, customer equity and customer satisfaction in traditional markets, *2015 KSMS Fall International Conference*, Nov. 14-15. Samsung Hall, Yonsei University, Seoul, Republic of Korea.
- Sang Jin Kim, Kyung Hoon Kim, Chang Han Lee (2015). Is it co-creation? Effects of user-created programs on online games. AMA summer educators conference 2015 at Chicago,
- Sang Jin Kim, Kyung Hoon Kim, Yang Sun (2014). Purchasing Behavior of Skin in League of Legends. 2014 KSMS Fall International Conference Proceedings.
- Sang Jin Kim, Kyung Hoon Kim, Honglei Liu (2014). Country of origin and brand image effects on game evaluations: focusing on league of legend in Korea and China. *2014 Global Marketing Conference at Singapore*,
- Sang Jin Kim, Kyung Hoon Kim, Guofeng Li (2013). Development of Game Quality Measurement in Online Game. 2013 KSMS Fall International Conference Proceedings.
- Sang Jin Kim (2012). Effects of Game Quality, Storytelling, and Character' s Fashion on Game Satisfaction in MMORPG, 2012 KSMS Fall International Conference,.
- Kim, K. H., Jung, H. S., **Kim, S. J.** & Liu, H. L. (2010) Creativity and innovation in online game. *2010 Global Marketing Conference at Tokyo*. Sept. 9-12, 2010, Hotel Okura Tokyo, Tokyo, Japan.