Yaeri Kim

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Business School, Seoul National University   yaerikim17@gmail.com

EDUCATION

Ph. D.   Marketing (expected in 2019), Business Administration, Seoul National University, South Korea

Chair: Kiwan Park

MSc.,   Business Administration, 2014, Seoul National University, South Korea

B.A.,   Marketing, School of Business, 2011, George Mason University, Fairfax, VA, U.S.

PUBLICATIONS

Yaeri Kim, Yookyeong Park, Youseok Lee, Kiwan Park (2018). Do we always adopt Facebook friends' eWOM postings? The role of social identity and threat. *International Journal of Advertising*, *37*, 86–104.

Yoonjeun Kim, Kiwan Park, Yaeri Kim, Youngmok Chung (2015). Comparison of Experienced and Inexperienced Consumers' Utilisation of Extrinsic Cues in Product Evaluation. *Asia Marketing Journal*, *17*, 105–127.

PAPERS UNDER REVIEW

Yaeri Kim, Kiwan Park, Seojin Stacey Lee, "The underdog trap: The moderating role of transgression type in forgiving underdog brands," under 2nd review at *Psychology and Marketing.*

Ji Seon Choe, Jinsoo Park, Jihae Suh, Yaeri Kim, "A Lifestyle-Routine Activity Theory (LRAT) Approach to Cybercrime Victimization: An Empirical Assessment of SNS Lifestyle Exposure Activities," under 1st review at *Criminal Law and Social Change.*

Sanggyu Lee, Yaeri Kim, Jinsoo Park, Jihae Suh, "A Study of Factors Affecting User Acceptance of Smartwatch," under 1st review at *Information Systems Review.*

PAPERS IN PROGRESS

Yaeri Kim, Kiwan Park, "The underdog trap: The moderating role of transgression type in ethical issues," manuscript in preparation

Kiwan Park, Yaeri Kim, Seojin Stacey Lee, "The asymmetric effects of attitude toward the brand (symbolic vs. functional) upon recommendation system (artificial intelligence vs. human)," manuscript in preparation

Yaeri Kim, Yaeeun, Kim, Wooyun Yang, Kiwan Park, Wuon-Shik Kim, "Effects of viewing abstract paintings on performance in unrelated cognitive tasks and the role of arousal and valence in affect," manuscript in preparation

Yaeeun Kim, Yaeri Kim, Vinod Venkatraman, Kiwan Park, "Illusion of processing fluency on pro-social campaigns: Unjustifiable efforts produce guilty feelings," manuscript in preparation

Yaeeun Kim, Angelika Dimoka, Yaeri Kim, Paul A. Pavlou, Kiwan Park, "Word of mouth: Whose mouth is more influential to you? The effects of gender and ethnicity on decision making," manuscript in preparation

CONFERENCE PRESENTATIONS

Kiwan park, <u>Yaeri Kim,</u> Seojin Stacey Lee, "The Asymmetric Attribution Toward Brands (Underdog Vs. Top-Dog) Upon Brand Crisis (External Vs. Internal)," Association for Consumer Research Conference, San Diego, U.S., October 2017.

Kiwan park, <u>Yaeri Kim</u>, Seojin Stacey Lee, "The Asymmetric Effects of Forgiveness toward Brands (Underdog vs. Top-dog) Upon Brand Crisis (External vs. Internal)," Society for Consumer Psychology, San Francisco, U.S., February 2017.

Yaeeun Kim, <u>Yaeri Kim</u>, Vinod Venkatraman, Kiwan Park, "The Illusion of Processing Fluency on Pro-Social Campaigns: Unjustifiable Efforts Produce Guilty Feelings," Association for Consumer Research Conference, Berlin, Germany, October, 2016.

Kiwan Park, <u>Yaeri Kim</u>, "Underdog Positioning Can Backfire," Association for Consumer Research Conference, New Orleans, U.S., October 2015.

RESEARCH PROJECTS

X-project, Ministry of Science, ICT and Future Planning, 2016~2017
Samsung CIC project (Mobile Ad & Commerce), 2012
Global Cultural code project, Ministry of Culture and Tourism, 2011

TEACHING EXPERIENCE

Instructor
- Business Administration, Seoul National University, 2018, in progress, Marketing Management
- Big Data Center, Seoul National University, 2018, 05.08~05.11, Marketing Research
- Big Data Center, Seoul National University, 2017, 10.10~10.13, Marketing Research

Teaching Assistant, Seoul National University, 2012~2018
- Marketing Management (Undergraduate)
- Special Topics in Consumer Research (Graduate)
- Special Topics in Consumer Research Methodology (Graduate)

Teaching Related Certificate
- TESOL Certificate (Teachers of English as a Second Language), 2009 in Ohio, U.S.

GRANTS, AWARDS, HONORS

- 2016 Best Paper Award, Korean Marketing Association
- Scholarship, Seoul National University, 2012~2018

DOCTORAL COURSEWORK

Marketing

Special Topics in Consumer Research	Kiwan Park
Seminar in Consumer Decision Making	Wujin Chu
Management Strategy for the Arts	Sang-Hoon Kim
High-Tech Marketing	Sang-Hoon Kim
Studies in Database Marketing	Byungdo Kim

Psychology

Seminar in Personality Studies	Kyunghwan Min
Main Topics in Social Psychology	Incheol Choi
Advanced Seminar in Attention and Performance	Sowon Hahn

Method

- Advanced Psychological Statistics   Cheongtag Kim
- Special Topics in Consumer Research Methods   Kiwan Park

PAPER ABSTRACTS

Do we always adopt Facebook friends' eWOM postings? The role of social identity and threat

In this research, we explore the role of social identity and threats to social identity on consumers' judgment and behavioural intention about electronic word-of-mouth (eWOM) on Facebook. Study 1 shows that sharing social identity with a Facebook friend increases perceptions of usefulness and behavioural intention to adopt eWOM. However, when a threat to social identity is posed, these positive effects are eliminated. Study 2 reveals an opposite condition wherein a threat to social identity results in associative responses to eWOM. When the social identity is perceived as impermeable (vs. permeable), threats that are posed toward the social identity increase perceived eWOM usefulness and adoption intention. eWOM source identification is revealed as an underlying mechanism explaining this relationship. Theoretical and managerial implications of these findings are discussed.

The underdog trap: The moderating role of transgression type in forgiving underdog brands

This research aims to investigate the interactive effects of brand biography and brand transgression type on consumers' forgiveness intention. Brand transgression is categorized as relational or non-relational, with the former (compared to the latter) seriously undermining consumers' high identification with underdog brands. Across four experimental studies in which transgression type is manipulated in three different ways, it is confirmed that when facing non-relational transgressions, participants show greater forgiveness intention for underdog than for top-dog brands. However, when facing relational transgressions, they do not show increased forgiveness intention for underdog brands compared to top-dog brands. Moreover, perceived anger mediates the interaction effect between brand biography and brand transgression type on forgiveness intention. The theoretical and managerial implications of the findings are discussed.

The underdog trap: The moderating role of transgression type in ethical issues

This study investigates the link between consumer support for underdog brands and their ethical expectations of such brands, and finds that underdog brand positioning may not always be beneficial. In fact, the study identifies negative consequences—what we call the reverse underdog effect—of underdog brand positioning. We argue that the supporting motivation underlying underdog orientation can not only positively affect the underdog brand, but can also work as a double-edged sword, when the accompanied moral expectation is not satisfied. Study 1 demonstrates the reverse underdog effect, where consumers judge the underdog brand more harshly in comparison with the top-dog brand when value-related ethical transgressions are committed. This reverse underdog effect is replicated in Study 2 and further proves that the mechanism underlying this effect is perceived betrayal. In Study 3, we find a boundary condition for the reverse underdog effect, and in Study 4 we replicate the reverse underdog effect in an integrated model, that assesses all the transgressions considered in the first three studies.

The asymmetric effects of attitude toward the brand (symbolic vs. functional) upon recommendation system (artificial intelligence vs. human)

New product entails risk, causing resistance to adoption. The recommendation system may decrease the psychological risk by guiding decision making process to be more efficient. AI (Artificial Intelligence) has been getting smarter and smarter and widely applied to the recommendation system. Even while you are browsing on your Facebook, AI recommends you the products that you may like based on the customized analysis of your interest. However, do people always love to adopt the smart recommends from AI? Definitely no! Then when and why people reluctantly accept AI recommendation? We assume that the product or service where the sense and feeling is important, people might be reluctant to accept the recommendation from artificial intelligence. This is because people might feel threatened when the AI challenges against human uniqueness. Thus, in this

study we investigated how the recommendation system types (AI vs. Human) affect brand attitude depending on the brand image (Symbolic vs. Functional). We found consumers are reluctant to accept a recommendation from AI in symbolic brand where human sense and feel are considered to be critical factors (Study1). This effect was further explained by uncanny-feeling toward the AI recommendation system (Study2). This research is meaningful in that it is the first attempt to apply the artificial intelligence recommendation concept to the marketing strategy by incorporating the concept of brand image. We predicted and found AI based recommendation system is reluctantly accepted for symbolic brand. Furthermore, we discovered the underlying process for this phenomenon as uncanny feeling. People seemed to have uncomfortable feelings against AI recommendation when the brand image is related to sense and feel considered as nature of human uniqueness. Thus, marketers should be very cautious when utilizing the AI recommendation system not to threaten human uniqueness area.