

Jeeyeon Kim

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EDUCATION

Ph.D.	Yonsei University, Seoul, South Korea Business Administration, Major: Marketing	Aug, 2018
Visiting Scholar	IE University, Segovia, Spain Lecture (undergraduate-level course) and Research	Spring, 2018
M.A.	Yonsei University, Seoul, South Korea Business Administration, Major: Marketing	Feb, 2014
B.A.	Inha University, Incheon, South Korea Interdisciplinary Degree in Law and Business Administration	Feb, 2009

RESEARCH INTERESTS

Substantive	Digital Marketing, Multichannel, Internet and mobile retailing, Social interactions, Technology-driven marketing, New entrant strategy
Methodological	Spatio-temporal models, Functional mixed effects models, Text analysis, Field experiments
Industries	Retailing, Cosmetics, Pharmaceutical and medical, Luxury apparel

PUBLICATIONS

Offline Social Interactions and Online Shopping Demand: Does the Degree of Social Interactions Matter?

Jeeyeon Kim, Mingyung Kim, Jeonghye Choi, and Minakshi Trivedi

Journal of Business Research (IF:3.354), Published Online November 1, 2017

Offline social interactions and online shopping each have been studied extensively. Despite the importance of each construct, little is known about the effects of offline social interactions on online shopping. This study examines three research questions: (1) how offline social interactions affect online shopping in general, (2) how active and passive offline social interactions exert different influences on online shopping, and (3) how online shopping preferences moderate the influences from the two types of offline social

interactions. Our empirical analyses provide three substantive findings. First, overall offline social interactions have a positive impact on online shopping demand. Second, while active offline social interactions have a positive informational influence on online shopping demand, passive offline social interactions have a negative normative influence on it. Third, online shopping preferences weaken both the positive informational and negative normative influences from both offline social interactions. We also discuss theoretical and managerial implications.

Mobile Shopping through Applications: Understanding Application Possession and Mobile Purchase

Mingyung Kim, **Jeeyeon Kim**, Jeonghye Choi, and Minakshi Trivedi
Journal of Interactive Marketing (IF:5.026), 39, 55-68, 2017

Smartphones have penetrated rapidly and mobile shopping provides promising market opportunities for retailers. However, little is known about mobile shopping patterns and inferring these patterns from online shopping may provide misleading insights. We combine mobile log data and a mobile panel survey, and examine two stages in mobile shopping: the possession of shopping applications (hereafter, apps) and the purchase via shopping apps. Our exploratory investigation of mobile data and its empirical analyses provide three substantive findings. First, online experience and mobile experience both positively relate to the possession of shopping apps. Second, browsing behavior for non-shopping apps helps understand the possession of shopping apps as it reflects user preferences for acquiring more apps. Third, purchasing decisions are explained by digital experience (i.e., online experience and mobile experience) and browsing information from shopping apps, with other factors being of little predictive value. The implications for mobile retailing research and practice are discussed.

DISSERTATION RESEARCH

Connected Markets: Digital Retailing in the Offline World

Dissertation Defended on June 18, 2018

Advisor Jeonghye Choi (Yonsei University)
Committee members Minakshi Trivedi (Texas Christian University)
Sue Ryung Chang (University of Georgia)
Youngchan Kim (Yonsei University)
Subin Im (Yonsei University)

Essay 1 The Offline Social Interactions and Online Shopping
Essay 2 Offline Store Accessibility and Multichannel Sales: How Multichannel Sales Varies across Regions

My dissertation is comprised two essays that study digital retailing associated with the offline world. In the first essay, I study how different offline social interactions (i.e., active and passive offline social interactions) impact online demand through a divergent mechanism. I hypothesize that active offline social interactions have a positive effect on online shopping demand (H1) and that passive offline social interactions have a negative effect on online shopping demand (H2). I further conjecture that the positive effect that active offline social interactions have on online shopping demand decreases as online shopping preferences increase (H3). Finally, I show that the negative effect that passive offline social interactions have on online shopping demand decreases as online shopping preferences increase (H4). I find that active offline social interactions have a positive informational influence on online shopping demand, whereas passive offline social interactions have a negative normative influence. Moreover, online shopping preference moderates the effect of offline social interactions on online demand. In the second essay, I examine how multichannel sales performance varies across regions and how offline store accessibility influences multichannel sales and moderates cross-channel cannibalization across regions. Using multichannel (i.e., offline, online, and mobile channel) data from beauty product sales, I find that the online channel complements the mobile channel but substitutes for the offline channel, whereas the mobile channel complements both the online and offline channels. I also find that while more offline stores in a region increase both online and mobile sales, there is cannibalization between offline and online sales in a relatively more strategic region for the brand compared to its competitors. Furthermore, the effect of online sales performance stock on current online sales is negatively moderated by absolute store accessibility but is enhanced by relative store accessibility. Last, the synergy between online and mobile channels is moderated by absolute store accessibility but not by relative store accessibility.

MANUSCRIPTS UNDER REVIEW

The Effects of eWOM Characteristics on Consumer Ratings: Evidence from TripAdvisor.com

Yeohong Yoon, Alex (Jiyoung) Kim, **Jeeyeon Kim**, and Jeonghye Choi

Under second review at the *International Journal of Advertising* (IF:2.451), 2018

Given the rise of online review communities, the management of consumer ratings has gained much attention in recent years. In this study, we use data from Tripadvisor.com and examine the number of stars that a review receives. Specifically, we address how a star rating is determined by the components in the focal review as well as the preceding reviews of other consumers. Our qualitative and quantitative analyses provide interesting findings. A star rating has a positive relationship with the focal review's valence. That is, the more positive a review is, the greater number of stars a review receives. The reviews of other consumers also play a role in determining the star rating of the focal review, suggesting social influence among consumers. Interestingly, a review with lengthy content leads to a lower star rating only when using smartphones. Theoretical and managerial implications are also presented.

Offline Store Presence and Digital Sales Performance

Jeeyeon Kim, Jeonghye Choi, Sue Ryung Chang, and Minakshi Trivedi

Under first review at the *Information Systems Research*

With consumers shopping increasingly at multiple shopping channels, today's multichannel companies are keen on creating synergies between digital (i.e., online and mobile) channels and the traditional offline stores. However, little is known about the impact of offline stores on sales performance in the digital channels. We therefore aim to investigate the effect of offline store presence on both online and mobile sales and its variation by prior digital sales performance across regions. We obtain sales data from a multichannel retailer selling beauty products and analyze sales performance in digital channels given the store distributions of the focal brand and its competitors. Our findings are summarized as follows. First, its own offline stores help digital channel sales improve by serving as an experiential platform; however, the positive effect weakens as consumers gain more shopping experience in digital channels. Second, online sales underperform in relatively strategic regions where the focal brand has a relatively greater number of offline stores than competitors' as they may be more offline sales focused in such regions. This negative relationship is also tempered as reliance on the offline stores gets weaker with increasing online sales performance. Finally, our what-if analyses results suggest that multichannel companies should create multichannel synergies and improve sales performance by taking offline store presence into account and employing regional targeting strategies using the digital channels.

SELECT RESEARCH IN PROGRESS

Clicks to Bricks: The Impact of Product Introduction in Offline Stores for Digital Retailers

Jiang Yan, **Jeeyeon Kim**, Jeonghye Choi, and Moon Young Kang

Manuscript in progress

This paper presents how a product launch via third-party offline stores affects focal online and mobile purchases, and extends the understanding by studying the moderating effect of offline store intensity. One implication from this study is that a product launch in an offline store creates a synergy with focal digital purchases on mobile phones and other online devices. In addition, offline store intensity weakens the positive effect of the offline store launch on online purchase, although it does not do so on mobile purchases.

When Your Friend Suddenly Becomes Your Enemy: The Effect of OTC Drug Deregulation on the Local Pharmacy Market

Wooyong Jo, **Jeeyeon Kim**, Jeonghye Choi

Manuscript in progress

This paper leverages the deregulation policy change for OTC (Over-The-Counter) drug distribution to present the causal effect of the market entry of a new competitor. The study results show that incumbents suffer significant sales losses as a result of a sudden increase

in market competition but there is substantial variation across local market consumer characteristics and retailer characteristics. It provides valuable insights into how retailers with different characteristics can adjust their resources to mitigate the impact of the sudden increase in market competition.

Spatial Competition Among Generalists and Specialists

Jeeyeon Kim, Alex (Jiyoung) Kim, Wooyong Jo, and Jeonghye Choi

Manuscript in progress

This paper investigates the effect of spatial competition on entrants' performance in the hospital industry by studying both generalists and specialists. The study develops a competition index to capture competitive intensity across regions considering a competition between homogenous clinics (e.g., between generalists and generalists; specialists and specialists) and another competition between heterogeneous clinics (e.g., between generalists and specialists). The results suggest that competition between homogeneous clinics has a negative effect on entrant performance. On the other hand, competition between heterogeneous clinics has mixed effects such that, new generalists perform better in regions having the greater number of specialists whereas new specialists face direct competition from generalists. Moreover, the new specialists show more sensitivity to competition in general.

It was nice talking with you, Mr. AI.

Jikyung (Jeanne) Kim and **Jeeyeon Kim**

Survey data collection completed and analysis in progress

This research examines the unexplored area of new technology-driven service, such as artificial intelligence (AI) chatting services, and offers new insights into the overall interaction with customers on digital channels. Specifically, knowing whether a service provider is an AI agent or human is critical for consumer satisfaction and the point of time when this is recognized is strongly associated with satisfaction as well. Furthermore, customers feel less valued when customer service is handled by an AI agent rather than an actual person and this pattern is even more evident in the luxury market.

INVITED TALKS

“Store Accessibility and Multichannel Performance”

- **IE University**, Madrid, Spain, 2018
- **University Carlos III Madrid (UC3M)**, Madrid, Spain, 2018

CONFERENCE PRESENTATIONS

“Clicks to Bricks: The Impact of Product Introduction in Offline Stores for Digital Retailers”

- **Global Marketing Conference**, Tokyo, Japan, 2018 (Co-Presenter)

“The Spatial Competition between Generalist and Specialist”

- **EMAC**, Glasgow, UK, 2018 (Poster Session Presenter)

“The Effect of Competition on Market Success: Evidence from the Health and Well-being Industry”

- **Global Fashion Management Conference**, Vienna, Austria, 2017 (Presenter)

“Offline Social Interactions and Online Shopping Demand: Does the Kind of Social Interactions Matter?”

- **The 2017 Spring Conference of Korea Distribution Association**, Seoul, Korea, 2017 (Presenter)
- **Global Marketing Conference**, Hong Kong, China, 2016 (Presenter)

“Assessing Five Star Ratings Using E-WOM”

- **The 2017 Spring Conference of Korea Marketing Association**, Seoul, Korea, 2017 (Co-Presenter)

“Mobile Shopping through Applications: Understanding Application Possession and Mobile Purchase”

- **The 2016 Fall Conference of Korea Distribution Association**, Jeju, Korea, 2016 (Presenter)

“Multichannel Sales and Geography”

- **TPM (Theory+Practice Marketing) Asia**, Seoul, Korea, 2016 (Presenter)
- **The 2016 Spring Conference of Korea Distribution Association**, Seoul, Korea, 2016 (Presenter)

“Are Offline and Online Channels Either Substitutes or Complements? The Evidence from Beauty Products”

- **35th INFORMS Marketing Science Conference**, Istanbul, Turkey, 2013 (Presenter)

TEACHING INTERESTS

Principles of Marketing Data Analytics	Marketing Research Channel Management	Digital and Social Media Marketing Marketing Strategic Model
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TEACHING EXPERIENCE

Co-instructor IE University, Segovia, Spain, Spring 2018
Marketing Research, Undergraduate-level course
Co-teacher with Dr. Jikyung (Jeanne) Kim

Instructor Yonsei University, Seoul, Korea, Winter 2017
Marketing Introduction, Undergraduate-level course

Teaching Assistant Yonsei University, Seoul, Korea, 2011-2017
Marketing, Undergraduate-level course
Marketing Strategic Model, Undergraduate-level course
Marketing Research, Undergraduate-level course
Quantitative Marketing Seminar, Graduate-level course
Digital Marketing Seminar, Graduate-level course
Models and Tools for Marketing Tactics and Strategy, MBA

ACADEMIC SERVICES

Secretary of Proceedings Editor for Global Marketing Conference Tokyo, Japan, 2018

HONORS, FELLOWSHIPS, AND AWARDS

Winner , Yonsei Best Paper Award Article: "Multichannel Sales and Geography"	2014
Research Grant , Yonsei ICONS (Institute of Convergence Science) Fellowship	2017
Fellow , BK (Brain Korea) 21 Plus	2016-2017
Research Grant , Academic Research Capacity Enhancement	2016-2017
Yonsei Doctoral Fellowship	2014-2017
National Research Scholarship (Humanities and Social Sciences)	2015
Fellow , SSK (Social Science Korea)	2011-2014
Cum Laude in Bachelor, Academic Excellence Scholarships	2005

INDUSTRY EXPERIENCE

DHC Korea <ul style="list-style-type: none">• Designed field experiment and analyzed consumer behavior.• Analyzed log-data for developing marketing strategies.	Seoul, Korea 2016-Present
Yonsei Business Research Institute <ul style="list-style-type: none">• Advised Masters-level students with thesis research.	Seoul, Korea 2014-Present
Samsung Electro-Mechanics <ul style="list-style-type: none">• Participated in the project to evaluate the marketability of an ESL.• Analyzed industry-specific potential as per product penetration.• Forecasted potential sales across countries.	Seoul, Korea 2014
TNS (Taylor Nelson Sofres) <ul style="list-style-type: none">• Designed a survey and analyzed big-sized mobile data.• Interpreted the results and helped present in the launch seminar.	Seoul, Korea 2012
ISIS Contents <ul style="list-style-type: none">• Assistant manager of marketing department.• Managed Sanrio's licensing business and uncovered new partners.• Organized new products and designed royalty rate.	Seoul, Korea 2008-2010

SELECTED COURSEWORK (*Audit)

Course	Department	Professor
Marketing		
Seminar in Marketing	Marketing	Kim, Youngchan
Quantitative Marketing Seminar	Marketing	Choi, Jeonghye
Internet Marketing	Marketing	Lee, Jae Young
Strategic Marketing Management	Marketing	Im, Subin
Consumer Behavior Marketing Seminar	Marketing	Lee, Kyoungmi
Experimental Methodology in Marketing	Marketing	Park, Se Bum
Marketing Decision Models	Marketing	Kim, Youngchan
New Product Marketing	Marketing	Park, Heung Soo
Statistics		
Bayesian Statistics	Applied Statistics	Kim, Chul Eung
Survival Analysis	Biostatistics and computing	Kim, Jinheum
Generalized Linear Models	Applied Statistics	Kang, Seung Ho
Dynamic Programming	Management Science	Kyung, Kyoo Hak
Categorical Data Analysis	Biostatistics and computing	Jung, Inkyung
Time Series Analysis*	Applied Statistics	Jung, Dongbin

Management

Strategic Analysis and Empirical Research	Management	Park, Kyung Min
Research Methodology	Management	Yoon, Se Joon
Seminar in Organization Theory	Management	Shin, Dong youb
Seminar in Strategy Management Theory	Management	Kwon, Ku-Hyuk
Seminar in Strategic Management	Management	Kim, Ji-Hyun

Other Methodologies

Social Network Analysis	Sociology	Kim, Yong-Hak
Seminar in Text Mining	Library & Information Science	Song, Min
Big data Analytics and Applications	Business Analytics	Lee, HongJoo
Urban Spatial Information Analysis*	Urban Planning & Engineering	Byun, Tae Geun
Contents Analysis and Management	Management	Park, Kyung Min
Research*	Language & Information Studies	Kim, Hansaem

REFERENCES

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