

HYEONGMIN CHRISTIAN KIM
ASSOCIATE PROFESSOR OF MARKETING

The W.P. Carey School of Business, Arizona State University, Tempe, AZ

ACADEMIC POSITION

The W.P. Carey School of Business, Associate Professor, 8/2020 – present
The W.P. Carey School of Business, Associate Director, Center for the Study of Economic Liberty, 8/2020 – 5/2022
The Johns Hopkins Carey Business School, Associate Professor, 1/2015 – 8/2020
The Johns Hopkins Carey Business School, Assistant Professor, 2008 – 2014
Baruch College, Assistant Professor of Marketing, 2002 – 2008

EDUCATION

The Ross School of Business | University of Michigan | Ann Arbor, Ph.D. in Marketing
The Graduate School of Business | Columbia University | New York, MBA
Seoul National University | B.B.A., Cum Laude, Business Administration

SELECTED HONORS AND AWARDS

- W. P. Carey Excellence in Research Summer Grant, 2023
- Marketing Science Institute Research Award #4000350, 2017
- Carey Business School Black and Decker Research Grant, 2017
- Carey Business School Behavioral Research Grant, 2016, 2017
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2015, 2016
- Marketing Science Institute Research Award #4-1913, 2015
- Marketing Science Institute Research Award #4-1938, 2015
- Marketing Science Institute Young Scholar, 2015
“MSI distinguishes rising stars whose novel research already hints at their game-changing potential.”
- Emerald Citation of Excellence Award, 2013
Awarded for co-authoring one of the top 3 most cited business journal articles published in 2009
- 5th Baruch College Faculty Research Recognition Award, 2007
- Eugene M. Lange Faculty Research Award, 2006
- PSC-CUNY 36 Research Award, 2006
- PSC-CUNY 35 Research Award, 2005
- The Franco Nicosia Best Competitive Paper Award, Association for Consumer Research, Orlando, FL, 2005
- PSC-CUNY 34 Research Award, 2004
- Yoshida Foundation Research Award, 2004

RESEARCH INTERESTS

I investigate marketing implications of self-control, social perceptions, branding and materialism in various settings. My other research interests include behavioral pricing and consumer responses to advanced technologies.

TEACHING INTERESTS

Analytics for Marketing Decision-Making, Marketing Strategy, Marketing Management, Luxury Branding

REFEREED JOURNAL PUBLICATIONS

(citations 2,911, h-index 16, and i10-index 18, as of 2/05/2026)

- [23] H. Christian Kim, Brian Ji & Ji Yee Chung (2025), "Shaping the Future: The Influence of Student Perceptions of Artificial Intelligence Creativity Tools on Their Future Outlooks," *International Journal of Humanities and Applied Social Science*, 10 (9), 20-26.
- [22] H. Christian Kim & Connor Kim (2024), "The Effect of Perceived Economic Mobility on Support for Corporate Activism," *International Journal of Social Science and Public Policy*, 6 (10), 11-18.
- [21] H. Christian Kim, Gianni Chung & Andy Kim (2023), "Perceived Economic Mobility, Future Orientation, and Pro-Environmental Behavior: A Study on Secondary School Students' Responses to Recycling," *International Journal of Business and Applied Social Science*, 9 (9), 1-8.
- [20] H. Christian Kim (2022), "The Impact of Perceived Economic Mobility on Decision-Making: A Systematic Review and Future Research Agenda," *International Journal of Business and Applied Social Science*, 8 (3), 35-40.
- [19] Sunyee Yoon & H. Christian Kim (2018), "Feeling Economically Stuck: The Effect of Perceived Economic Mobility and Socioeconomic Status on Variety Seeking," *Journal of Consumer Research*, 44 (5), 1141-56.
*Both authors equally contributed. This research was supported by MSI research award #4-1938.
- [18] Sunyee Yoon & H. Christian Kim (2016), "Keeping the American Dream Alive: The Interactive Effect of Perceived Economic Mobility and Materialism on Impulsive Spending," *Journal of Marketing Research*, 53 (5), 759-72.
- [17] Kim, H. Christian & Thomas Kramer (2015), "Do Materialists Want to Be the Masters of Brand? The Interactive Effect of Brand Anthropomorphism and Materialism," *Journal of Consumer Research*, 42 (2), 284-99.

- [16] Kim, H. Christian, Katina Kulow & Thomas Kramer (2014), "The Interactive Effect of Beliefs in Malleable Fate and Fateful Predictions on Choice," *Journal of Consumer Research*, 41 (6), 1139–48.
- [15] Kachersky, Luke, Sankar Sen, H. Christian Kim & Marina Carnevale (2014), "Buyer Beware of Your Shadow: How Price Moderates the Effect of Incidental Similarity on Buyer Behavior," *Journal of Applied Social Psychology*, 44, 643–49.
- [14] Kim, H. Christian (2013), "Situational Materialism: How Entering Lotteries May Undermine Self-Control," *Journal of Consumer Research*, 40 (4), 756–72.
- [13] Kim, H. Christian (2013), "How Variety-Seeking versus Inertial Tendency Influences the Effectiveness of Immediate versus Delayed Promotions," *Journal of Marketing Research*, 50 (3), 416–26.
- [12] Kachersky, Luke & H. Christian Kim (2010), "When Consumers Cope with Price-Persuasion Knowledge: The Role of Topic Knowledge," *Journal of Marketing Management*, 27 (1-2), 28–40.
- [11] Luna, David & H. Christian Kim (2009), "How Much Was Your Shopping Basket? Working Memory Processes in Total Basket Price Estimation," *Journal of Consumer Psychology*, 19 (July), 346–55.
- [10] Wilcox, Keith, H. Christian Kim & Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brand?" *Journal of Marketing Research*, 46 (2), 247–59.
*One of the three most cited business journal articles published in 2009, the Emerald Citation Award.
- [9] Kramer, Thomas & H. Christian Kim (2007), "Don't Miss Out on This: The Effect of Coupon Frames on Deal Perceptions," *Journal of Product and Brand Management*, 16 (2), 142–52.
- [8] Kim, H. Christian & Luna, D. (2006), "Remembering Prices," *Advances in Consumer Research*, a full-length paper, Provo, UT, 55-62.
- [7] Kim, H. Christian (2006), "Consumers' Responses to Price Presentation Formats in Rebate Advertisements," *Journal of Retailing*, 83 (2), 309–17.
- [6] Kim, H. Christian & Thomas Kramer (2006), "The Effect of Novel Price Framing on Consumers' Deal Evaluation," *Marketing Letters*, 17 (4), 311–21.
- [5] Kim, H. Christian (2006), "The Effect of Salience on Mental Accounting: How Segregation versus Integration of Payment Influences Purchase Decisions," *Journal of Behavioral Decision Making*, 19 (4), 381–91.

- [4] Kim, H. Christian & Thomas Kramer (2006), “The Moderating Effect of Need for Cognition on Responses to Multi-Dimensional Prices,” *Marketing Letters*, 17 (3), 193–203.
- [3] Kim, H. Christian & Luke Kachersky (2006), “Dimensions of Price Salience: A Conceptual Framework for Perceptions of Multi-Dimensional Prices,” *Journal of Product and Brand Management*, 15 (2), 139–47.
- [2] Kim, H. Christian (2006), “Evaluations of Moderately Typical Products: The Role of Within- versus Cross-Manufacturer Comparisons,” *Journal of Consumer Psychology*, 16 (1), 70–78.
- [1] Kim, H. Christian (2003), “Small Print versus Large Print: Consumer Evaluations of Different Rebate Ad Formats,” *Advances in Consumer Research*, a full-length paper, Provo, UT, 2003, 149-54.

SELECTED WORK IN PROGRESS

How Economic Mobility Perceptions Might Affect the Acceptance of AI (with P. Kim) (initial draft in progress, target: *Journal of Consumer Psychology*).

Dedicated or Converged? How Partner versus Servant Brand Roles Shape Consumer Responses to Different Brand Extension Types (with S. Yoon) (working paper).

Minority Service People’s Perspective in a Dyadic Relationship (with R. Sindal) (working paper).

The Interplay of Perceived Economic Mobility and Self-Construal on Altruistic Behavior (with S. Yoon) (working paper), supported by MSI Award #4000350.

The Impact of the Assortment Size on the Effectiveness of Immediate versus Delayed Sales Promotion (working paper).

Is Brand Anthropomorphism More Effective for Non-Materialistic Consumers? supported by MSI Award #4-1913 (working paper).

The Effect of Customer Alert System on Redemption Behavior and Purchase Intention (with S. Min, working paper).

SELECTED OTHER REFEREED PUBLICATIONS

Kim, H.C., “The Interactive Effect of Anthropomorphism and Materialism on Product Evaluation,” Marketing Science Institute Working Paper Series, 2016.

Kachersky, L. & Kim, H.C. “From Egotism to Averseness: The Role of Implicit Self Judgments in Seller Choice,” *Advances in Consumer Research*, Vol. 36, Urbana, 2007, p. 362.

Wilcox, K., Kim, H. C. & Sen, S., “Faking It: Exploring Motivational Factors of Counterfeit Purchases,” *Advances in Consumer Research*, Vol. 36, Urbana, 2007, 243-44.

Kim, H. C. & Kramer, T., “The Effect of Novel Discount Framing on Consumers’ Deal Perception and Processing Strategy,” 7th Annual Pricing Conference Proceedings, NY, NY, 2004, 66-69.

Kramer, T. & Kim, H. C. “Toward An Even Better Deal: The Effect of Coupon Framing on Evaluations of Time-Constrained Offers,” 7th Annual Pricing Conference Proceedings, NY, NY, 2004, 77-79.

Kim, H. C., “When It Hurts to Have Good Image: Context Effects without a Context,” *Advances in Consumer Research*, Provo, UT, 2003, 216-17.

Kim, H. C., “To Combine or Not To Combine, That Is the Question; Consumer Responses to Composite vs. Partitioned Prices,” 6th Annual Pricing Conference Proceedings, NY, NY, 2003, 43-45.

SELECTED CONFERENCE TALKS

Digital Marketing Conference (Germany 2018), World e-Business Conference (U.K. 2017) ACR North American Conference (2017 - 2006), SCP Winter Conference (2015, 2013), SCP Conference (2014, 2011, 2009), Luxury Marketing Symposium, (South Korea 2014), AMA Conference (2012, 2010), The 4th Pricing Research Camp (2007), Pricing Conference (2007, 2006), Mid-West Marketing Camp (2001).

SELECTED INVITED ACADEMIC TALKS

University of Connecticut, Rutgers University, Lehigh University, W.P. Carey Business School, Singapore Management University, Indiana University, University of Illinois, University of Michigan (psychology), SUNY Buffalo, University of Rhode Island, Johns Hopkins University, Colorado State University, Kyoto University, ACR Doctoral Symposium, Fordham University, Pace University, University of Bonn, Warwick University, Baruch College, University of Busan, Weissman Center, KOTRA, ILO.

SELECTED MEDIA COVERAGE

The Independent, Psychology Today, New Yorker Magazine, Men’s Health, Korean Economy Daily

SERVICES AT WP Carey

Personnel Committee, Member, 2020 – present

Dissertation Committee Member for Pradeep Jacob, 2022 – 2024

WP Carey Faculty Council, Member, 2022 – present

Senior Faculty Hiring Committee, Member, 2022 – 2023

OTHER SERVICES AT WP Carey

Test Creator, MSBA graduation qualification test, 2023

Provided input to the building of the online MS in Marketing program, 2023

Provided financial support (about \$5,000) for WPC/Thunderbird Marketing researchers, 2021

SERVICES AT JHU Carey

Marketing Practice Track Faculty Recruiting Committee, Co-chair, 2018

OM Practice Track Faculty Recruiting Committee, Member, 2018

Committee for Behavioral Research Support, Chair, 2017 – 2020

MS Programs Admissions Committee, Member, 2016 – 2020

Marketing Curriculum Sub-Committee, Chair, 2014 – 2016

Homewood Business Minor Initiative, Member, 2015 – 2016.

Master Mentorship Program, Participant, 2016

Marketing Senior Faculty Recruiting Committee, Member, 2015 – 2020

Honor Council, Member, 2013 – 2014

New Hire Assessment Committee, Member, 2008 – 2013

Marketing and Management Curriculum Committee, Member, 2009 – 2011

Syllabus Reform Committee, Member, 2009 – 2010

Initiated Implementation of Qualtrics, 2010

Curriculum Reform Committee, Member, 2009

Speaker at Student Orientation, 2008 – 2011

Speaker at External Affairs, 2009

Speaker at International Student Orientation, 2009

Teaching Units System Committee, Member, 2008

PROFESSIONAL ACADEMIC SERVICES

Frequent reviewer for:

Journal of Consumer Research

Journal of Marketing

Journal of Political Economy

Journal of Marketing Research

Journal of Consumer Psychology

Journal of Academy of Marketing Science

Journal of Association for Consumer Research

Journal of Business Research

Journal of Business Ethics

Marketing Letters

Psychology and Marketing

Journal of Financial Counseling and Planning

Journal of Product and Brand Management

Other reviewing activity:

Swiss Science Foundation

Hong Kong Research Grant Council

Sage Publication

Marketing Science Institute Clayton Dissertation Award

PSC-CUNY Grant

Association for Consumer Research Conferences

American Marketing Association Conferences

Society for Consumer Research Conferences

Annual Pricing Conference

External evaluator:

QS University rankings, Korea University

Tenure review, University of Hawaii

Editorial Board Member, 2016 – present, Global Journal of Fashion Marketing

Program Committee Member, Association for Consumer Research, Berlin, 2016

Program Committee Member, Association for Consumer Research, San Diego, 2017

Co-Host, First Johns Hopkins Crowd-Sourcing Conference, Baltimore, 2018

TEACHING EXPERIENCES

Advanced Analytics for Marketing Decision-Making (at WP Carey) – MS in Business Analytics

Marketing Management (at WP Carey) – Pro-Flex MBA

People & Markets (at JH Carey) – Global MBA

Marketing Strategy / Customer-Focused Marketing (at JH Carey) – Flexible MBA

Marketing Management (at JH Carey) – MS in Marketing

Marketing Strategy (at JH Carey) – Executive MBA

Marketing Foundations / Marketing Strategy (at Baruch) – Undergraduate level

Principles of Marketing (at Michigan Ross) – Undergraduate level

Personal

U.S. citizen, married with two children.