

TAMI KIM

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ACADEMIC POSITIONS

University of Virginia, Darden School of Business

Assistant Professor, Marketing (07/2017-)

Faculty Fellow, Batten Institute for Innovation and Entrepreneurship, 09/2020 –

EDUCATION

Harvard Business School

Doctor of Business Administration, Marketing

Harvard College

A.B., Government

cum laude

Recommended for High Honors in Field

HONORS AND AWARDS

Best in Track Paper Award, American Marketing Association, 2022

Price Center Research Grant, UCLA (with Jana Gallus), 2022-2023

Winner, Darden Faculty Diversity Award (Student nominated), 2022

Entrepreneurship and Innovation Grant, the Batten Institute, 2018-present

Wells Fargo Award for Excellence in Research, 2019

Finalist, Best Individual Paper, Society for Consumer Psychology, 2018

Harvard Business School Dean's Award, 2017

AMA-Sheth Doctoral Consortium Fellow, 2016

Best Presentation Award, Haring Symposium, 2016

The Wyss Award for Excellence in Doctoral Research, 2015

PUBLICATIONS

Kim, T., Barasz, K., Norton, M.I., & John, L.K. When Identity Appeals Lead to Consumer Avoidance, forthcoming at *Journal of Association of Consumer Research*.

Barasz, K. & **Kim, T.** (2022). A Field Guide to People Watching, *Current Opinion in Psychology*, 45, 101301-101301.

Raveendhran, R., **Kim, T.**, & Ryu, J. The Role of Digital Channels in Predicting Objective and Subjective Negotiation Outcomes, *Technology, Mind, and Behavior*, 3(1: Spring 2022).

- Barasz, K. & **Kim, T.** (2022). Choice Perception: Making Sense (and Nonsense) of Others' Decisions, *Current Opinion in Psychology*, 43, 176-181.
- Garcia-Rada, X. & **Kim, T.** (2021). Shared Time Scarcity in Close Relationships and the Pursuit of Extraordinary Experiences, *Psychological Science*, 32(12),1871-1883.
- Kim, T.**, Sezer, O., Schroeder, J., Risen, J., Gino, F., & Norton, M. (2021). Work Group Rituals Enhance the Meaning of Work, *Organizational Behavior and Human Decision Processes*, 165, 197-212.
- Kim, T.**, Anik, L., & Cian, L. (2021). Feedback as a Two-way Street: When and Why Rating Consumers Fails, *Marketing Letters*, 1-12.
- Kim, T.** & Martin, D. (2021). What Do Consumers Learn from Regulator Ratings? Evidence from Restaurant Hygiene Quality Disclosures, *Journal of Economic Behavior & Organization*, 185, 234-249.
- Kim, T.**, Barasz, K., & John, L.K. (2021). Consumer Disclosure, *Consumer Psychology Review*, 4(1), 59-69.
- Kim, T.**, Zhang, T., & Norton, M.I. (2019). Pettiness in Social Exchange, *Journal of Experimental Psychology: General*, 148(2), 361-373.
- Kim, T.**, John, L.K., Rogers, T., & Norton, M.I. (2019). Procedural Justice and the Risks of Consumer Voting, *Management Science* 65(11), 5234–5251.
- Kim, T.**, Barasz, K., & John, L.K. (2019). Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness, *Journal of Consumer Research*, 45(5), 906-932.
- Barasz, K., **Kim, T.**, & Evangelidis, I. (2019). I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice, *Cognition*, 188, 85-97.
- Buell, R., **Kim, T.**, & Tsay, C. (2017). Creating Reciprocal Value through Operational Transparency, *Management Science*, 63(6), 1673-1695.
- Barasz, K., **Kim, T.**, & John, L.K. (2016). The Role of (Dis)similarity in (Mis)predicting Others' Preferences, *Journal of Marketing Research*, 53(4), 597-607.
- Zhang, T., **Kim, T.**, Brooks, A., Gino, F., & Norton, M.I. (2014). A 'Present' for the Future: The Unexpected Value of Rediscovery, *Psychological Science*, 25, 1851-1860.

WORKING PAPERS

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- Kim, T.** When is Digital Censorship Permissible? A Conversation Norms Account, *invited for*

third-round review, Journal of Consumer Research.

Davis, N.A. & **Kim, T.** Owner Attribute Label Increases Perceived Competence for Women Business Owners, *invited for second-round review, Journal of Consumer Research.*

Kim, T., Austin, M., Bruno, E., Cian, L., & Adams, G. The Effect of Ancestral Information on Life Meaning (Registered Report), *accepted in principle, Journal of Experimental Social Psychology.*

Garcia-Rada, X., **Kim, T.**, & Liu, P. Consumption-Based Sacrifice, *under review.*

SELECT WORKS IN PROGRESS

Landgraf, P. & **Kim, T.** Censorship as a Form of Consumer Activism, *manuscript in preparation.*

Ryu, J., Raveendhran, R., & **Kim, T.** The Slack Effect: Digital Messaging Platforms Integrate Work-Nonwork Boundaries in Both Good and Bad Ways, *manuscript in preparation.*

Kim, T. & Landgraf, P. Media Censorship and Aversion to Deleting History, *data collection in progress.*

PRACTITIONER PUBLICATIONS (*alphabetical order)

Feldberg, A. & **Kim, T.** (2021). Fighting Bias on the Frontlines, *Harvard Business Review*, 99(6), 90-98.

Kim, T. & Norton, M.I. (June 10, 2018). Why Using Payment Apps Can Hurt Your Relationships, *The Wall Street Journal.*

Feldberg, A. & **Kim, T.** (May 28, 2018). "How Companies Can Identify Racial and Gender Bias in Their Customer Service," *Harvard Business Review.*

Feldberg, A. & **Kim, T.** (April 20, 2018). Beyond Starbucks: How Racism Shapes Customer Service, *The New York Times.*

John, L.K., **Kim, T.**, & Barasz, K. (2018). Targeted Ads Without the Ick Factor: Don't Take Personalization Too Far, *Harvard Business Review*, 96(1), 62-69.

Buell, R., **Kim, T.**, & Tsay, C. (2014). Cooks Make Tastier Food When They Can See Their Customers, *Harvard Business Review*, 92(11), 34-35.

COURSE MATERIALS

Kim, T. & Yemen, G. (2021). Andrew Yang: A New Way Marketing Campaign, Darden Business School case M-1018.

Venkatesan, R. & **Kim, T. (2021).** Customer Journey Map, Darden Business School exercise M-1012.

Venkatesan, R. & **Kim, T. (2021).** Customer Insights, Darden Business School exercise M-1013.

Ferrera, R., Hills, W., Anik, L., Cian, L., **Kim, T.**, Steenburgh, T., & Whitler, K. (2020) Conjoint Analysis: Estimating Consumer Preferences, Darden Business School exercise M-1002 and teaching note M-1002TN.

Kim, T. & Yemen, G. (2020). Managing User Generated Content, Darden Business School case M-0976 and teaching note M-0976TN.

Kim, T. & Yemen, G. (2020). Facebook, Cambridge Analytica, and the (uncertain) Future of Online Privacy, Darden Business School case M-0979 and teaching note M-0979TN.

Steenburgh, T., **Kim, T.**, & Yemen, G. (2022) Mastercard: Getting in League with Legends, Darden Business School case M-1008.

Kim, T. & Boatright, B. Fighting Conspiracy Theories on Duck Duck Go. *in preparation.*

INVITED TALKS

Baxter, November 2022

Dartmouth Tuck School of Business, October 2022

Mid-Atlantic Research Conference, May 2022

George Washington University (Marketing), April 2022

Haas School of Business, University of California at Berkeley (Marketing), April 2021

Cornell University, Johnson Graduate School of Management (Marketing), December 2020

Amazon Alexa App/Smart Home, December 2020

IIEX Behavioral Conference, July 2020

Salesforce Changemakers, July 2020

IMS/HBS Data Science Conference, April 2020 (Cancelled Due to Covid-19)

Yale School of Management (Marketing), November 2019

Facebook (Digital Marketing Workshop), July 2019

Stanford Graduate School of Business (Marketing), April 2019

Western Carolina University, April 2019

Wharton School, University of Pennsylvania (OID), December 2018

University of Virginia (Psychology), October 2018

Maritz e4, August 2018

Massachusetts Institute of Technology, November 2016

University of Notre Dame, November 2016

University College London, November 2016
National University Singapore, November 2016
Emory University, October 2016
Rutgers University, October 2016
University of Maryland, October 2016
UVA Darden School of Business, October 2016
Washington University in St. Louis, September 2016
Singapore Management University, September 2016
Marketing Science Institute, August 2016
Haring Symposium, April 2016
Google Re:Work, October 2014

CONFERENCE PRESENTATIONS

Landgraf, P. & Kim, T. The Psychology of Consumer-Driven Media Censorship, *Association for Consumer Research*, October 2022.

Ryu, J., Raveendhran, R., & Kim, T. The Slack Effect: Digital Messaging Platforms Integrate Work-Nonwork Boundaries in Both Good and Bad Ways, *Association for Consumer Research*, October 2022.

Garcia-Rada, X., Kim, T., & Liu, P. Consumption-Based Sacrifice, *Association for Consumer Research*, October 2022.

Davis, N.A. & Kim, T. Owner Attribute Label Increases Perceived Competence for Marginalized Populations, *Association for Consumer Research*, October 2022.

Davis, N.A. & Kim, T. Owner Attribute Label Increases Perceived Competence for Marginalized Populations, *American Marketing Association*, August 2022

Kim, T. When is Censorship Permissible? Intent Sensitivity in Digital Censorship. *Association for Consumer Research*, October 2020.

Feldberg, A. & Kim, T. Racial Discrimination in Customer Service. *INFORMS*, October 2021.

Feldberg, A. & Kim, T. Racial Discrimination in Customer Service. *Association for Consumer Research*, October 2020.

Kim, T., Barasz, K., Norton, M.I., & John, L.K. Calculators for Women: When Gender Identity Appeals Backfire. *Association for Consumer Research*, October 2019, Atlanta, GA.

Kim, T., Anik, L., & Cian, L. Feedback as a Two-way Street: When Rating Consumers Backfires. *Theory + Practice in Marketing*, May 2019, New York, NY.

Kim, T., Anik, L., & Cian, L. Feedback as a Two-way Street: When Rating Consumers Backfires.

Society for Consumer Psychology, February 2019, Savannah, Georgia.

Barasz, K., Kim, T., & Evangelidis, I. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Association for Consumer Research*, October 2018, Dallas, TX.

Kim, T., Zhang, T., & Norton, M.I. Pettiness in Social Exchange. *International Association for Conflict Management*, July 2018, Philadelphia, PA.

Barasz, K., Kim, T., & Evangelidis, I. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Data, Dollars, and Votes: The Intersection of Marketing and Politics*, May 2018, Washington D.C.

Kim, T., Barasz, K., Norton, M.I., & John, L.K. Pointlessly Gendered: Reactance to Typecasting. *Society for Consumer Psychology*, February 2018, Dallas, TX.

Barasz, K., Kim, T., & Evangelidis, I. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Society for Consumer Psychology*, February 2018, Dallas, TX.

Kim, T., Barasz, K., Norton, M.I., & John, L.K. Pointlessly Gendered: Reactance to Typecasting. *Symposium for Emerging Marketing Scholars*, December 2017, Logan, UT.

Kim, T., Zhang, T., & Norton, M.I. Pettiness in Communal-sharing and Market-Pricing Relationships. *Association for Consumer Research*, October 2016, Berlin, Germany.

Barasz, K., Kim, T., & John, L.K. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.

Buell, R., Kim, T., & Tsay, C. Creating Reciprocal Value through Operational Transparency. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.

Buell, R., Kim, T., & Tsay, C. Creating Reciprocal Value through Operational Transparency. *INFORMS*, November 2015, Philadelphia, PA.

Zhang, T., Kim, T., Brooks, A., Gino, F., & Norton, M.I. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Society of Judgment and Decision Making*, November 2014, Long Beach, CA.

Zhang, T., Kim, T., Brooks, A., Gino, F., & Norton, M.I. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Association for Consumer Research*, October 2014, Baltimore, MD.

Barasz, K., Kim, T., & John, L.K. The Role of (Dis)similarity in (Mis)predicting Others'

Preferences. *Behavioral Decision Research in Management*, July 2014, London, United Kingdom.

Kim, T., John, L.K., Rogers, T., & Norton, M.I. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Association for Consumer Research*, October 2013, Chicago, IL.

Kim, T., John, L.K., Rogers, T., & Norton, M.I. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Society for Consumer Psychology*, February 2013, San Antonio, TX.

SERVICE

Co-Editor, Special Issue of *Current Opinion in Psychology* (People Watching: Interpersonal Perceptions and Predictions) (2022)

Ad-hoc Reviewer:

Proceedings of the National Academy of Sciences

Journal of Consumer Research

Journal of Marketing Research

Management Science

Organizational Behavior and Human Decision Processes

TEACHING AND INSTITUTIONAL SERVICE

Faculty Advisor, Graduate Women in Business Club, 2022-

Research, Course Development, and Doctoral Policy Committee, 2021-

Women@Darden 2.0 Steering Committee, 2020-

Marketing Area Recruiting Committee, 2020-2022

Co-Founder, PEER Research Lab, 2018-present

Digital Marketing (MBA elective), 2018-present

First Year Marketing (MBA Core), 2017-present

Course Instructor, Consumer Behavior, Harvard Extension School, 2014 & 2015

Wyss Doctoral Mentoring Awards Committee, Harvard Business School, 2015-2017

Co-Head Tutor, Harvard Program for Research in Markets and Organizations, 2014 & 2015

Undergraduate Research Advisor, Decision Making & Negotiation, 2012-2017

AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

INFORMS