

J. Christine Kim

Department of Marketing
School of Business and Management
Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

Phone: (+852) 2358 7707
Email: christinekim@ust.hk

ACADEMIC POSITION

Hong Kong University of Science and Technology
Assistant Professor of Marketing

2016 – present

EDUCATION

INSEAD

Ph.D., Marketing
MSc, Marketing

Harvard University, Cambridge, USA
Masters, Mind Brain Education

University of California, Los Angeles, Los Angeles, USA
Bachelors, Cognitive Science

RESEARCH INTERESTS

Time Perception, Busyness, Impulsivity, Motivation

HONORS AND AWARDS

LVMH-SMU Luxury Research Conference Best Paper Special Prize, 2018

Fellow, AMA-Sheth Doctoral Consortium, 2015

INSEAD Doctoral Fellowship, 2010-2015

Fellow, Trans-Atlantic Doctoral Consortium, London Business School, 2013, 2014

Dean's Honors List, University of California, Los Angeles, 2004

Provost's Honors List, University of California, Los Angeles, 2000

Valedictorian, Granada Hills Charter High School, 2000

REFEREED JOURNAL PUBLICATIONS (* denotes equal contribution)

Wadhwa*, Monica, **J. Christine Kim***, Amitava Chattopadhyay, and Wenbo Wang (2019), “Unexpected-Framing Effect: Impact of Framing a Product Benefit as Unexpected on Product Desire”, *Journal of Consumer Research*, 46(2), 223-245.

Kim, J. Christine, Monica Wadhwa, and Amitava Chattopadhyay (2019), “When Busy is Less Indulging: Impact of Busy Mindset on Self-Control Behaviors,” *Journal of Consumer Research*, 45(5), 933-952.

Kim, J. Christine, Brian Park, and David Dubois (2018), “How Consumers’ Political Ideology and Status-Maintenance Goals Interact to Shape their Desire for Luxury Goods,” *Journal of Marketing*, 82(6), 132-149.

Kim*, J. Christine, Steven Sweldens*, and Mandy Hütter (2016), “The Symmetric Nature of Evaluative Memory Associations: Equal Effectiveness of Forward versus Backward Evaluative Conditioning,” *Social Psychological and Personality Science*, 7(1), 61-68.

Wadhwa, Monica and **J. Christine Kim** (2015), “Can a Near Win Kindle Motivation? Impact of Nearly Winning on Motivation for Unrelated Rewards,” *Psychological Science*, 26(6), 701-708.

OTHER PUBLICATIONS

Harvard Business Review digital article (2019), “How to Market a Product’s Unexpected Benefit” <https://hbr.org/2019/06/how-to-market-a-products-unexpected-benefit>

Harvard Business Review digital article (2018), “The Marketing Message That Works with Republicans but Not Democrats” <https://hbr.org/2018/08/the-marketing-message-that-works-with-republicans-but-not-democrats>

Harvard Business Review digital article (2018), “Feel Busy All the Time? There’s an Upside That” <https://hbr.org/2018/06/feel-busy-all-the-time-theres-an-upside-to-that>

TEACHING

HKUST (2016 – present), Hong Kong
Main Instructor for “Marketing Management” (Undergraduate)

Pepperdine University (Summer 2014), CA, USA
Main Instructor for “Principle of Marketing” (Undergraduate)

INSEAD (Fall 2012, Spring 2013)
Teaching Assistant for “Advertising and Social Media Strategy” (MBA)