

JUNGHAN KIM

Lee Kong Chian School of Business,
Singapore Management University
50 Stamford Road,
Singapore 178899

junghankim@smu.edu.sg
+65 68289653

ACADEMIC APPOINTMENT

Assistant Professor of Marketing July 2017-Present
Lee Kong Chian School of Business, Singapore Management University

EDUCATION

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| Ph.D. in Marketing State University of New York at Buffalo, USA | 2017 |
| M.S. in Marketing Yonsei University, South Korea | 2010 |
| B.S. in Business Administration Hongik University, South Korea | 2007 |

RESEARCH INTERESTS

- **Theoretical:** Visual and Motion Perception, Sensory Marketing, Inference-Making
- **Substantive:** Information Visualization, Eye-Tracking, Product Design

PUBLICATIONS

Kim, Junghan and Arun Lakshmanan (2021), “Do Animated Line Graphs Increase Risk Inferences?” *Journal of Marketing Research*, 58 (3), 595–613.

Ghosh, Dipanjan, Andrew Olewnik, Kemper Lewis, Junghan Kim, and Arun Lakshmanan (2017), “Cyber-Empathic Design: A Data-Driven Framework for Product Design,” *Journal of Mechanical Design*, 139 (9), 1–12.

* Honorable Mention of the 2017 JMD Editors' Choice Award

Kim, Junghan and Arun Lakshmanan (2015), “How Kinetic Property Shapes Novelty Perceptions,” *Journal of Marketing*, 79 (6), 94–111.

CONFERENCE PRESENTATIONS *(* denotes presenter)*

- Kim, Junghan***, Arun Lakshmanan, Andrew Olewnik, and Kemper Lewis, (May 2019), “Improving User Preference Prediction via Sensorization,” *The Theory + Practice in Marketing (TPM) 2019 Conference*, Columbia University, New York, NY, USA.
- Kim, Junghan** and Taehoon Park* (October 2018), “How Matte Product Surface Enhances Perceived Durability,” *Association for Consumer Research*, Data Blitz Session, Dallas, TX, USA.
- Kim, Junghan*** and Arun Lakshmanan (February 2018), “Visual Coherence in Dynamic Marketing Stimuli: A Grounded Theory Approach,” *Society for Consumer Psychology*, Competitive Paper Session, Dallas, TX, USA.
- Kim, Junghan**, Dipanjan Ghosh, Arun Lakshmanan*, Andrew Olewnik, and Kemper Lewis, (June 2017), “Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors,” *ISMS Marketing Science Conference*, University of Southern California, Los Angeles, CA, USA.
- Kim, Junghan***, Dipanjan Ghosh, Arun Lakshmanan, Andrew Olewnik, and Kemper Lewis, (February 2017), “Cyber-Empathic Design: Improving Product Design Process Using Embedded Sensors,” *American Marketing Association Winter Conference*, Poster Session, Orlando, FL, USA.
- Kim, Junghan***, Dipanjan Ghosh, Arun Lakshmanan, Andrew Olewnik, and Kemper Lewis, (February 2017), “Cyber-Empathic Design: Improving Product Design Process Using Embedded Sensors,” *School of Management PhD Student Showcase*, SUNY-Buffalo, NY, USA.
- Ghosh, Dipanjan*, **Junghan Kim**, Andrew Olewnik, Arun Lakshmanan, and Kemper Lewis (2016), “Cyber-Empathic Design - A Data Driven Framework for Product Design,” *ASME International Design Engineering Technical Conferences and Computers and Information in Engineering Conference*, DETC 2016–59642, Charlotte, NC, USA.
- Kim, Junghan** and Arun Lakshmanan* (April 2016), “The Impact of Animated Display on Trajectory Visualization,” *BBCRST (Binghamton-Buffalo-Cornell-Rochester-Syracuse-Toronto) Conference*, Rochester, NY, USA.
- Kim, Junghan*** and Arun Lakshmanan (February 2016), “The Impact of Animated Display on Trajectory Visualization,” *Society for Consumer Psychology*, Competitive Paper Session, St. Pete Beach, FL, USA.
- Kim, Junghan***, Junghyun Kim*, and Taehoon Park* (February 2016), “Affective Reactance to Approaching Brands,” *Society for Consumer Psychology*, Working Paper Session, St. Pete Beach, FL, USA.
- Kim, Junghan***, Dipanjan Ghosh, Arun Lakshmanan, Andrew Olewnik, and Kemper Lewis, (October 2015), “Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors,” *Association for Consumer Research*, Working Paper Session, New Orleans, LA, USA.
- Kim, Junghan*** and Arun Lakshmanan (February 2015), “Keep an Eye on Moving Prices! The Effect of Visual Dynamism on Price Perceptions,” *Society for Consumer Psychology*, Working Paper Session, Phoenix, AZ, USA.

Kim, Junghan* and Arun Lakshmanan (October 2014), “It’s Alive! How Kinetic Property in Ads Shapes Novelty Perceptions,” *Association for Consumer Research*, Competitive Paper Session, Baltimore, MD, USA.

Kim, Junghan* and Arun Lakshmanan (October 2014), “Stock in Motion,” *Association for Consumer Research*, Working Paper Session, Baltimore, MD, USA.

Kim, Junghan* and Arun Lakshmanan (March 2014), “Stock in Motion,” *School of Management PhD Student Showcase*, SUNY-Buffalo, NY, USA.

Kim, Junghan* and Arun Lakshmanan (March 2013), “The Effect of Animacy on Novelty Perceptions,” *School of Management PhD Student Showcase*, SUNY-Buffalo, NY, USA.

HONORS AND AWARDS

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| 2018-19 | Dean's Teaching Honor List Top Faculty Members, Singapore Management University |
| 2017-18 | Dean's Teaching Honor List Top Faculty Members, Singapore Management University |
| 2017 | Ph.D. Student Achievement Award, School of Management, SUNY-Buffalo |
| 2017 | Annual PhD Showcase Research Poster Award, School of Management, SUNY-Buffalo |
| 2016 | Dean’s Award for Research Excellence, School of Management, SUNY-Buffalo |
| 2016 | Paul E. Green Award in Marketing, School of Management, SUNY-Buffalo |
| 2016 | Who’s Who Among Students in American Universities and Colleges |
| 2015 | AMA Sheth Doctoral Consortium Fellow, London Business School |
| 2015-17 | National Science Foundation Research Project Assistantship |
| 2015 | New York State/GSEU Professional Development Award |
| 2014 | Graduate Student Association Conference Funding, SUNY-Buffalo |
| 2011-17 | Graduate School Assistantship, SUNY-Buffalo |
| 2008-09 | Teaching Assistantship, Yonsei University |
| 2009 | Fund Scholarship, Yonsei University |
| 2006 | Honor Scholarship, Hongik University |

INVITED TALKS

Singapore Management University, Marketing Group Brown Bag Seminar Series - August 2020

Singapore Management University, Lee Kong Chian School of Business - September 2016

The University of Hong Kong, School of Business - September 2016

Yonsei University, School of Business - September 2016

The University of Kansas, School of Business - September 2016

The University of Arkansas, Sam M. Walton College of Business - October 2016

Rensselaer Polytechnic Institute, The Lally School of Management - October 2016

TEACHING

Lee Kong Chian School of Business, Singapore Management University

AY17-18 Term 1 MKTG 102 Consumer Behaviour (6.4/7)

AY18-19 Term 1 MKTG 102 Consumer Behaviour (6.4/7)

MKTG 730 PhD Pro-Seminar in Marketing

AY19-20 Term 1 MKTG 102 Consumer Behaviour (6.1/7)
 MKTG 704 PhD Seminar in Consumer Behaviour
 AY20-21 Term 1 MKTG 102 Consumer Behaviour - offered in hybrid mode (6.1/7)
 MKTG 730 PhD Pro-Seminar in Marketing
 AY20-21 Term 2 MKTG 102 Consumer Behaviour

SUNY-Buffalo

Summer 2015 Principles of Marketing (4.8/5)
 Spring 2013-14 Teaching Assistant, Marketing Research

Yonsei University

Spring 2008 Teaching Assistant, Brand Management (MBA)
 Spring 2009 Teaching Assistant, Consumer Behavior

SRERVICE

Lee Kong Chian School of Business, Singapore Management University

- Marketing subject pool coordinator & behavioral lab manager, AY21-22
- Faculty interviewer for job candidates, 2020
- Research seminar & brown bag series coordinator, AY20-21
- Faculty host for job candidates, 2019, 2021
- Marketing subject pool coordinator & behavioral lab manager, AY18-19
- Evaluation committee, LKCSB PhD student first year summer paper (Junqiu Jiang), 2019
- Evaluation committee, LKCSB PhD student second year qualifying exam (Peng Yam Koh), 2018
- LVMH-SMU luxury research conference organizing committee, 2018
- Faculty interviewer, SMU undergraduate student admissions, 2018, 2019, 2021

SUNY-Buffalo

- Behavioral Laboratory Manager, School of Management, SUNY-Buffalo, Fall 2014-Spring 2017

Ad Hoc Reviewer

- Journal of Business Research
- Association for Consumer Research
- Society for Consumer Psychology

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)

INDUSTRY EXPERIENCE

2009 Data Analyst/Research Assistant, Services/New Business Strategy Department,
 LG Economic Research Institute, South Korea
 2007 Sales Engineer, Sales/Marketing Department, Interflex, South Korea