

JUNGHAN KIM

Lee Kong Chian School of Business,
Singapore Management University
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ACADEMIC APPOINTMENT

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

EDUCATION

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

RESEARCH INTERESTS

- Visual Perception, Visualization, Inference-Making
- Product Design, Usage, and Valuation

PUBLICATIONS

Kang, Seo Yoon*, Junghan Kim*, and Arun Lakshmanan, “Anatomical Depiction: How Showing a Product’s Inner Structure Shapes Product Valuations,” *Journal of Marketing*, forthcoming.

* The first two authors contributed equally.

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* and Arun Lakshmanan, (February 2025), “The Effect of Image Transformation on Brand Energy,” *American Marketing Association Winter Conference*, Flash Talk, Phoenix, AZ, USA (Virtual Session).
- Kang, Seo Yoon*, Junghan Kim, and Arun Lakshmanan, (August 2022), “The Impact of Anatomical Depiction on Simulated Assemblage and Product Judgments,” *American Marketing Association Summer Conference*, Competitive Paper Session, Chicago, IL, USA.
- Kang, Seo Yoon*, Junghan Kim, and Arun Lakshmanan (October 2021), “The Effect of Anatomical Product Representations on Consumer Outcomes,” *Association for Consumer Research*, Competitive Paper Session, Seattle, USA.
- 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, AWARDS, AND GRANTS

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| 2022 | Long Service Award, Singapore Management University |
| 2021-23 | SMU Internal Research Grant, Ministry of Education (MOE) Tier 1, “The Effects of Anatomical Depiction on Consumer Perceptions and Product Evaluations,” S\$24,410 |
| 2021 | Most Promising Teacher Award Nominee, Marketing Group, Singapore Management University |
| 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 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

DBS Bank Singapore, Consumer Banking Group, November 2024
Inha University, Department of Business Administration, April 2024
Meta Korea Gaming Summit, Marketing 101 Session, November 2022
The Centre for Research in Marketing, Korea University Business School, October 2021
Singapore Management University, Marketing Group Brown Bag Seminar Series, August 2020
Rensselaer Polytechnic Institute, The Lally School of Management, October 2016
The University of Arkansas, Sam M. Walton College of Business, October 2016
The University of Kansas, School of Business, September 2016
Yonsei University, School of Business, September 2016
The University of Hong Kong, School of Business, September 2016
Singapore Management University, Lee Kong Chian School of Business, September 2016

TEACHING

Lee Kong Chian School of Business, Singapore Management University

2017-24 MKTG 102 Consumer Behaviour
 • Average Instructor Rating: 6.2/7
2019 MKTG 704 PhD Seminar in Consumer Behaviour (6.0/7)
2018-23 MKTG 730 PhD Pro-Seminar in Marketing

SUNY-Buffalo

Summer 2015 Principles of Marketing (4.75/5)
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

MKTG 102 Consumer Behaviour, course coordinator, AY24-25
Marketing subject pool coordinator & behavioural lab manager, AY18-19, AY21-22, AY22-23, AY23-24
Research seminar & brown bag series coordinator, AY20-21
Faculty interviewer for job candidates, 2020, 2021, 2022, 2023, 2024
Faculty host for job candidates, 2019, 2021, 2023, 2024
Evaluation committee, LKCSB PhD student first year summer paper (Junqiu Jiang), 2019
Evaluation committee, LKCSB PhD student first year summer paper (Shan Lin), 2024
Evaluation committee, LKCSB PhD student second year qualifying exam (Peng Yam Koh), 2018
Evaluation committee, LKCSB PhD student second year qualifying exam (Rahul Narnindi), 2022
LVMH-SMU luxury research conference organizing committee, 2018
Faculty interviewer, LKCSB undergraduate student admissions, 2018, 2019, 2021, 2022, 2023, 2024

SUNY-Buffalo

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

Reviewing Activities

Journal of Consumer Research, Trainee reviewer

Journal of Business Research, Ad-hoc reviewer

Association for Consumer Research, Ad-hoc reviewer

Society for Consumer Psychology, Ad-hoc reviewer

Asia-Pacific Association for Consumer Research Conference 2024, Review committee

Professional Service and Collaboration

Sephora SEA, 2018

POPULAR Holdings, 2021

TADA Singapore, 2024

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Global Alliance of Marketing and Management Associations (GAMMA)

Board member, Korean Service Marketing Association (KSMA)

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