

July 2024

JUNHA KIM

Rutgers Business School

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Phone: +1 (614) 906 – 8219 | junha.kim@business.rutgers.edu**ACADEMIC EMPLOYMENT**

Assistant Professor of Marketing 2023 – Present
Rutgers University, Rutgers Business School – Newark and New Brunswick, NJ

EDUCATION

Ph.D., Marketing, The Ohio State University, Fisher College of Business 2023
Ph.D. Student, OBHRM, University of Toronto, Rotman School of Management 2015 – 2018
M.S., Business and Technology Management, KAIST, Republic of Korea 2015
B.A. in Management Science, KAIST, Republic of Korea 2011

PUBLICATIONS

Kim, Junha, Selin A. Malkoc, and Joseph K. Goodman (2022), “The Threshold-Crossing Effect: Just-Below Pricing Discourages Consumers to Upgrade,” *Journal of Consumer Research*, 48(6), 1096-1112.

*Selected Media Coverage: [Science Daily](#), [Retail Wire](#), [NBC4](#), among others

*Covered in *Harvard Business Review* (2022). *One Way to Encourage Consumers to Upgrade*. 100(4), 27

Pai, Jieun, Jennifer A. Whitson, **Junha Kim**, and Sujin Lee (2021), “A Relational Account of Low Power: The Role of the Attachment System in Reduced Proactivity,” *Organizational Behavior and Human Decision Processes*, 167, 28-41.

Kim, Yeun Joon and **Junha Kim** (2020), “Does Negative Feedback Benefit (or Harm) Recipient Creativity? The Role of The Direction of Feedback Flow,” *Academy of Management Journal*, 63(2), 584-612.

*Selected Media Coverage: [Forbes](#), [Consumer Affairs](#), [The Economic Times](#), among others

Kim, Junha, Yunchul Shin, and Sujin Lee (2017), “Built on Stone or Sand: The Stable Powerful are Unethical, The Unstable Powerful are Not,” *Journal of Business Ethics*, 144, 437-447.

Lee, Su Sang, Eun Jin Jung, **Junha Kim**, and Sujin Lee (2016), “Why Does Forgiving Boost Creativity? The Role of Cognitive Persistence,” *Seoul Journal of Business*, 22(2), 47-78.

Kim, Junha, Sujin Lee, and Tuvana Rua (2015), “Feeling Depleted and Powerless: The Construal-Level Mechanism,” *Personality and Social Psychology Bulletin*, 41, 599-609.

Lee, Sujin, Wendi L. Adair, Elizabeth A. Mannix, and **Junha Kim** (2012), “The Relational Versus

Collective “We” and Intergroup Allocation: The Role of Nested Group Categorization,” *Journal of Experimental Social Psychology*, 48, 1132-1138.

Lee, Dongwon, Jamie Yejean Park, **Junha Kim**, Jaejeung Kim, and Junghoon Moon (2011), “Understanding Music Sharing Behaviour on Social Network Services,” *Online Information Review*, 35(5), 716-733.

WORKING PAPERS

Kim, Junha and Selin A. Malkoc “It’s Only Fair when I Get a Good Price: The Effectiveness of Range Pricing Strategy Depends on the Final Price”

Kim, Junha and Joseph K. Goodman “Are Critics More Credible? When Positivity is the Norm, Negative Reviewers are Perceived to be Less Credible” *Invited for 2nd round review at Journal of Consumer Research*

Kim, Junha and Joowon Park “Review Rating Paradox: When Higher Review Ratings Backfire”

WORKING IN PROGRESS

“BOGO Frees Consumers: Free Options Lead to Adventurous Product Choices” (with Joseph K. Goodman and Selin A. Malkoc)

“Inflation and Consumer Choice” (with Joowon Park, Himanshu Mishra, and Arul Mishra)

“Financial Stability and Consumer Choice” (with Joowon Park and David Dolifka)

“Credit Card Reward and Consumer Choice” (with Joowon Park)

CHAired SYMPOSIA

Kim, Junha and Joowon Park (2024), “Stars in the City of Light: Illuminating the Gaps in Reviews and Ratings,” *Association for Consumer Research*, Paris, France

Kim, Junha (2022), “The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making,” *Association for Consumer Research*, Denver, Colorado

Kim, Junha (2020), “The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making,” *Society for Consumer Psychology*, Huntington Beach, California.

CONFERENCE PRESENTATIONS

Kim, Junha and Joseph K. Goodman (2024), “Are Critics More Credible? When Positivity is Expected, Negative Reviewers are Perceived to be Less Credible,” *Association for Consumer Research*, Paris, France

Kim, Junha and Joowon Park (2024) “Review Rating Paradox: When Higher Review Ratings Backfire,” *Association for Consumer Research*, Paris, France

Kim, Junha and Selin A. Malkoc, (2023) “It’s Only Fair when I Get a Good Price: The Effectiveness of

Range Pricing Strategy Depends on the Final Price," *European Association of Consumer Research*, Amsterdam, Netherlands

Kim, Junha and Joseph K. Goodman (2023), "Are Critics Credible? Negative Sources are Perceived to be Less Credible," *European Association of Consumer Research*, Amsterdam, Netherlands

Kim, Junha, Selin A. Malkoc, and Lily Johnson (2023), "It's Only Fair When I Get a Good Price: The Effectiveness of Range Pricing Strategy Depends on the Purchase Price," *Society for Consumer Psychology*, San Juan, Puerto Rico.

Kim, Junha, Selin A. Malkoc, and Lily Johnson (2022), "It's Only Fair when I Get a Good Price: The Effectiveness of Range Pricing Strategy Depends on the Final Price," *The Society for Judgment and Decision Making*, San Diego, California.

Kim, Junha, Joseph K. Goodman, and Selin A. Malkoc (2022), "BOGO Frees You: Promotions and Adventurous Product Choices," *Association for Consumer Research*, Denver, Colorado.

Kim, Junha, Lily Johnson, and Selin A. Malkoc (2022), "\$29.99 or \$19.99 - \$29.99? When Does Range Pricing Backfire?," *Association for Consumer Research*, Denver, Colorado.

Kim, Junha and Joseph K. Goodman (2022), "BOGO Frees Consumers: Free Options Lead to Adventurous Product Choices," *Society for Consumer Psychology*, Virtual (*poster*).

Kim, Junha and Joseph K. Goodman (2021), "Are Critics Credible? Negative Sources are Perceived to be Less Credible," *The Society for Judgment and Decision Making*, Virtual (*poster*).

Kim, Junha, Selin A. Malkoc, and Joseph K. Goodman (2021), "The Upgrade Pricing Effect: Just-Below Pricing Discourages Consumers to Upgrade," *SCP Boutique Conference Numerical Markers in Judgments, Choices & Consumption Experiences*, Tucson, Arizona (*poster*).

*Awarded AMA-CBSIG award and Best Poster award

Kim, Junha and Joseph K. Goodman (2021), "Are Critics Credible? Negative Sources are Perceived to be Less Credible," *Association for Consumer Research*, Virtual.

Pai, Jieun, Jennifer A. Whitson, Junha Kim, and Sujin Lee (2021), "A Relational Account of Low Power: The Role of the Attachment System in Reduced Proactivity," *Academy of Management*, Virtual.

Kim, Junha and Joseph K. Goodman (2021), "Are Critics Credible? Negative Sources are Perceived to be Less Credible," *Society for Consumer Psychology*, Virtual.

Kim, Junha, Jieun Pai, Jennifer A. Whison, and Sujin Lee (2020), "A Relational Account of Powerlessness: The Role of the Attachment System in Consumer Inaction," *Association for Consumer Research*, Virtual.

Kim, Junha, Joseph K. Goodman, and Selin A. Malkoc (2020), "The Upgrade Effect: When 99-Ending Pricing Discourages Consumers from Upgrading," *Society for Consumer Psychology*, Huntington Beach, California.

Kim, Junha, Joseph K. Goodman, and Selin A. Malkoc (2019), "The Upgrade Effect: When Left-Digit Pricing Discourages Consumers to Upgrade," *The Society for Judgment and Decision Making*,

Montreal, Quebec (*poster*).

Kim, Junha, Joseph K. Goodman, and Selin A. Malkoc (2019), "The Left-Digit Effect Discourages Consumers to Upgrade," *Association for Consumer Research*, Atlanta, Georgia.

Pai, Jieun, Jennifer A. Whitson, Junha Kim, and Sujin Lee (2019), "A Relational Account of Powerlessness: The Role of the Attachment System in Inaction," *International Association for Conflict Management*, Dublin, Ireland.

Kim, Junha, Jieun Pai, and Sujin Lee (2017), "Why Powerlessness Inhibits Action: The Role of State Attachment Anxiety," *Academy of Management*, Atlanta, Georgia.

Kim, Yeun Joon, Junha Kim, Geordie McRuer, Ji Sok Choi, Jeongrock Kim, and Sojin Park (2017), "Negative Feedback and Creativity Moderated By Power," *Society for Industrial and Organizational Psychology*, Orlando, Florida (*poster*).

Kim, Junha, Yunchul Shin, and Sujin Lee (2015), "Built on Stone or Sand: The Stable Powerful are Unethical, but the Unstable Powerful are Not," *Korea Academy of Management*, Seoul, Korea.

* *Best Paper Finalist*

Kim, Junha and Sujin Lee (2014), "Feeling Depleted and Powerless: The Construal-Level Mechanism," *Academy of Management*, Philadelphia, Pennsylvania.

TEACHING EXPERIENCE

Digital Marketing, *Rutgers Business School, (undergraduate)*.

Spring 2024, online – Newark

Spring 2024, online – New Brunswick

Fall 2023, online – Newark

Advertising and Promotional Strategy, *Fisher College of Business, (undergraduate)*.

Summer 2021, in-person

Summer 2020, online

Organizational Behaviour

Rotman School of Management, TA (undergraduate), Winter 2017.

Rotman School of Management, TA (undergraduate), Fall 2016.

KAIST, TA (undergraduate), Spring 2014

KAIST, TA (undergraduate), Fall 2014

SERVICE TO THE FIELD

Ad-hoc reviewer, *Journal of Marketing Research* 2024

Reviewer, *Association for Consumer Research Annual Conference* 2024

Reviewer, *Society of Consumer Psychology Annual Conference* 2020-2024

Reviewer, *Academy of Management Annual Conference* 2014-2017

Volunteer, *Society of Consumer Psychology Annual Conference* 2019, 2020

HONORS AND AWARDS

Robert Bartels Fellow, Fisher College of Business, The Ohio State University	2022
Doctoral Fellow (Discussant), Mittelstaedt & Gentry Doctoral Symposium	2022
Best Poster Award, <i>SCP Boutique Conference Numerical Markers in Judgments, Choices & Consumption Experiences</i>	2021
AMA-CBSIG award, <i>SCP Boutique Conference Numerical Markers in Judgments, Choices & Consumption Experiences</i>	2021
Doctoral Fellow (Discussant), <i>Haring Symposium, Indiana University</i>	2021
AMA-Sheth Foundation Doctoral Consortium Fellow	2020
Doctoral Fellow (Discussant), Mittelstaedt & Gentry Doctoral Symposium	2020
Doctoral Fellowship, The Ohio State University	2018 – 2023
Doctoral Fellowship, University of Toronto	2015 – 2018
Ontario Trillium Scholarship, Ontario, Canada (CA\$40,000 per year)	2015 – 2018
Full Scholarship, <i>M.S. in Business and Technology Management, KAIST</i>	2013 – 2015
Full Scholarship, <i>B.A. in Management Science, KAIST</i>	2006 – 2011

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

American Marketing Association
 Association for Consumer Research
 Society for Consumer Psychology
 Society for Judgment and Decision Making