

TAMI KIM

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ACADEMIC POSITIONS

Assistant Professor of Marketing, University of Virginia, Darden School of Business (07/2017-)

EDUCATION

Harvard Business School (DBA in Marketing)

- *Dissertation*: Implicit Contracts and Consumer Behavior
- *Committee*: Michael I. Norton (chair), Leslie K. John, John Gourville, and Ryan Buell

Harvard College (A.B. in Government)

- *cum laude*
- Recommended for High Honors in Field

HONORS AND AWARDS

Entrepreneurship and Innovation Grant, the Batten Institute (\$8,347), 2018

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 (\$10K), 2015

RESEARCH INTERESTS

Implicit social contracts, Technology-mediated relationships, Judgment and decision making

PUBLICATIONS (*In alphabetical order)

Kim, Tami, Leslie K. John, Todd Rogers, and Michael I. Norton, "Procedural Justice and the Risks of Consumer Voting," *forthcoming at Management Science*.

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, "I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice," *forthcoming at Cognition*.

Kim, Tami, Ting Zhang, and Michael I. Norton, "Pettness in Social Exchange," *forthcoming at Journal of Experimental Psychology: General*.

Kim, Tami, Kate Barasz, and Leslie K. John, "Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness," *forthcoming at Journal of Consumer Research*.

Buell, Ryan*, Tami Kim*, and Chia-Jung Tsay* (2017), "Creating Reciprocal Value through Operational Transparency," *Management Science*, 63(6): 1673-1695.

Barasz, Kate, Tami Kim, and Leslie K. John (2016), "The Role of (Dis)similarity in (Mis)predicting Others' Preferences," *Journal of Marketing Research*, 53(4): 597-607.

Zhang, Ting, Tami Kim, Alison Wood Brooks, Francesca Gino, and Michael I. Norton (2014), "A 'Present' for the Future: The Unexpected Value of Rediscovery," *Psychological Science*, 25: 1851-1860.

WORKING PAPERS (*In alphabetical order)

Feldberg, Alexandra* and Tami Kim, "Discrimination at the Frontlines: Racial Bias in Employees' Extra-role Service Behaviors," invited revision at *Academy of Management Journal*.

Kim, Tami, Ovul Sezer, Juliana Schroeder, Jane Risen, Francesca Gino, and Michael I. Norton, "Group Rituals Improve Social Coordination and Effort," *invited revision at Organizational Behavior and Human Decision Processes*.

Kim, Tami* and Daniel Martin*, "Inferences about Ratings: How Good Is a Good Rating?," *under review*.

Kim, Tami, Kate Barasz, Michael I. Norton, and Leslie K. John, "Calculators for Women: When Identity Appeals Provoke Backlash," *under review*.

SELECTED WORKS IN PROGRESS (*In alphabetical order)

Kim, Tami, Lalin Anik, and Luca Cian, "Feedback as a Two-way Street: When Rating Consumers Backfires," *manuscript in preparation*.

Feldberg, Alexandra* and Tami Kim*, "Opting In? Gender and Racial Discrimination along the Pathway to Workforce Reentry," *manuscript in preparation*.

Ximena Rada-Garcia and Tami Kim, "Time Scarcity and the Pursuit of Extraordinary Experiences," *manuscript in preparation*.

"Here's Looking at Me: The Risks and Rewards of Technology-mediated Conversations," with Gabrielle Adams, Evan Bruno, and Luca Cian, *data collection in progress*.

"Consumer Discovery," with Kate Barasz, *data collection in progress*.

OTHER PUBLICATIONS (*In alphabetical order)

Kim, Tami and Michael I. Norton (June 10, 2018), "Why Using Payment Apps Can Hurt Your Relationships," *The Wall Street Journal*.

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

Feldberg, Alexandra* and Tami Kim* (April 20, 2018), "Beyond Starbucks: How Racism Shapes Customer Service," *The New York Times*.

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

Buell, Ryan, Tami Kim, and Chia-Jung Tsay (2014), "Cooks Make Tastier Food When They Can See Their Customers," *Harvard Business Review*, 92(11): 34-35.

SELECTED CONFERENCE PRESENTATIONS (*Denotes presenting author)

- Kim, Tami*, Lalin Anik, and Luca Cian. Feedback as a Two-way Street: When Rating Consumers Backfires. *Society for Consumer Psychology*, February 2019, Savannah, Georgia.
- Barasz, Kate, Tami Kim*, and Ioannis Evangelidis. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Association for Consumer Research*, October 2018, Dallas, TX.
- Kim, Tami*, Ting Zhang, and Michael I. Norton. Pettiness in Social Exchange. *International Association for Conflict Management*, July 2018, Philadelphia, PA.
- Barasz, Kate, Tami Kim*, and Ioannis Evangelidis. 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, Tami*, Kate Barasz, Leslie John, and Michael Norton. Pointlessly Gendered: Reactance to Typecasting. *Society for Consumer Psychology*, February 2018, Dallas, TX.
- Barasz, Kate*, Tami Kim, and Ioannis Evangelidis. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Society for Consumer Psychology*, February 2018, Dallas, TX.
- Kim, Tami*, Kate Barasz, Leslie John, and Michael Norton. Pointlessly Gendered: Reactance to Typecasting. *Symposium for Emerging Marketing Scholars*, December 2017, Logan, UT.
- Kim, Tami*, Ting Zhang, and Michael I. Norton. Pettiness in Communal-sharing and Market-Pricing Relationships. *Association for Consumer Research*, October 2016, Berlin, Germany.
- Barasz, Kate*, Tami Kim, and Leslie K. John. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.
- Buell, Ryan, Tami Kim*, and Chia-Jung Tsay. Creating Reciprocal Value through Operational Transparency. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.
- Buell, Ryan*, Tami Kim, and Chia-Jung Tsay. Creating Reciprocal Value through Operational Transparency. *INFORMS*, November 2015, Philadelphia, PA.
- Zhang, Ting, Tami Kim*, Alison Wood Brooks, Francesca Gino, and Michael I. Norton. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Society of Judgment and Decision Making*, November 2014, Long Beach, CA.
- Zhang, Ting, Tami Kim*, Alison Wood Brooks, Francesca Gino, and Michael I. Norton. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Association for Consumer Research*, October 2014, Baltimore, MD.
- Barasz, Kate, Tami Kim*, and Leslie K. John. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Behavioral Decision Research in Management*, July 2014, London, United Kingdom.

Kim, Tami*, Leslie K. John, Todd Rogers, and Michael I. Norton. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Association for Consumer Research*, October 2013, Chicago, IL.

Kim, Tami*, Leslie K. John, Todd Rogers, and Michael I. Norton. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Society for Consumer Psychology*, February 2013, San Antonio, TX.

INVITED TALKS

Stanford Graduate School of Business (Marketing), 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

AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making

TEACHING AND INSTITUTIONAL SERVICE

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-Present
Co-Head Tutor, Harvard Program for Research in Markets and Organizations, 2014 & 2015
Undergraduate Research Advisor, Decision Making & Negotiation, 2012-Present
First-year Residential Advisor, Harvard College, 2012-2014

MEDIA COVERAGE

The New York Times, Time, The Wall Street Journal, The Atlantic, Business Insider, New Republic, The Boston Globe, The Washington Post