

JAISANG (JAY) KIM

College of Business Administration
Texas A&M University - Central Texas
1001 Leadership Place, Killeen, TX 76549

Email: jskim@tamuct.edu

EDUCATION

Shidler College of Business, University of Hawai'i at Manoa, Honolulu, HI
Ph.D., Marketing, 2021

Sungkyunkwan University, Seoul, South Korea
M.S., Marketing, 2016

Bachelor's Degree Examination for Self-Education, Seoul, South Korea
Bachelor of Laws (LL.B.), 2010

RESEARCH INTERESTS

Social Marketing, Relationship Marketing, Advertising, Marketing Strategy,
Sustainability, Social Media Marketing

PUBLICATIONS

Qimei Chen, Yi He, Miao Hu and **Jaisang (Jay) Kim**, "Navigating Relationship Norms: An Exploration of How Content Strategies Improve Brand Valuation over Time," *Journal of Advertising* (2020)

Hyunseok Kim, **Jaisang (Jay) Kim** and Kyeong-Seop Choi, "Ambivalent Impact of Customer Satisfaction on Firm Value in Emerging Markets: The Case of Korea," *Journal of Business Economics and Management* (2017)

WORKING PAPER

Jaisang (Jay) Kim, Sakawrat Kitkuakul and Dana Alden, "Drowning in Single-Use Plastic: Do Nudges Increase Consumer Willingness to Choose Green Packaging for an Extra Charge?" (Target Journal: *Journal of Public Policy and Marketing*)

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Jaisang (Jay) Kim, Sakawrat Kitkuakul and Dana Alden, “Examining the Effectiveness of Nudges in Increasing Consumer Choice of Sustainable Packaging for an Extra Charge versus ‘Free’ Single Use Plastic?” Accepted at the *Competitive Paper Presentation, 2021 AMA Marketing and Public Policy Conference*

Jaisang (Jay) Kim, Sakawrat Kitkuakul and Dana Alden, “Testing the Relative Effectiveness of Four Nudging Strategies to Increase Consumer Preference for Green Packaging,” *Competitive Paper Presentation, 2020 AMA Marketing and Public Policy Conference*

Jaisang (Jay) Kim, Sakawrat Kitkuakul and Dana Alden, “Default Option and Pro-environmental Choice,” *2019 China Marketing International Conference*

SELECTED RESEARCH IN PROGRESS

Jaisang (Jay) Kim, “The Effect of Brand Relationship Norms on Responses to Brand Failure.” Data Collection in Progress

Jaisang (Jay) Kim, “Bringing Interactivity to Luxury Brand Websites: A Poisoned Chalice?” Data Collection in Progress

TEACHING

Instructor, Shidler College of Business, University of Hawai’i at Manoa, Honolulu, HI

Consumer Behavior (Undergraduate Junior & Senior, 3 credits), Spring 2021

Principles of Marketing (Undergraduate Junior & Senior, 3 credits), Spring 2020: 4.7/5.0 on Average Course and Instructor Evaluation

International Marketing (Undergraduate Junior & Senior, 3 credits), Fall 2020: 4.7/5.0 on Average Course and Instructor Evaluation

Teaching Assistant, Shidler College of Business, University of Hawai’i at Manoa, Honolulu, HI

Legal Environment in Travel Industry (Undergraduate Junior & Senior, 3 credits), Fall 2020

Marketing Research & Data Analysis (Undergraduate Junior & Senior, 3 credits), Spring 2019

WORK EXPERIENCE

Graduate Assistant, Dean's Office, Shidler College of Business, University of Hawai'i at Manoa, Honolulu, HI (2016-2021)

Work toward retaining AACSB (Association to Advance Collegiate Schools of Business) International Accreditation

Data governance (protecting the privacy and security of data, especially information shared with external organizations)

Graduate Assistant, BK 21 Korea, Sungkyunkwan University (2015)

Work toward retaining BK21 Korea (Brain Korea 21) Accreditation

Trade Manager, Daesung Corporation (2009-2013)

New Product Sales and Promotion

Micromentor (2020-2021, Volunteer Work)

Small business consultation