

YOUNG KIM

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EDUCATION

University of Iowa , Iowa City, IA	Ph.D., Marketing	2018
Syracuse University , Syracuse, NY	M.A., Media Studies	2013
University of Wisconsin , Madison, WI	B.A., Journalism and Political Science	2005

RESEARCH INTERESTS

Information Processing, Social Word-of-Mouth, New Product Development, Aging, and Nostalgia

PUBLICATIONS

Prince, M & **Kim, Y.** (2021), "Risk Aversion, Reactance Proneness and Risk Appraisal and Travel Destination Risk Perception," *Journal of Vacation Marketing*, 27 (2), 203-216. [An ABDC-listed "A" journal; IF = 3.525]

Kim, Y., Yim, M.Y., Kim, E., & Reeves, W. (2020), "Exploring the Optimized Social Advertising Strategy that can Generate Consumer Engagement with Green Messages on Social Media," *Journal of Research in Interactive Marketing*, 15 (1), 30-48. [An ABDC-listed "B" journal; IF = 4.73]

Yim, M.Y., **Kim, Y.**, & Lee, J. (2020), "How to Easily Facilitate Consumers' Mental Simulation: The Effectiveness of Self-referencing Image Dynamics on Purchase Intention," *International Journal of Advertising*, 40 (5), 810-834. [An ABDC-listed "A" journal; IF = 3.606]

Kim, Y. & Yim, M.Y. (2018), "When Nostalgia Marketing Backfires: Gender Differences in the Impact of Nostalgia on Youthfulness for Older Consumers," *Applied Cognitive Psychology*, 32 (6), 815-822. [An ABDC-listed "B" journal; IF = 2.005] * Recognition as one of the most read in ACP 2018-2019.

MANUSCRIPT UNDER REVIEW

Prince, M & **Kim, Y.** "Impact of Protection Motivation Secondary Risk on COVID-19 Vaccination Intentions," revising for invited 2nd round review at *Journal of Applied Social Psychology*.

Prince, M & **Kim, Y.** "Threat Appraisal, Emotional Contagion and Fear of COVID-19," under 1st round review at *European Journal of Social Psychology*.

PEER REVIEWED CONFERENCE PRESENTATIONS

Chung, J.S., Yim, M.Y., & **Kim, Y.** (2022), "Investigating Brand Activism as Marketing Communication Strategy: The Mediating Role of Brand Trust," Annual Conference of American Marketing Association (AMA), Chicago, IL.

Yim, M.Y., **Kim, Y.**, Lee, J., & Yoo, C.Y. (2020), "The Depiction Effect of Self-Referencing Cues on Purchase Intention in Food Advertising Contexts," American Academy of Advertising (AAA) Annual Conference, San Diego, CA.

Bonifield, C., Cole, C., & **Kim, Y.** (2019), "The Privacy Paradox at a Mobile Coupon Site," AMA Marketing and Public Policy Conference (MPPC), Washington, DC.

Kim, Y., Yim, M.Y., Kim, E., & Reeves, W. (2017), "I'd Like to Share it with My Friends on Facebook: Investigating Message Strategies to Encourage sWOM," Marketing EDGE Summit, New Orleans, LA.

Yim, M.Y., Rivas, R. **Kim, Y.**, Kim, E., & Ross, S. (2017), "That's Me Eating the Sushi! The Influence of Consumption Visions on Attitudes toward the Product," Annual Conference of American Marketing Association (AMA), San Francisco, CA. **(Best Paper Award: Advertising, Promotion, and Marketing Communications)**

Kim, Y. & Yim, M.Y. (2017), "I am Feeling Back to Those Days: The Three-Way Interaction Effect of Nostalgia, Age, and Gender on Youthfulness in Nostalgia Advertising," Annual conference of Academy of Marketing Science (AMS), Coronado, CA.

Kim, Y. & Murry, J.P. (2016), "Exploring the Influence of Trait and State Nostalgia on Attitudes toward High and Low Heritage Brands," Society for Consumer Psychology Conference (SCP), St. Petersburg, FL.

Kim, Y., Wang, J., & Cole, C. (2015), "Nostalgia and Local Consumption Behavior," Association for Consumer Research (ACR), New Orleans, LA.

Bonifield, C., Cole, C., & **Kim, Y.** (2015), "Age Differences in Responses to Mobile Technology," Marketing & Public Policy Conference (MPPC), Washington, D.C.

Kim, Y., Wang, J., & Cole, C. (2015), "Nostalgia Enhances Social Media Engagement," Society for Consumer Psychology Conference (SCP), Phoenix, AZ.

Kim, Y., Wang, J., & Cole, C. (2014), "Using Nostalgic Design in Facebook Advertising: When is It Effective?" Advertising and Consumer Psychology (ACP), Ann Arbor, MI.

Kim, Y. (2014), "Factors Affecting Consumers' Perceived Credibility of Online Product Review for Search and Experience Products," Society for Consumer Psychology Conference (SCP), Miami, FL.

Daley, L. and **Kim, Y.** (2012), "Using Social Media to Increase Sense of Belonging," Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK.

TEACHING INTERESTS

Social Media Marketing, Marketing Management, Principles of Marketing, Marketing Communications, Advertising, and Product Management

HONORS AND AWARDS

Top Downloaded Paper 2018-2019 in <i>Applied Cognitive Psychology</i> Kim, Y. & Yim, M.Y. (2018), "When Nostalgia Marketing Backfires: Gender Differences in the Impact of Nostalgia on Youthfulness for Older Consumers," <i>Applied Cognitive Psychology</i> , 32 (6), 815-822.	2019
Best Paper, American Marketing Association Yim, M.Y., Rivas, R., Kim, Y.K. , Kim, E., & Ross, S., "That's me eating the sushi: The influence of consumption visions on attitudes toward the product."	2017
Haring Symposium Fellow	2017
Mittelstaedt Doctoral Symposium Fellow	2017
Graduate College Post Comprehensive Research Award, University of Iowa	2016
Ponder Summer Fellowship, University of Iowa	2014 - 2017
Graduate Assistantship, University of Iowa	2013 - 2018
Instructional Associateships, Syracuse University	2011 - 2013

PROFESSIONAL SERVICE

AMA (American Marketing Association) Collegiate Judging	2020 - Present
Invited Reviewer: Journal of Research in Interactive Marketing	2020
Invited Reviewer: AMA (American Marketing Association) Marketing + Public Policy Conference	2019
Invited Reviewer: Academy of Marketing Science	2017
Invited Reviewer: Association of Consumer Research	2015
Invited Reviewer: Society for Consumer Psychology	2014 - 2016