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Jisu J. Kim

University of Washington
Mackenzie Hall, Box 353200
Seattle, WA 98195-3200

Foster School of Business
Office: 206-543-8761
Email: jisukim2@uw.edu

Research Interests: Loyalty programs, relationship marketing, customer dynamics, online strategies, customer privacy valuation

EDUCATION

University of Washington, Seattle WA, USA

Ph.D. Student in Marketing

Expected graduation in 2021

KAIST, College of Business, Seoul, Korea FT Ranking: Asia 1st, World Rank 20th in Executive Education (2015)

M.S. in Marketing (Cumulative GPA 3.8/4.3)

2015

Carnegie Mellon University, Dietrich College of Humanities and Social Sciences

B.S. in Information Systems (Cumulative GPA 3.7/4.0)

2010

RESEARCH EXPERIENCE

Publications

Lee, Ju-Yeon, Eric Fang, **Jisu J. Kim**, Xiaoling Li, and Robert W. Palmatier. "The Effect of Online Shopping Platform Strategies on Search, Display, and Membership Revenues." *Journal of Retailing* (2018).

- Lead article in the September issue of 2018

Research Under Review

Kim, Jisu J., Lena Steinhoff, and Robert W. Palmatier, "Toward an Integrative Theory of Loyalty Program Dynamics," revising for 3rd round at *Journal of the Academy of Marketing Science*.

Working Papers

Kim, Jisu J., Ju-Yeon Lee, Stephen A. Samaha, and Robert W. Palmatier. "Understanding the Effectiveness of Co-Branded Loyalty Programs," targeting *Journal of Marketing*

Kanuri, Vamsi, Lena Steinhoff, Jisu J. Kim, and Robert W. Palmatier. "The Effect of Ancillary Bundling on B2B Onboarding Performance," targeting *Journal of Marketing*

Scholarly Presentations (Presenter in bold)

Jisu J. Kim, Lena Steinhoff, and Robert W. Palmatier, (May 2017), "Loyalty Programs in Theory, Research, and Practice," *AMS Review Theory Forum, Coronado, CA*.

Stephen A. Samaha, **Lena Steinhoff**, **Jisu J. Kim**, and Robert W. Palmatier, (April 2017), "Caveman Marketing: The Key Role of Gratitude and Unfairness in Relationship Marketing," *AMA Global Marketing SIG Special Conference, Havana, Cuba*.

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PROFESSIONAL EXPERIENCE

Advanced Research Fellow at the Center for Sales and Marketing Strategy, *Seattle* 2016-present
Internship at Daumsoft Social Data Mining, *Seoul, Korea* Summer 2013
Consultant at CGI Federal, *Washington, DC* 2010-2012

TEACHING EXPERIENCE & SERVICE

TA with Teaching Component

EMBA – Marketing Strategy (Palmatier), Winter 2017, 2018, 2019

TA without Teaching Component

MBA – Strategic Pricing and Value Management (Shulman), Spring 2017

Undergraduate – Marketing Concepts (Borah), Spring 2018

AWARDS & HONORS

- Marketing Strategy Consortium Fellow, 2019
- Invitation to 2018 ISBM PhD Camp hosted by MIT, Sloan School of Management (Boston, MA)
- Academy of Marketing Science Doctoral Consortium Fellow, 2017
- Winner of 2017 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
 - Awarded \$1,000 and invited to present at 2017 AMS Review Theory Forum (Coronado, CA)
- AMA Global SIG Conference Doctoral Consortium Grant (2017)
 - Awarded \$500
- John Jacobi Distinguished Leader PhD Fellowship (2016, 2017, 2018)
- KAIST University Scholarship (2013-2015)
- Carnegie Mellon University Dean’s List and University Honors (2006-2010)

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of Marketing Science

REFERENCES

- Professor, Robert W. Palmatier, University of Washington, Foster School of Business. Phone: 206-913-3388; palmatrw@uw.edu
- Assistant Professor, Jonathan Z. Zhang, University of Washington, Foster School of Business. Phone: 206-543-5287; zaozao@uw.edu