

## 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:** Relationship dynamics, customer loyalty, online relationships, privacy

### EDUCATION

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#### University of Washington, Seattle WA, USA

**Ph.D.** Candidate in Marketing

Expected graduation in 2022

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

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

2015

#### Carnegie Mellon University, Pittsburgh, PA, USA

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

2010

### RESEARCH EXPERIENCE

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#### Publications

Kim, Jisu J., Lena Steinhoff, and Robert W. Palmatier, "An Emerging Theory of Loyalty Program Dynamics," forthcoming at *Journal of the Academy of Marketing Science*.

Lee, Ju-Yeon, Eric Fang, Jisu J. Kim, Xiaoling Li, and Robert W. Palmatier, (2018), "The Effect of Online Shopping Platform Channel Strategies on Search, Display, and Membership Revenues," *Journal of Retailing*, 94 (3), 247-264.

- Winner of the 2019 Davidson award for the best paper published in the *Journal of Retailing* in 2018
- Lead article in the September issue of 2018

Martin, Kelly, Jisu J. Kim, Robert W. Palmatier, Lena Steinhoff, Yonggui Wang, Scott Weaven. "Data Privacy in Retail," forthcoming at *Journal of Retailing*.

#### Research Under Review

Steinhoff, Lena, Vamsi K. Kanuri, Jisu J. Kim, and Robert W. Palmatier. "The Dynamic Tradeoffs of Cross-Selling B2B Services," under review at *Journal of Marketing Research*

#### Working Papers

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

**Jisu J. Kim**

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**PROFESSIONAL EXPERIENCE**

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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

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**TEACHING EXPERIENCE & SERVICE**

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TA with Teaching Component (highest evaluation of 4.53/5)  
EMBA – Marketing Strategy (Palmatier), Winter 2017, 2018, 2019, 2020

TA without Teaching Component  
MBA – Strategic Pricing and Value Management (Shulman), Spring 2017  
Undergraduate – Marketing Concepts (Borah), Spring 2018  
MBA – Customer Analytics (Mummalaneni), Fall 2019

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**AWARDS & HONORS**

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- 2020 AMA-Sheth Foundation Doctoral Consortium Fellow
- James B. Wiley Endowed PhD Fellowship (2020): Awarded \$12,000
- Marketing Strategy Consortium Fellow, 2019
- Invited 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 (Coronado, CA)
- AMA Global SIG Conference Doctoral Consortium Grant (2017): Awarded \$500
- John Jacobi Distinguished Leader PhD Fellowship (2016, 2017, 2018, 2019)
- KAIST University Scholarship (2013-2015)
- Carnegie Mellon University Dean’s List and University Honors (2006-2010)

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**PROFESSIONAL AFFILIATIONS**

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- American Marketing Association
- Academy of Marketing Science

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**REFERENCES**

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- Professor, Robert W. Palmatier, University of Washington, Foster School of Business. Phone: 206-913-3388; palmatrw@uw.edu
- Assistant Professor, Vamsi Kanuri, University of Notre Dame, Mendoza College of Business. Phone: 574-631-2399; vkanuri@nd.edu
- Assistant Professor, Irina V. Kozlenkova, University of Virginia, McIntire School of Commerce. Phone: 434-982-5623; irinak@virginia.edu