

## Jisu J. Kim

University of Washington  
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### EDUCATION

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#### University of Washington, Foster School of Business, Seattle, WA

**Ph.D.** Candidate in Marketing June 2022 (expected)

*Dissertation:* “Understanding Loyalty Program Dynamics”

Essay 1: “An Emerging Theory of Loyalty Program Dynamics” (published at *Journal of the Academy of Marketing Science*, 2021)

Essay 2: “Loyalty Program Enhancement Strategies: Dynamic Effects of Relational States”

*Minor:* Statistics

*Committee:* Robert Palmatier (Chair), Shailendra Jain, Oliver Rutz

**M.S.** in Business Administration (Marketing) 2019

#### 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 Management Engineering (Marketing) 2015

#### Carnegie Mellon University, Pittsburgh, PA

**B.S.** in Information Systems, concentration in Research Methods 2010

### RESEARCH

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**Research Interests:** Relationship dynamics, customer loyalty, retail marketing, online relationships, customer privacy, customer relationship management

#### Publications

Kim, Jisu J., Lena Steinhoff, and Robert W. Palmatier, (2021), “An Emerging Theory of Loyalty Program Dynamics,” *Journal of the Academy of Marketing Science*, 49, 71-95.

- Winner of AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles

Martin, Kelly, Jisu J. Kim, Robert W. Palmatier, Lena Steinhoff, Yonggui Wang, Scott Weaven, (2020), “Data Privacy in Retail,” *Journal of Retailing*, 96(4), 474-489.

- Winner of the 2021 *Davidson Award* for the best paper published in the *Journal of Retailing* in 2020
- Referenced in The Economist, Special Report on the “Retail Renaissance,” March 13, 2021

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

## Working Papers and Research in Progress

“Loyalty Program Enhancement Strategies: The Dynamic Effects of Loyalty States,” longitudinal field data analysis complete, two experiments complete, manuscript under preparation for submission to *Journal of Marketing* (with Ju-Yeon Lee, Stephen A. Samaha and Robert W. Palmatier, from the dissertation, abstract in appendix)

“The Dynamic Tradeoffs of Cross-Selling B2B Services,” qualitative study, longitudinal data analysis, field survey complete, collecting experiments, revising for reject and resubmit at *Journal of Marketing Research*, (with Lena Steinhoff, Vamsi K. Kanuri, and Robert W. Palmatier, abstract in appendix)

“Customer Loyalty and Customer Data Privacy Tensions,” collecting experimental data, targeting *Journal of Marketing Research* (with Robert W. Palmatier)

“Tripartite Customer Loyalty Mechanism Discovery: Interactive Live Streaming Context,” field data analysis and field survey analysis complete, analyzing additional data, targeting *Journal of Marketing* (with Seungwoo Choi)

## Presentations

“Loyalty Program Enhancement Strategies: Dynamic Effects of Relational States,” *University of Washington/University of British Columbia Annual Marketing Conference*, Virtual (2021).

“Loyalty Programs in Theory, Research, and Practice,” *AMS, Coronado, CA* (2017).

“Caveman Marketing: The Key Role of Gratitude and Unfairness in Relationship Marketing,” *AMA Global Marketing SIG Special Conference, Havana, Cuba* (2017).

## PROFESSIONAL EXPERIENCE

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Advanced Research Fellow at Center for Sales and Marketing Strategy, <i>Seattle, WA</i>	2016-present
Internship at Daumsoft Social Media Data Mining, <i>Seoul, Korea</i>	Summer 2013
Consultant at CGI Federal, <i>Washington, DC</i>	2010-2012
Co-op at Toyota, <i>Georgetown, Kentucky</i>	Jan-June 2009
Internship at Accenture, <i>Seoul, Korea</i>	Summer 2008

## TEACHING EXPERIENCE

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### Teaching Interests:

- Marketing Strategy, Customer Analytics, Customer Relationship Management, Marketing Principles, Digital Marketing and Retail Management
- Managerially focused courses at both undergraduate and graduate levels

## Teaching Experience:

TA with Teaching Component (teaching evaluations of 4.5/5.0)

Executive MBA – Marketing Strategy (Palmatier), Winter 2017, 2018, 2019, 2020

- Taught eight sessions to executive MBA students on topics including:
  - Segmentation and targeting analyses
  - Conjoint analysis
  - Choice modeling
  - Marketing research and survey design
- Consulted with student teams on business marketing plans
- Assisted students' use of Marketing Engineering and Enginuius by Decision Pro, Inc.
- Teaching ratings of 4.53 on a 0-5 scale (0=very poor, 5=excellent) on three measures: Overall Contribution, Knowledge, and Effectiveness

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

Undergraduate – Behavioral Research Lab (Schlosser), Spring 2020

Undergraduate – Strategic Product Management (Shulman), Spring 2021

HMBA – Product Management (Shulman), Spring 2021

## AWARDS & HONORS

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- 2021 Davidson Award for the best paper published in the *Journal of Retailing* in 2020
- 2021 AMA Retail & Pricing SIG Doctoral Student Award
- James B. Wiley Endowed PhD Fellowship: Awarded \$12,000 (2020), \$18,500 (2021)
- 2020 AMA-Sheth Foundation Doctoral Consortium Fellow
- 2019 Davidson Award for the best paper published in the *Journal of Retailing* in 2018
- 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): Awarded \$20,000 in total
- KAIST University Scholarship (2013-2015)
- Carnegie Mellon University Dean's List and University Honors (2006-2010)

## **ACADEMIC SERVICE AND PROFESSIONAL AFFILIATIONS**

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- Ad Hoc Reviewer for *Journal of the Academy of Marketing Science*
- American Marketing Association
  - Student Liaison for AMA Retail and Pricing SIG
- Academy of Marketing Science

## **REFERENCES**

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Robert W. Palmatier (Chair)

Professor of Marketing

John C. Narver Endowed Professor in Business Administration

Foster School of Business, University of Washington

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Kelly D. Martin

Professor of Marketing

Dean's Distinguished Research Fellow

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Vamsi K. Kanuri

Associate Professor of Marketing

Mendoza College of Business, University of Notre Dame

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