

Jisu J. Kim

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EDUCATION

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 1st, World Rank 20th 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

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

“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 and experiment complete, revising for reject and resubmit at *Journal of Marketing Research*, (with Lena Steinhoff, Vamsi K. Kanuri, and Robert W. Palmatier, abstract in appendix)

“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)

Research in Progress

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

“Customer Co-creation versus Consumption in Live Streaming Platform,” (Jisu Kim)

Presentations

“Loyalty Program Enhancement Strategies: Dynamic Effects of Loyalty 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

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

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 Enginius 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

- 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

- 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

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

College of Business, Colorado State University

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Vamsi K. Kanuri

Associate Professor of Marketing

Mendoza College of Business, University of Notre Dame

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