

	<p style="text-align: center;">Yenee Kim, PhD</p> <p style="text-align: center;">Assistant Professor – Speciality: Marketing</p> <p style="text-align: center;">Phone: + 33 (0)3 20 15 45 00 Fax: +33 (0)3 20 15 45 01 E-mail: yenee.kim@edhec.edu</p>
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Yenee Kim holds a PhD in Marketing and has been an Assistant Professor at EDHEC Business School since 2020. She presented her research at the American Marketing Association Academic Conferences, European Marketing Academy Annual Conferences, Association for Consumer Research Conference, and others. Her research interests are in information processing strategies, sales influence tactics, and retailing.

EDUCATION

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| 2020 | PhD Marketing - ESSEC Business School, France |
| 2017 | Master of Research (Business Administration) - ESSEC Business School |
| 2015 | M.S. (Marketing) - Seoul National University, South Korea |
| 2010 | B.S. (Economics & Finance) -Hanyang University, South Korea |

ACADEMIC EXPERIENCE

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| Sept. 2020 | Assistant Professor – Marketing
EDHEC Business School, France |
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TEACHING EXPERIENCE

- **EDHEC Business School**

Lecturer, Services Management (Bachelor)	Spring, 2021
Lecturer, Sales Management (Master)	Fall, 2020
Lecturer, Marketing Management (Master)	Fall, 2020
- **ESSEC Business School**

Lecturer, Marketing 2 (Bachelor)	Spring, 2020
Lecturer, Marketing 1 (Bachelor)	Fall, 2018
Lecturer, Fundamental Marketing (16 MOOC videos)	Sept. 2017
- **Seoul National University**

Teaching assistant, Consumer Behavior (Master)	Spring, 2014
Teaching assistant, Consumer Behavior (Executive MBA)	Fall, 2013

PUBLICATIONS & PAPERS UNDER REVIEW

Book Chapters

- ✓ **Kim, Yenee**, Malobi Mukherjee, and Reetika Gupta (2021-expected), “**A Bottom of Pyramid perspective on Quality Education in the Tropics**” in *Business, Industry and Trade in the Tropics* as part of the Book Series “*Advances in Research on the Tropics*,” Jacob Wood, K. Thirumaran, and Taha Chaiechi, Routledge Publishing.

RESEARCH IN PROGRESS

- ✓ **Kim, Yenee** and Richard G. McFarland, “**Abstract Versus Concrete Processing. The Significant Match Between Salespeople's Sales Influence Tactics and Customers' Shopping Goals**”
- ✓ **Kim, Yenee** and Richard G. McFarland, “**Selling to Experts vs. Novices. Adapting Rational Sales Influence Tactics to Customer Expertise Levels**”
- ✓ **Kim, Yenee**, Jun Yao, and Richard G. McFarland, “**The Bigger, the Better? The Influence of Store Spaciousness on Salience of Product Attributes in Customer Product Evaluations**”
- ✓ **Kim, Yenee**, Reetika Gupta, and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**”
- ✓ **Kim, Yenee** and Richard G. McFarland, “**Matching Visual Versus Verbal Presentation Types to Customers' Shopping Goals in Online Retailing**”

CONFERENCE PRESENTATIONS

Gupta, Reetika, **Yenee Kim**, and Malobi Mukherjee, “**Healthcare Conundrum in Subsistence Marketplaces**” 2021 Virtual Subsistence Marketplaces, May 28-30, 2021, Loyola Marymount University, Los Angeles, U.S.A.

Kim, Yenee and Richard G. McFarland, “**How the Feeling of Confinement Affects Salience in Product Quality Versus Product Price**” ACR Conference 2020, October 1-4, 2020, Paris, France. (*expected*)

Kim, Yenee and Richard G. McFarland, “**Selling to Experts and Novices: Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” GSSI Annual Conference 2020, June 3-6, 2020, Montpellier, France

Kim, Yenee and Richard G. McFarland, “**Selling to Experts and Novices: Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” 2019 AMA Summer Academic Conference, August 9-11, 2019, Chicago, U.S.A.

Kim, Yenee, Reetika Gupta and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**” The 41st Annual ISMS Marketing Science Conference, June 20-22, 2019, Rome, Italy.

Kim, Yenee and Richard G. McFarland, “**Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” The EMAC 48th Annual Conference, May 28-31, 2019, Hamburg, Germany.

Kim, Yenee and Richard G. McFarland, “**Feeling Versus Reasoning. The Significant Interaction Between Salespeople's Influence Tactics and Customers' Shopping Goals**” 2018 AMA Summer Academic Conference, August 10-12, 2018, Boston, U.S.A.

Kim, Yenee and Richard G. McFarland, “**The Bigger, the Better? The Influence of Store Spaciousness on Salience of Product Attributes in Consumer Product Evaluations**” 2018 AMA Summer Academic Conference, August 10-12, 2018, Boston, U.S.A.

Kim, Yenee, Reetika Gupta and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**” The EMAC 47th Annual Conference, May 29-June 1, 2018, Glasgow, U.K.

Kim, Yenee and Richard G. McFarland “**The Influence of Retail Store Aisle Widths and Shopping Stage on Consumer Satisfaction; Advancing Construal Level Theory**” The EMAC 30th Doctoral Colloquium, May 21-23, 2017, Groningen, Netherlands.

INVITED SEMINARS

Behavioural Week A 5-Day Exclusive Seminar, Topic: Consumer Behaviour, Aug. 9-13, 2021, Woxsen University.

WORKSHOP PARTICIPATION

- **Journal of the Academy of Marketing Science (JAMS) Paper Development Workshop**
Macquarie Business School, Sydney, Australia
Sept. 24-25, 2020 *(accepted through competitive selection)*
- **CFR Research School in Retailing**
Stockholm School of Economics, Stockholm, Sweden
Jan. 8-11, Mar. 19-22, Oct. 23-26, 2018 *(accepted through competitive selection)*
- **Eye Tracking in Desktop, Natural, and Virtual Environments**
Karlsruhe Institute of Technology, Karlsruhe, Germany
June 26-30, 2017 *(accepted through competitive selection)*

PROFESSIONAL SERVICE

Journals

- *Journal of Consumer Marketing*, Reviewer

Conferences

- 2021 Summer AMA Reviewer Apr. 2021
- 2021 Winter AMA Reviewer Oct. 2020
- 2020 Summer AMA Reviewer Mar. 2020
- Global Science Sales Institute Feb. 2020
- EMAC 10th Regional Conference Reviewer May 2019
- 2019 Summer AMA Reviewer Mar. 2019
- AMA Student Judge - Hugh G. Wales Outstanding Faculty Advisor Awards Feb. 2019

HONORS AND AWARDS

- 2017 ESSEC Annual Poster Session - 1st in Best Poster Design Dec. 2017
- 2017 ESSEC Annual Poster Session - 2nd in Best Poster Content Dec. 2017
- 2017 ESSEC Annual Poster Session - 2nd in Best Poster Presentation Dec. 2017
- Full Scholarship, Seoul National University Sep. 2014
- Full Scholarship, Seoul National University Mar. 2014
- Graduation with Honors, Hanyang University Feb. 2010
- Academic Excellence Scholarship, Hanyang University Mar. 2009
- Half Scholarship for Excellent Achievement, Hanyang University Sep. 2007