

TAMI KIM

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ACADEMIC POSITIONS

University of Virginia, Darden School of Business

Assistant Professor, Marketing (07/2017-)

Faculty Fellow, Batten Institute for Innovation and Entrepreneurship, 09/2020 –

EDUCATION

Harvard Business School

Doctor of Business Administration, Marketing

Harvard College

A.B., Government

cum laude

Recommended for High Honors in Field

HONORS AND AWARDS

Entrepreneurship and Innovation Grant, the Batten Institute, 2018-present

Wells Fargo Award for Excellence in Research, 2019

Finalist, Best Individual Paper, Society for Consumer Psychology, 2018

Harvard Business School Dean's Award, 2017

AMA-Sheth Doctoral Consortium Fellow, 2016

Best Presentation Award, Haring Symposium, 2016

The Wyss Award for Excellence in Doctoral Research (\$10K), 2015

RESEARCH INTERESTS

Digital information, Marketplace equality, Transparency, Implicit contracts, Interpersonal cognition

PUBLICATIONS (*alphabetical order)

Ximena Garcia-Rada and Tami Kim, "Shared Time Scarcity in Close Relationships and the Pursuit of Extraordinary Experiences," *Psychological Science*, forthcoming.

Kim, Tami, Ovul Sezer, Juliana Schroeder, Jane Risen, Francesca Gino, and Michael I. Norton (2021), "Work Group Rituals Enhance the Meaning of Work," *Organizational Behavior and Human Decision Processes*, 165: 197-212.

Kim, Tami, Lalin Anik, and Luca Cian (2021), "Feedback as a Two-way Street: When and Why

Rating Consumers Fails,” *Marketing Letters*, 1-12.

*Kim, Tami and *Daniel Martin (2021), “What Do Consumers Learn from Regulator Ratings? Evidence from Restaurant Hygiene Quality Disclosures,” *Journal of Economic Behavior & Organization*, 185: 234-249.

Kim, Tami, Kate Barasz, and Leslie K. John (2021), “Consumer Disclosure,” *Consumer Psychology Review*, 4(1): 59-69.

Kim, Tami, Ting Zhang, and Michael I. Norton (2019), “Pettness in Social Exchange,” *Journal of Experimental Psychology: General*, 148(2): 361-373.

Kim, Tami, Leslie K. John, Todd Rogers, and Michael I. Norton (2019), “Procedural Justice and the Risks of Consumer Voting,” *Management Science* 65(11): 5234–5251.

Kim, Tami, Kate Barasz, and Leslie K. John (2019), “Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness,” *Journal of Consumer Research*, 45(5): 906-932.

Barasz, Kate, Tami Kim, and Ioannis Evangelidis (2019), “I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice,” *Cognition*, 188: 85-97.

Buell, Ryan*, Tami Kim*, and Chia-Jung Tsay* (2017), “Creating Reciprocal Value through Operational Transparency,” *Management Science*, 63(6): 1673-1695.

Barasz, Kate, Tami Kim, and Leslie K. John (2016), “The Role of (Dis)similarity in (Mis)predicting Others’ Preferences,” *Journal of Marketing Research*, 53(4): 597-607.

Zhang, Ting, Tami Kim, Alison Wood Brooks, Francesca Gino, and Michael I. Norton (2014), “A ‘Present’ for the Future: The Unexpected Value of Rediscovery,” *Psychological Science*, 25: 1851-1860.

WORKING PAPERS (*alphabetical order, , **graduate student)

Kim, Tami, Evan Bruno, Luca Cian, and Gabrielle Adams, “The Effect of Genealogical Knowledge on Life Meaning,” *invited revision at Journal of Experimental Social Psychology* (Registered Report).

*Kim, Tami and *Alexandra Feldberg, “Combating Racial Discrimination in Customer Service with Foregrounding Interventions,” *reject and resubmit at Journal of Marketing Research*.

Raveendhran, Roshni, Tami Kim, and **June Ryu, “Changing the Channel in the COVID-19 Crisis: The Role of Digital Channels in Predicting Objective and Subjective Negotiation Outcomes,” *Technology, Mind, and Behavior* (Registered report, in principle acceptance).

Kim, Tami, “When is Censorship Permissible? Intent Sensitivity in Digital Censorship,”
Under review.

Kim, Tami and Ximena Garcia-Rada, “From Lovers to Coworkers: The Interplay between Self
and Partner’s Identity Gap and Consequences for Relationship Well-being,” *under review.*

Kim, Tami and Ioannis Evangelidis, “What is Familiar is Fair: Voters’ Bias toward Single Choice
Voting,” *under review.*

Barasz, Kate and Tami Kim, “Choice Perception: Making Sense (and Nonsense) of Others’
Decisions,” *under review.*

SELECTED WORKS IN PROGRESS (**alphabetical order*, ***graduate student*)

“Interpersonal Perceptions and Predictions” (Introductory article for the *Current Opinion in
Psychology* on Interpersonal Perceptions and Predictions) with Kate Barasz, *manuscript in
preparation.*

“Forced Micro-tipping in the Digital Age: A Field Experiment,” with Roshni Raveendhran,
data collection in progress.

“Cancel Culture,” with **Max Alberhasky, *data collection in progress.*

“Digital Channels and Workplace outcomes,” with **June Ryu and Roshni Raveendhran,
data collection in progress.

“Petty revenge: The Sense of Schadenfreude from Small Victories,” with Gabrielle Adams and
Erin Frey, *data collection in progress.*

“Temporary Sharing and Perceived Brand Authenticity,” with **Polina Landgraf, *data collection
in progress.*

OTHER PUBLICATIONS (**equal authorship*)

Kim, Tami and Michael I. Norton (June 10, 2018), “Why Using Payment Apps Can Hurt Your
Relationships,” *The Wall Street Journal.*

Feldberg, Alexandra* and Tami Kim* (May 28, 2018), “How Companies Can Identify Racial and
Gender Bias in Their Customer Service,” *Harvard Business Review.*

Feldberg, Alexandra* and Tami Kim* (April 20, 2018), “Beyond Starbucks: How Racism Shapes
Customer Service,” *The New York Times.*

John, Leslie K., Tami Kim, and Kate Barasz (2018), “Targeted Ads Without the Ick Factor: Don’t
Take Personalization Too Far,” *Harvard Business Review*, 96 (1): 62-69.

Buell, Ryan, Tami Kim, and Chia-Jung Tsay (2014), “Cooks Make Tastier Food When They Can See Their Customers,” *Harvard Business Review*, 92(11): 34-35.

COURSE MATERIALS

Ferrera, Ryan, Winfred Hills, Lalin Anik, Luca Cian, Tami Kim, Thomas Steenburgh, and Kimberly Whitler. “Conjoint Analysis: Estimating Consumer Preferences,” Darden Business School exercise M-1002 (2020) and teaching note M-1002TN (2020).

Kim, Tami and Gerry Yemen. “Managing User Generated Content,” Darden Business School case M-0976 (2020) and teaching note M-0976TN (2020).

Kim, Tami and Gerry Yemen. “Facebook, Cambridge Analytica, and the (uncertain) Future of Online Privacy,” Darden Business School case M-0979 (2020) and teaching note M-0979TN (2020).

“Getting in League with Legends,” with Thomas Steenburgh and Gerry Yemen, *in preparation*.

“Andrew Yang: Creating a Successful Digital Campaign,” with Gerry Yemen, *in preparation*

INVITED TALKS

Haas School of Business, University of California at Berkeley (Marketing), April 2021
Cornell University, Johnson Graduate School of Management (Marketing), December 2020
Amazon Alexa App/Smart Home, December 2020
IIEX Behavioral Conference, July 2020
Salesforce Changemakers, July 2020
IMS/HBS Data Science Conference, April 2020 (Cancelled Due to Covid-19)
Yale School of Management (Marketing), November 2019
Facebook (Digital Marketing Workshop), July 2019
Stanford Graduate School of Business (Marketing), April 2019
Western Carolina University, April 2019
Wharton School, University of Pennsylvania (OID), December 2018
University of Virginia (Psychology), October 2018
Maritz e4, August 2018
Massachusetts Institute of Technology, November 2016
University of Notre Dame, November 2016
University College London, November 2016
National University Singapore, November 2016
Emory University, October 2016
Rutgers University, October 2016
University of Maryland, October 2016
UVA Darden School of Business, October 2016
Washington University in St. Louis, September 2016

Singapore Management University, September 2016
Marketing Science Institute, August 2016
Haring Symposium, April 2016
Google Re:Work, October 2014

SELECTED CONFERENCE PRESENTATIONS (*Denotes presenting author)

Kim, Tami*, Alexandra Feldberg. Racial Discrimination in Customer Service. *Association for Consumer Research*, October 2020.

Kim, Tami*, Kate Barasz, Leslie John, and Michael Norton. Calculators for Women: When Gender Identity Appeals Backfire. *Association for Consumer Research*, October 2019, Atlanta, GA.

Kim, Tami*, Lalin Anik, and Luca Cian. Feedback as a Two-way Street: When Rating Consumers Backfires. *Theory + Practice in Marketing*, May 2019, New York, NY.

Kim, Tami*, Lalin Anik, and Luca Cian. Feedback as a Two-way Street: When Rating Consumers Backfires. *Society for Consumer Psychology*, February 2019, Savannah, Georgia.

Barasz, Kate, Tami Kim*, and Ioannis Evangelidis. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Association for Consumer Research*, October 2018, Dallas, TX.

Kim, Tami*, Ting Zhang, and Michael I. Norton. Pettiness in Social Exchange. *International Association for Conflict Management*, July 2018, Philadelphia, PA.

Barasz, Kate, Tami Kim*, and Ioannis Evangelidis. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Data, Dollars, and Votes: The Intersection of Marketing and Politics*, May 2018, Washington D.C.

Kim, Tami*, Kate Barasz, Leslie John, and Michael Norton. Pointlessly Gendered: Reactance to Typecasting. *Society for Consumer Psychology*, February 2018, Dallas, TX.

Barasz, Kate*, Tami Kim, and Ioannis Evangelidis. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Society for Consumer Psychology*, February 2018, Dallas, TX.

Kim, Tami*, Kate Barasz, Leslie John, and Michael Norton. Pointlessly Gendered: Reactance to Typecasting. *Symposium for Emerging Marketing Scholars*, December 2017, Logan, UT.

Kim, Tami*, Ting Zhang, and Michael I. Norton. Pettiness in Communal-sharing and Market-Pricing Relationships. *Association for Consumer Research*, October 2016, Berlin, Germany.

Barasz, Kate*, Tami Kim, and Leslie K. John. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.

Buell, Ryan, Tami Kim*, and Chia-Jung Tsay. Creating Reciprocal Value through Operational Transparency. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.

Buell, Ryan*, Tami Kim, and Chia-Jung Tsay. Creating Reciprocal Value through Operational Transparency. *INFORMS*, November 2015, Philadelphia, PA.

Zhang, Ting, Tami Kim*, Alison Wood Brooks, Francesca Gino, and Michael I. Norton. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Society of Judgment and Decision Making*, November 2014, Long Beach, CA.

Zhang, Ting, Tami Kim*, Alison Wood Brooks, Francesca Gino, and Michael I. Norton. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Association for Consumer Research*, October 2014, Baltimore, MD.

Barasz, Kate, Tami Kim*, and Leslie K. John. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Behavioral Decision Research in Management*, July 2014, London, United Kingdom.

Kim, Tami*, Leslie K. John, Todd Rogers, and Michael I. Norton. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Association for Consumer Research*, October 2013, Chicago, IL.

Kim, Tami*, Leslie K. John, Todd Rogers, and Michael I. Norton. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Society for Consumer Psychology*, February 2013, San Antonio, TX.

SERVICE

Co-Editor, Special Issue of *Current Opinion in Psychology* (People Watching: Interpersonal Perceptions and Predictions) (2022)

Ad-hoc Reviewer:

Proceedings of the National Academy of Sciences

Management Science

Organizational Behavior and Human Decision Processes

TEACHING AND INSTITUTIONAL SERVICE

Women@Darden 2.0 Steering Committee, 2020-

Marketing Area Recruiting Committee, 2020

Co-Founder, PEER Research Lab, 2018-present

Digital Marketing (MBA elective), 2018-present

First Year Marketing (MBA Core), 2017-present

Course Instructor, Consumer Behavior, Harvard Extension School, 2014 & 2015

Wyss Doctoral Mentoring Awards Committee, Harvard Business School, 2015-2017

Co-Head Tutor, Harvard Program for Research in Markets and Organizations, 2014 & 2015

Undergraduate Research Advisor, Decision Making & Negotiation, 2012-2017

AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making