

SARA KIM

SCHOOL OF BUSINESS, THE UNIVERSITY OF HONG KONG

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EDUCATION

Assistant Professor, since 2012

School of Business, University of Hong Kong, Hong Kong

Ph.D., Marketing, June 2012

Booth School of Business, University of Chicago, Chicago, IL

MBA, June 2012

Booth School of Business, University of Chicago, Chicago, IL

M.S., Marketing, March 2006

KAIST (Korea Advanced Institute of Science and Technology) Business School, Korea

B.S., Management Engineering, March 2003

KAIST, Korea

RESEARCH INTERESTS

Self-Affirmation and Consumer Emotion System, Consumer Judgment and Decision Making,
Consumer Preference Formation and Word-of-Mouth Behavior

PUBLICATIONS

- Kim, Sara and Ann L. McGill (2011), "Gaming with Mr. Slot or Gaming the Slot Machine? Power, Anthropomorphism, and Risk Perception," *Journal of Consumer Research*, 38 (1), 94-107.
- Kim, Sara and Aparna A. Labroo (2011), "From 'Inherent Value' to 'Incentive Value': When and Why Pointless Effort Enhances Consumer Preference," *Journal of Consumer Research*, 38 (4), 712-42.
- Labroo, Aparna A. and Sara Kim (2009), "The 'Instrumentality' Heuristic: Why Metacognitive Difficulty Is Desirable During Goal Pursuit," *Psychological Science*, 20 (1), 127-34.

WORKING PAPERS AND SELECTED RESEARCH IN PROGRESS

- Kim, Sara and Ann L. McGill, "The Asymmetric Effect of Self-Affirmation on Estimates of One's Own vs. Others' Emotions and Its Influence on Resource Allocation"
- Kim, Sara and Ann L. McGill, "Calm but Cruel: How Self-Affirmation Changes WOM Intentions for the Self versus Others"
- Kim, Youngsoo, Minhi Hahn, and Sara Kim "Egoistic Altruism: Intrinsic Self-Benefit Appeals Encourage More Donations When People Face Death"

PROFESSIONAL SERVICE

Reviewer for the *Journal of Consumer Research* (2011)

Trainee reviewer for the *Journal of Consumer Research* (2009-2010)

Reviewer for the *Society for Consumer Psychology* Conference (2011)

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow, Texas Christian University, 2010

Haring Symposium Fellow, 2010

Summer Research Grant, Booth School of Business, University of Chicago, 2008

Research Fellowship, Booth School of Business, University of Chicago, 2007-2012