

PUREUM KIM
Ph.D. Student, Marketing
 Eller College of Management
 University of Arizona
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EDUCATION

University of Arizona, Tucson, AZ Ph.D. in Marketing Minor in Social Psychology Graduate Certificate in Computational Social Science	2018-2023
University of Arizona, Tucson, AZ M.S. in Marketing	2017-2018
Georgia Institute of Technology, Atlanta, GA B.S. in Biology	2011-2015

RESEARCH INTERESTS

Substantive

- Experiential consumption
- Political consumption
- Word-of-mouth
- Judgment and decision making

Methodological

- Text analysis
- Machine learning
- Natural language processing

RESEARCH IN PROGRESS

“Confidence in Online Reviews for Experiential (vs. Material) Purchases” with Anastasiya Ghosh and Martin Reimann

Multiple studies collected, secondary data analyzed, preparing manuscript

“More Donations = More Votes? The Relationship between Small Donor Contribution Formats and Subsequent Political Behaviors” with Gustavo Schneider and Anastasiya Ghosh

Preparing manuscript to submit to Political Psychology

“Intentional Humor” with Caleb Warren
Three lab studies collected

“Repeat Joint Consumption” with Anastasiya Ghosh
Three lab studies collected

“Artificial Intelligence and Charitable Giving” with Anastasiya Ghosh and Aparna Labroo
Idea Stage

AWARDS AND HONORS

Eller College Small Research Grant (\$2,000) for *Self-Signaling Through Discretionary Spending*, December 2020

Eller College Small Research Grant (\$1,500) for *Reviewing Experiential Consumption*, December 2019

ACR Transformative Consumer Research Grant (\$2,480) for *Consumer Political Participation: Consistency and Licensing Effects of Small Donor Contributions*, November 2019

CONFERENCE AND SYMPOSIUM PRESENTATIONS

Poster session on “When Political Donors Remain Engaged: Understanding How Numerical Markers and Format of Past Political Contribution Influence Subsequent Political Participation”, Society for Consumer Psychology Boutique Conference: Numerical Markers in Judgments, Choices, and Consumption Experiences, September 2021

Mittelstaedt and Gentry Virtual Doctoral Symposium, Discussant, April 2021

Poster session on “Confidence in Online Reviews for Experiential (vs. Material) Purchases”, Society for Consumer Psychology Annual Conference, March 2021.

Special session on “What Drives Consumers to Perceive Experiences and Material Goods Differently?” Association for Consumer Research Annual Conference, October 2020. Role: Session chair. Presented the project, “Why Are Reviews of Experiential Purchases Less Credible?”

TEACHING EXPERIENCE

Instructor

Marketing Principles, Concepts, and Tools (Undergraduate), Summer 2020
Teaching Evaluation 4.75/5.0

Teaching Assistant

Consumer Behavior (Undergraduate), Fall 2020
Digital Marketing (MBA), Fall 2020
Brand Management (Undergraduate), Fall 2018, 2019, 2020, Spring 2021
Product Development and Brand Strategies (Undergraduate), Fall 2017, Spring 2018
Retail Mathematics (Undergraduate), Fall 2017, Spring 2018
Retail Promotion and Visual Merchandising (Undergraduate), Spring 2018

DOCTORAL COURSEWORK

Marketing

Marketing Strategy	Mrinal Ghosh
Socio-Cultural Aspects of Consumer Behavior	Melanie Wallendorf
Marketing Theory I	Martin Reimann
Marketing Theory II	Merrie Brucks
Foundations of Consumer Psychology	Merrie Brucks
Judgment and Decision Making	Anastasiya Ghosh
Marketing Research Method I	Mrinal Ghosh
Marketing Research Method II	Jennifer Savary
Marketing Decision Models	Bikram Ghosh

Research Methods

Univariate Analysis	Tamar Kugler
Multivariate Analysis	Tamar Kugler
Advanced Linear Models	Monica Erbacher
Behavioral Science Theory and Methods	Nathan Podsakoff
Field Research Methods	Nathan Podsakoff
Computational Social Science	Yotam Shmargad
Academic Writing	Caleb Warren
Digital Traces in Political and Social Research	Yotam Shmargad

Psychology

Advanced Social Psychology	Jeff Greenberg
Experimental Existential Psychology	Daniel Sullivan
Attitudes and Social Cognition	Jeff Stone

CITIZENSHIP AND SERVICE

Experimental (Marketing) Lab Manager (Aug 2021-Present)

Graduate and Professional Student Council Grants Judge (February 2019-Present)
Evaluate grant applications for University of Arizona's graduate students

Graduate Writing Institute Program, Peer-Review Group Member (June 2019)

Assisted peers to workshop ideas and gave constructive feedback on their work

AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology