

TAMI KIM

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ACADEMIC POSITIONS

Assistant Professor of Marketing, University of Virginia, Darden School of Business (07/2017-)

EDUCATION

Harvard Business School (DBA in Marketing)

- *Dissertation*: Implicit Contracts and Consumer Behavior
- *Committee*: Michael I. Norton (chair), Leslie K. John, John Gourville, and Ryan Buell

Harvard College (A.B. in Government)

- *cum laude*
- Recommended for High Honors in Field

HONORS AND AWARDS

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

Implicit contracts, Empowerment, Transparency, Reciprocity, Interpersonal Attributions, Judgment and decision making

PUBLICATIONS (*In alphabetical order)

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

Kim, Tami, Kate Barasz, and Leslie K. John, "Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness," *invited revision at Journal of Consumer Research*.

Kim, Tami, Leslie K. John, Todd Rogers, and Michael I. Norton, "The Rewards and Risks of Consumer Voting," *invited revision at Management Science*.

Kim, Tami, Ting Zhang, and Michael I. Norton, "Pettness in Social Exchange," *invited revision at Journal of Experimental Psychology: General*.

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, "I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice," *invited revision at Cognition*.

Kim, Tami, Ovul Sezer, Juliana Schroeder, Jane Risen, Francesca Gino, and Michael I. Norton, "Group Rituals Improve Social Coordination and Effort," *under review*.

Feldberg, Alexandra* and Tami Kim*, "Are you a Guest? Field Experiments on Racial Discrimination in Customer Service," *under review*.

SELECTED WORKS IN PROGRESS (*In alphabetical order)

Kim, Tami, Kate Barasz, Leslie John, and Michael I. Norton, "Pointlessly Gendered: Reactance to Typecasting," *manuscript in preparation*.

Feldberg, Alexandra* and Tami Kim*, "Opting In? Gender and Racial Discrimination along the Pathway to Workforce Reentry," *manuscript in preparation*.

OTHER PUBLICATIONS

John, Leslie K., Tami Kim, and Kate Barasz (forthcoming in Jan-Feb 2018 print issue), "Targeted Ads Without the Ick Factor: Don't Take Personalization Too Far," *Harvard Business Review*.

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.

SELECTED CONFERENCE PRESENTATIONS (*Denotes presenting author)

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.

INVITED TALKS

Google Re:Work, October 2014
Marketing Science Institute, August 2016
Haring Symposium, April 2016
Singapore Management University, September 2016
Washington University in St. Louis, September 2016
Emory University, October 2016
Rutgers University, October 2016
University of Maryland, October 2016
University of Virginia, October 2016
Massachusetts Institute of Technology, November 2016
University of Notre Dame, November 2016
University College London, November 2016
National University Singapore, November 2016

AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making

TEACHING AND INSTITUTIONAL SERVICE

Course Instructor, Consumer Behavior, Harvard Extension School, 2014 & 2015
Wyss Doctoral Mentoring Awards Committee, Harvard Business School, 2015-Present
Co-Head Tutor, Harvard Program for Research in Markets and Organizations, 2014 & 2015
Undergraduate Research Advisor, Decision Making & Negotiation, 2012-Present
First-year Residential Advisor, Harvard College, 2012-2014

MEDIA COVERAGE

The New York Times, Time, The Atlantic, Business Insider, New Republic, New York Magazine, Yahoo News, The Boston Globe, The Washington Post