

# TAMI KIM

tami.kim@tuck.dartmouth.edu

<https://www.tuck.dartmouth.edu/faculty/faculty-directory/tami-kim>

## ACADEMIC POSITIONS

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### **Tuck School of Business, Dartmouth College**

Associate Professor (without tenure), Marketing (07/2024 – )

### **University of Virginia, Darden School of Business**

Assistant Professor, Marketing (07/2017 – 05/2024)

Faculty Fellow, Batten Institute for Innovation and Entrepreneurship (09/2020 – 05/2024)

## EDUCATION

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### **Harvard Business School**

Doctor of Business Administration, Marketing

### **Harvard College**

A.B., Government

*cum laude*

Recommended for High Honors in Field

## HONORS AND AWARDS

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Poets & Quants, Best 40 Under 40 Business School Professors, 2023

Best in Track Paper Award, American Marketing Association, 2022

Price Center for Entrepreneurship & Innovation, UCLA (with Jana Gallus), 2022-2023

Winner, Darden Faculty Diversity Award (Student nominated), 2022

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, 2015

## PUBLICATIONS

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**Kim, T.** (in press), When is Digital Censorship Permissible? A Conversation Norms Account, *Journal of Consumer Research*.

Davis, N.A. & **Kim, T.** (in press), Owner Attribute Label Increases Perceived Competence for Women Business Owners, *Journal of Consumer Research*.

- Garcia-Rada, X., **Kim, T.**, & Liu, P. (2025), Consumption-Based Sacrifice, *Journal of Consumer Psychology*, 35(1), 61-80.
- Landgraf, P. & **Kim, T.** (2024) Censorship as a Form of Consumer Activism, *Journal of Association of Consumer Research*, 9(4), 378-389.
- Kim, T.**, Austin, M., Cian, L., & Adams, G (2023). The Effect of Ancestral Information on Life Meaning (Registered Report), *Journal of Experimental Social Psychology*, 111, 104563.
- Kim, T.**, Barasz, K., Norton, M.I., & John, L.K (2023). When Identity Appeals Lead to Consumer Avoidance, *Journal of Association of Consumer Research*, 8(1), 72-82.
- Barasz, K. & **Kim, T.** (2022). A Field Guide to People Watching, *Current Opinion in Psychology*, 45, 101301-101301.
- Raveendhran, R., **Kim, T.**, & Ryu, J. The Role of Digital Channels in Predicting Objective and Subjective Negotiation Outcomes, *Technology, Mind, and Behavior*, 3(1: Spring 2022).
- Barasz, K. & **Kim, T.** (2022). Choice Perception: Making Sense (and Nonsense) of Others' Decisions, *Current Opinion in Psychology*, 43, 176-181.
- Garcia-Rada, X. & **Kim, T.** (2021). Shared Time Scarcity in Close Relationships and the Pursuit of Extraordinary Experiences, *Psychological Science*, 32(12),1871-1883.
- Kim, T.**, Sezer, O., Schroeder, J., Risen, J., Gino, F., & Norton, M. (2021). Work Group Rituals Enhance the Meaning of Work, *Organizational Behavior and Human Decision Processes*, 165, 197-212.
- Kim, T.**, Anik, L., & Cian, L. (2021). Feedback as a Two-way Street: When and Why Rating Consumers Fails, *Marketing Letters*, 1-12.
- Kim, T.** & Martin, D. (2021). What Do Consumers Learn from Regulator Ratings? Evidence from Restaurant Hygiene Quality Disclosures, *Journal of Economic Behavior & Organization*, 185, 234-249.
- Kim, T.**, Barasz, K., & John, L.K. (2021). Consumer Disclosure, *Consumer Psychology Review*, 4(1), 59-69.
- Kim, T.**, Zhang, T., & Norton, M.I. (2019). Pettiness in Social Exchange, *Journal of Experimental Psychology: General*, 148(2), 361-373.
- Kim, T.**, John, L.K., Rogers, T., & Norton, M.I. (2019). Procedural Justice and the Risks of

Consumer Voting, *Management Science* 65(11), 5234–5251.

**Kim, T.**, Barasz, K., & John, L.K. (2019). Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness, *Journal of Consumer Research*, 45(5), 906-932.

Barasz, K., **Kim, T.**, & Evangelidis, I. (2019). I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice, *Cognition*, 188, 85-97.

Buell, R., **Kim, T.**, & Tsay, C. (2017). Creating Reciprocal Value through Operational Transparency, *Management Science*, 63(6), 1673-1695.

Barasz, K., **Kim, T.**, & John, L.K. (2016). The Role of (Dis)similarity in (Mis)predicting Others' Preferences, *Journal of Marketing Research*, 53(4), 597-607.

Zhang, T., **Kim, T.**, Brooks, A., Gino, F., & Norton, M.I. (2014). A 'Present' for the Future: The Unexpected Value of Rediscovery, *Psychological Science*, 25, 1851-1860.

## **SELECT WORKS IN PROGRESS**

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Landgraf, P. & **Kim, T.** The Psychology of Media Censorship, *manuscript in preparation*.

Siev, J., Hagerty, S., **Kim, T.**, & Cian, L. Neutral Necessities: Product Type Shapes Consumer Opposition to Corporate Sociopolitical Activism, *manuscript in preparation*.

Siev, J., Hagerty, S., & **Kim, T.** Liberal Hypocrisy Effect, *manuscript in preparation*.

Hagerty, S., Siev, J., & **Kim, T.** A Penny Saved: How regulatory focus affects financial advice given to lower-income individuals, *manuscript in preparation*.

Raveendhran, R., Karunakaran, A., & **Kim, T.** Artificial Intelligence and Workforce Skill Development: Exploring the Role of Meaning in Worker Deskilling versus Upskilling, *under review*.

Ryu, J., Raveendhran, R., & **Kim, T.** The Slack Effect: Digital Messaging Platforms Integrate Work-Nonwork Boundaries in Both Good and Bad Ways, *manuscript in preparation*.

## **PRACTITIONER PUBLICATIONS**

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Feldberg, A. & **Kim, T.** (2021). Fighting Bias on the Frontlines, *Harvard Business Review*, 99(6), 90-98.

**Kim, T.** & Norton, M.I. (June 10, 2018). Why Using Payment Apps Can Hurt Your Relationships, *The Wall Street Journal*.

Feldberg, A. & **Kim, T.** (May 28, 2018). "How Companies Can Identify Racial and Gender Bias in Their Customer Service," *Harvard Business Review*.

Feldberg, A. & **Kim, T.** (April 20, 2018). Beyond Starbucks: How Racism Shapes Customer Service, *The New York Times*.

John, L.K., **Kim, T.**, & Barasz, K. (2018). Targeted Ads Without the Ick Factor: Don't Take Personalization Too Far, *Harvard Business Review*, 96(1), 62-69.

Buell, R., **Kim, T.**, & Tsay, C. (2014). Cooks Make Tastier Food When They Can See Their Customers, *Harvard Business Review*, 92(11), 34-35.

## **COURSE MATERIALS**

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**Kim, T.** & Boatright, B. (2024) DuckDuckGo: Who's Flocking to This Search Engine? Darden Business School case M-1052.

Steenburgh, T., **Kim, T.**, & Yemen, G. (2022) Mastercard: Getting in League with Legends, Darden Business School case M-1008.

**Kim, T.** & Yemen, G. (2021). Andrew Yang: A New Way Marketing Campaign, Darden Business School case M-1018.

Venkatesan, R. & **Kim, T.** (2021). Customer Journey Map, Darden Business School exercise M-1012.

Venkatesan, R. & **Kim, T.** (2021). Customer Insights, Darden Business School exercise M-1013.

Ferrera, R., Hills, W., Anik, L., Cian, L., **Kim, T.**, Steenburgh, T., & Whitley, K. (2020) Conjoint Analysis: Estimating Consumer Preferences, Darden Business School exercise M-1002 and teaching note M-1002TN.

**Kim, T.** & Yemen, G. (2020). Managing User Generated Content, Darden Business School case M-0976 and teaching note M-0976TN.

**Kim, T.** & Yemen, G. (2020). Facebook, Cambridge Analytica, and the (uncertain) Future of Online Privacy, Darden Business School case M-0979 and teaching note M-0979TN.

## **INVITED TALKS**

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HKUST (Marketing), May 2025

AMA Artificial Intelligence SIG, March 2025

Baxter, November 2022

Dartmouth Tuck School of Business, October 2022

Mid-Atlantic Research Conference, May 2022

George Washington University (Marketing), April 2022

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

## CONFERENCE PRESENTATIONS

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- Siev, J., Hagerty, S., & Kim, T. Liberal Hypocrisy Effect, *Society for Consumer Psychology*, February 2025.
- Siev, J., Hagerty, S., Kim, T., & Cian, L. Neutral Necessities: Product Type Shapes Consumer Opposition to Corporate Sociopolitical Activism, *Association for Consumer Research*, October 2024.
- Siev, J., Hagerty, S., Kim, T., & Cian, L. Neutral Necessities: Product Type Shapes Consumer Opposition to Corporate Sociopolitical Activism, *Society for Consumer Psychology*, March 2024.
- Landgraf, P. & Kim, T. The Psychology of Consumer-Driven Media Censorship, *Association for Consumer Research*, October 2022.
- Ryu, J., Raveendhran, R., & Kim, T. The Slack Effect: Digital Messaging Platforms Integrate Work-Nonwork Boundaries in Both Good and Bad Ways, *Association for Consumer Research*, October 2022.

- Garcia-Rada, X., Kim, T., & Liu, P. Consumption-Based Sacrifice, *Association for Consumer Research*, October 2022.
- Davis, N.A. & Kim, T. Owner Attribute Label Increases Perceived Competence for Marginalized Populations, *Association for Consumer Research*, October 2022.
- Davis, N.A. & Kim, T. Owner Attribute Label Increases Perceived Competence for Marginalized Populations, *American Marketing Association*, August 2022
- Kim, T. When is Censorship Permissible? Intent Sensitivity in Digital Censorship. *Association for Consumer Research*, October 2020.
- Feldberg, A. & Kim, T. Racial Discrimination in Customer Service. *INFORMS*, October 2021.
- Feldberg, A. & Kim, T. Racial Discrimination in Customer Service. *Association for Consumer Research*, October 2020.
- Kim, T., Barasz, K., Norton, M.I., & John, L.K. Calculators for Women: When Gender Identity Appeals Backfire. *Association for Consumer Research*, October 2019, Atlanta, GA.
- Kim, T., Anik, L., & Cian, L. Feedback as a Two-way Street: When Rating Consumers Backfires. *Theory + Practice in Marketing*, May 2019, New York, NY.
- Kim, T., Anik, L., & Cian, L. Feedback as a Two-way Street: When Rating Consumers Backfires. *Society for Consumer Psychology*, February 2019, Savannah, Georgia.
- Barasz, K., Kim, T., & Evangelidis, I. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Association for Consumer Research*, October 2018, Dallas, TX.
- Kim, T., Zhang, T., & Norton, M.I. Pettiness in Social Exchange. *International Association for Conflict Management*, July 2018, Philadelphia, PA.
- Barasz, K., Kim, T., & Evangelidis, I. 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, T., Barasz, K., Norton, M.I., & John, L.K. Pointlessly Gendered: Reactance to Typecasting. *Society for Consumer Psychology*, February 2018, Dallas, TX.
- Barasz, K., Kim, T., & Evangelidis, I. I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice. *Society for Consumer Psychology*, February 2018, Dallas, TX.

- Kim, T., Barasz, K., Norton, M.I., & John, L.K. Pointlessly Gendered: Reactance to Typecasting. *Symposium for Emerging Marketing Scholars*, December 2017, Logan, UT.
- Kim, T., Zhang, T., & Norton, M.I. Pettiness in Communal-sharing and Market-Pricing Relationships. *Association for Consumer Research*, October 2016, Berlin, Germany.
- Barasz, K., Kim, T., & John, L.K. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.
- Buell, R., Kim, T., & Tsay, C. Creating Reciprocal Value through Operational Transparency. *Society for Consumer Psychology*, February 2015, Phoenix, AZ.
- Buell, R., Kim, T., & Tsay, C. Creating Reciprocal Value through Operational Transparency. *INFORMS*, November 2015, Philadelphia, PA.
- Zhang, T., Kim, T., Brooks, A., Gino, F., & Norton, M.I. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Society of Judgment and Decision Making*, November 2014, Long Beach, CA.
- Zhang, T., Kim, T., Brooks, A., Gino, F., & Norton, M.I. A 'Present' for the Future: The Unexpected Value of Rediscovery. *Association for Consumer Research*, October 2014, Baltimore, MD.
- Barasz, K., Kim, T., & John, L.K. The Role of (Dis)similarity in (Mis)predicting Others' Preferences. *Behavioral Decision Research in Management*, July 2014, London, United Kingdom.
- Kim, T., John, L.K., Rogers, T., & Norton, M.I. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Association for Consumer Research*, October 2013, Chicago, IL.
- Kim, T., John, L.K., Rogers, T., & Norton, M.I. What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment. *Society for Consumer Psychology*, February 2013, San Antonio, TX.

## **SERVICE**

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

Ad-hoc Reviewer: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, *Organizational Behavior and Human Decision Processes*, *Proceedings of the National Academy of Sciences*, *Psychological Science*

## **INSTITUTIONAL SERVICE**

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Faculty Advisor, Darden Graduate Women in Business Club, 2022-2023  
Research, Course Development, and Doctoral Policy Committee, 2021-2024  
Women@Darden 2.0 Steering Committee, 2020-2023  
Marketing Area Recruiting Committee, 2020-2022  
Co-Founder, PEER Research Lab, 2018-2024  
Digital Marketing (MBA elective), 2018-2024  
First Year Marketing (MBA Core), 2017-2024  
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**

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