



Yenee Kim, PhD

Assistant Professor – Speciality: Marketing

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Yenee Kim holds a PhD in Marketing and has been an Assistant Professor at EDHEC Business School since 2020. Her research is aimed at theory building in customer-based strategy focusing on the context of retail salesperson activities and the retail environment to provide substantive, managerial insights.

EDUCATION

2020	PhD Marketing - ESSEC Business School, France
2017	Master of Research (Business Administration) - ESSEC Business School
2015	M.S. (Marketing) - Seoul National University, South Korea
2010	B.S. (Economics & Finance) -Hanyang University, South Korea

ACADEMIC EXPERIENCE

Assistant Professor – Marketing Sept. 2020 – present
EDHEC Business School, France

Lecturer – Marketing Sept. 2018 – June 2020
ESSEC Business School, France

TEACHING EXPERIENCE

- **EDHEC Business School**
 - Services Management (Bachelor)
 - Sales Management (Master)
 - Marketing Management (Master)
 - Business Research Methods (EMBA, Master)
- **ESSEC Business School**
 - Marketing 1, 2 (Bachelor)
 - Fundamental Marketing (MOOC)

PUBLICATIONS

Academic Articles

- ✓ **Kim, Yenee** and Richard G. McFarland (2024), “**Are you looking for something specific or just looking around? Adaptive selling on the basis of customer shopping goals in retail sales**”, *Journal of the Academy of Marketing Science*, forthcoming.

Book Chapters

- ✓ **Kim, Yenee**, Malobi Mukherjee, and Reetika Gupta (2021), “**A Bottom of Pyramid perspective on Quality Education in the Tropics**” in *Business, Industry and Trade in the Tropics* as part of the Book Series “*Advances in Research on the Tropics*,” Jacob Wood, K. Thirumaran, and Taha Chaiechi, Routledge Publishing.

Press

- ✓ **Kim, Yenee**, Reetika Gupta and Malobi Mukherjee (2023), “**En Inde, comment encourager les plus démunis à scolariser leurs enfants?**” *The Conversation (French Edition)*, <https://theconversation.com/en-inde-comment-encourager-les-plus-demunis-a-scolariser-leurs-enfants-203076>.

RESEARCH IN PROGRESS

- ✓ **Kim, Yenee** and Richard G. McFarland, “**Selling to Experts vs. Novices. Adapting Rational Sales Influence Tactics to Customer Expertise Levels**”
- ✓ **Kim, Yenee** and Richard G. McFarland, “**The Bigger, the Better? The Influence of Store Spaciousness on Salience of Product Attributes in Customer Product Evaluations**”
- ✓ **Kim, Yenee**, Reetika Gupta, and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**”

CONFERENCE PRESENTATIONS

Gupta, Reetika, **Yenee Kim**, and Malobi Mukherjee, “**Healthcare Conundrum in Subsistence Marketplaces**” Society for Consumer Psychology 2022 Annual Conference, March 3-5, 2022, Virtual Venue

Gupta, Reetika, **Yenee Kim**, and Malobi Mukherjee, “**Healthcare Conundrum in Subsistence Marketplaces**” 2021 Virtual Subsistence Marketplaces, May 28-30, 2021, Loyola Marymount University, Los Angeles, U.S.A.

Kim, Yenee and Richard G. McFarland, “**How the Feeling of Confinement Affects Salience in Product Quality Versus Product Price**” ACR Conference 2020, October 1-4, 2020, Paris, France.

Kim, Yenee and Richard G. McFarland, “**Selling to Experts and Novices: Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” GSSI Annual Conference 2020, June 3-6, 2020, Montpellier, France

Kim, Yenee and Richard G. McFarland, “**Selling to Experts and Novices: Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” 2019 AMA Summer Academic Conference, August 9-11, 2019, Chicago, U.S.A.

Kim, Yenee, Reetika Gupta and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**” The 41st Annual ISMS Marketing Science Conference, June 20-22, 2019, Rome, Italy.

Kim, Yenee and Richard G. McFarland, “**Adapting Sales Influence Tactics Based on Customer Product Expertise Levels**” The EMAC 48th Annual Conference, May 28-31, 2019, Hamburg, Germany.

Kim, Yenee and Richard G. McFarland, “**Feeling Versus Reasoning. The Significant Interaction Between Salespeople's Influence Tactics and Customers' Shopping Goals**” 2018 AMA Summer Academic Conference, August 10-12, 2018, Boston, U.S.A.

Kim, Yenee and Richard G. McFarland, “**The Bigger, the Better? The Influence of Store Spaciousness on Salience of Product Attributes in Consumer Product Evaluations**” 2018 AMA Summer Academic Conference, August 10-12, 2018, Boston, U.S.A.

Kim, Yenee, Reetika Gupta and Malobi Mukherjee, “**The Healthcare Conundrum at the Bottom-of-the-Pyramid**” The EMAC 47th Annual Conference, May 29-June 1, 2018, Glasgow, U.K.

Kim, Yenee and Richard G. McFarland “**The Influence of Retail Store Aisle Widths and Shopping Stage on Consumer Satisfaction; Advancing Construal Level Theory**” The EMAC 30th Doctoral Colloquium, May 21-23, 2017, Groningen, Netherlands.

INVITED SEMINARS

Behavioural Week A 5-Day Exclusive Seminar, Topic: Consumer Behaviour, Aug. 9-13, 2021, Woxsen University.

WORKSHOP PARTICIPATION

- **IJRM/JM Reviewer Workshop**
The University of Southern Denmark, Odense, Denmark
May. 23, 2023
- **Journal of the Academy of Marketing Science (JAMS) Paper Development Workshop**
Macquarie Business School, Sydney, Australia
Sept. 24-25, 2020
- **CFR Research School in Retailing**
Stockholm School of Economics, Stockholm, Sweden
Jan. 8-11, Mar. 19-22, Oct. 23-26, 2018
- **Eye Tracking in Desktop, Natural, and Virtual Environments**
Karlsruhe Institute of Technology, Karlsruhe, Germany
June 26-30, 2017

PROFESSIONAL SERVICE

Journals

- *Journal of Business Research*, Reviewer
- *Journal of Consumer Marketing*, Reviewer

Conferences

- Summer and Winter AMA Reviewer
- ACR and European ACR Conference Reviewer
- EMAC Annual and Regional Conference Reviewer
- Global Science Sales Institute Reviewer
- AMA Student Judge - Hugh G. Wales Outstanding Faculty Advisor Awards

HONORS AND AWARDS

- 2017 ESSEC Annual Poster Session - 1st in Best Poster Design Dec. 2017
- 2017 ESSEC Annual Poster Session - 2nd in Best Poster Content Dec. 2017
- 2017 ESSEC Annual Poster Session - 2nd in Best Poster Presentation Dec. 2017
- Full Scholarship, Seoul National University Sep. 2014
- Full Scholarship, Seoul National University Mar. 2014
- Graduation with Honors, Hanyang University Feb. 2010
- Academic Excellence Scholarship, Hanyang University Mar. 2009
- Half Scholarship for Excellent Achievement, Hanyang University Sep. 2007