

EUNICE Y. KIM

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Yale School of Management
135 Prospect Street
New Haven, CT 06511

EDUCATION

Ph.D. Candidate, Marketing
Yale School of Management

M.A., Marketing
Yale School of Management (expected 2006)

B.A., Psychology (with departmental honors)
University of Pennsylvania, *summa cum laude*, May 2004
Honors thesis: Argument and Narrative Persuasion
Advisors: Melanie Green, John Sabini
Certificate: German language

HONORS & AWARDS

Whitebox Advisors Doctoral Fellow, International Center for Finance, Yale University, 2006-2007
Graduate Fellowship, Yale University, 2004-present
Summa cum laude, B.A., University of Pennsylvania, 2004
Benjamin Franklin Scholar Certificate, University of Pennsylvania, 2004
Dean's Honor List, College of Arts and Sciences, University of Pennsylvania, 2001-2004
Book Award, German Department, University of Pennsylvania, 2002

RESEARCH & TEACHING EXPERIENCE

Research Assistant, 2004- present
Yale University Center for Consumer Insights

Teaching Assistant, fall 2005
Consumer Behavior, Yale School of Management
Professor Nathan Novemsky

Research Assistant, 2003-2004
The Wharton School, University of Pennsylvania

PUBLICATIONS

Dhar, R., & Kim, E. Y. (in press). Seeing the forest or the trees: Implications of construal level theory for consumer choice. *Journal of Consumer Psychology*.

RESEARCH IN PROGRESS

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar)

Irony of Increased Willingness to Donate to Cancel a Loss (with N. Novemsky and I. Simonson)

Construal Level Theory of Noncomparable Choice Options (with U. Khan and R. Dhar)

Role of Self Affirmation in the Endowment Effect (with R. Dhar)

INVITED PRESENTATIONS & POSTERS

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar), 2007 *Society for Personality and Social Psychology* (poster session), Memphis, Tennessee (forthcoming)

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar), 2006 *Society for Judgment and Decision Making*, Houston, Texas

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar), 2006 *Association for Consumer Research*, Orlando, Florida

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar), 2006 *Behavioral Decision Research in Management Conference* (poster session), California

Getting More out of Guilty Pleasures (with K. Goldsmith and R. Dhar), 2005 *Winter American Marketers Association*, St. Petersburg, Florida