

ELLIE J. KYUNG

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APPOINTMENTS & EMPLOYMENT

Babson College

Associate Professor, Marketing Division (2022-present)
Kerry Murphy Health Center for Health Innovation and Entrepreneurship
Affiliate Faculty (2023-present)

S.C. Johnson College of Business, Cornell University

Visiting Associate Professor, Marketing and Management Communications Area
(May – August 2024)

The Wharton School, University of Pennsylvania

Visiting Scholar (2021-2022)

Tuck School of Business, Dartmouth College

Associate Professor of Business Administration (2016-2021)
Faculty Director of the Tuck Behavioral Lab (2010-2021)
Assistant Professor of Business Administration (2010-2016)

Monitor Group, New York, NY (*now Monitor Deloitte*)

Co-Director of Applied Interface Research Lab, Marketspace (2002-2005)
Consultant, Market2Consumer (1998-2000), Marketspace (2000-2002)

EDUCATION

Leonard N. Stern School of Business, New York University

Ph.D., Marketing (2010), M.Phil., Marketing (2008)

Yale University

B.A., *cum laude*, Distinction in Major, Economics, International Studies (1998)

HONORS & AWARDS

2021	Best Talk Award , Numerical Markers Conference
2021	Tuck Teaching Excellence Award , awarded by students in Tuck Class of 2021
2019	Outstanding Reviewer Award , <i>Journal of Consumer Research</i>
2017	Dartmouth Public Voices Fellow , Dartmouth College
2016-2017	Paul E. Raether T'73 Faculty Fellow , Tuck School of Business
2010	NYU Stern Graduate Program Commencement Representative (MBA & Ph.D.) , New York University
2009-2010	Milton Reynolds Fellowship , New York University (<i>Competitive funding</i>)
2009-2010	C. W. Nichols Fellowship , New York University (<i>Competitive funding</i>)

- 2008 **Letter of Commendation for Teaching Excellence**, New York University
- 2007 **Robert W. Shoemaker Fellowship**, New York University (*Competitive funding*)
- 2005-2010 **Doctoral Fellowship in Marketing**, New York University, 2005-2010

RESEARCH INTERESTS

Theoretical

Effects of Memory and Mental Representation on Consumer Judgments
 Psychology of Magnitude Judgments: Distance (*temporal, physical, social*), Intensity, Size, Speed

Substantive

Scale Design and Response Bias
 Digital Interface Design (*implications based on the theoretical and substantive interests above*)

PUBLICATIONS (*denotes equal author contribution, †denotes student co-author)

1. Golding, Shaun, Rian M. Hasson, **Ellie J. Kyung**, Linda M. Kinney, Shoshanna H. Bardach, Amanda Perry, Maureen B. Boardman, Sean R. Halloran, Samuel L. Youkilis, Kaylay A. Fay, Thomas L. Bird, Connor J. Bridges[†], and Karen E. Shifferdecker (2023), "[Assessing and Identifying Improvements for Lung Cancer Screening in a Rural Population: A Human Centered Design and Systems Approach](#)," *American Journal of Medical Quality*, 38 (5), 218-228.
2. Longoni Chiara, Luca Cian, and **Ellie J. Kyung** (2023), "[Algorithmic Transference: People Overgeneralize Failures of Artificial Intelligence in the Government](#)," *Journal of Marketing Research*, 60 (1), 170-88.
[Web Appendix](#)
3. **Kyung, Ellie J.**, Manoj Thomas, and Aradhna Krishna (2022), "[How Political Identity Influences Covid-19 Risk Perception: A Model of Identity-Based Risk Perception](#)," *Journal for the Association for Consumer Research*, 70 (3), 316-324.
[Web Appendix](#) / [Data & Code](#)
4. Yael Shani-Feinstein^{†*}, **Ellie J. Kyung**^{*}, and Jacob Goldenberg (2022), "[Moving Fast versus Moving Slow: The Effect of Perceived Speed on Decision-Making](#)," *Journal of Consumer Research*, 49 (3), 520-542.
[Web Appendix](#) / [Data & Code](#)
5. Thomas, Manoj^{*} and **Ellie J. Kyung**^{*} (2019), "[Slider Scale or Text Box: How Response Format Shapes Responses](#)," *Journal of Consumer Research*, 45 (6), 1274-1293.
 Marketing Science Institute Report (2018), 18-122-08.
[Web Appendix](#)
6. **Kyung, Ellie J.**, Manoj Thomas, and Aradhna Krishna (2017), "[When Bigger is Better \(and When It is Not\): Implicit Bias in Numeric Judgments](#)," *Journal of Consumer Research*, 44 (1), 62-79.
[Web Appendix](#)
7. **Kyung, Ellie J.**^{*} and Manoj Thomas^{*} (2016), "[When Remembering Disrupts Knowing: Blocking Implicit Price Memory](#)," *Journal of Marketing Research*, 53 (6), 937-953.
[Web Appendix](#)

8. **Kyung, Ellie J.**, Geeta Menon, and Yaacov Trope (2014), “[Construal Level and Temporal Judgments of the Past: The Moderating Role of Knowledge](#),” *Psychonomic Bulletin and Review*, 21 (3), 734-739.
9. Galak, Jeff, Joseph P. Redden, Yang Yang[†], and **Ellie J. Kyung** (2014), “[How Perceptions of Temporal Distance Influence Satiation](#),” *Journal of Experimental Social Psychology*, 52, 118-123.
10. **Kyung, Ellie J.**, Geeta Menon, and Yaacov Trope (2010), “[Reconstruction of Things Past: Why Do Some Memories Feel So Close and Others So Far Away?](#)” *Journal of Experimental Social Psychology*, 46 (1), 217-220.
11. Menon, Geeta, **Ellie J. Kyung**, and Nidhi Agrawal (2009), “[Biases in Social Comparison: Optimism or Pessimism?](#)” *Organizational Behavior and Human Decision Processes*, 108 (1), 39-52.
12. Rayport, Jeffrey F., Bernard J. Jaworski, and **Ellie J. Kyung** (2005), “[Best Face Forward: Improving Companies’ Service Interfaces with Customers](#),” *Journal of Interactive Marketing*, 19 (4), 67-80.

WORKING PAPERS IN PROGRESS

13. Ding, Yu[†] and **Ellie J. Kyung**, “**Time Flies...But Only When the Speed is ‘Just Right’: How Animation Speed Affects Perceived Waiting Time and the Online Customer Experience**,” under 3rd round review, *Journal of Consumer Research*.
14. Pleskac, Tim, **Ellie J. Kyung**, Gretchen Chapman, and Oleg Urminsky, “[Blinded versus Unblinded Review: A Field Study Comparing the Equity of Peer Review](#),” under revision for 3rd round minor revision, *Management Science*.
15. Shalev, Edith, Coby Morvinski, Meyrav Shoham, and **Ellie J. Kyung**, “**Search versus Scroll and Consumer Decisions to Follow: The Effect of Platform Type on the Credibility Premium**,” under revision for 3rd round, *Journal of Consumer Research*.
16. **Kyung, Ellie J.**, Manoj Thomas, and Aradhna Krishna, “**The Spatial Incongruence Effect: How Spatial Orientation of Scales Changes Net Promoter Scores**” under revision for 3rd round, *Journal of Consumer Research*.
17. Fay, Kayla A., Karen Schifferdecker, Shaun A. Golding, Linda M. Kinney, **Ellie J. Kyung**, Sean R. Halloran, Samuel Youkilis, Shoshana H. Bardach, Amanda Perry, Maureen B. Boardman, Rian M. Hasson, “**Gaps in the Electronic Medical Record Contribute to Low Participation in Lung Cancer Screening**,” under review at the *Journal of Surgical Research*.
18. **Kyung, Ellie J.**, Zheng (Nico) Liao[†], Alexander Moore, Raina Zexuan Zhang[†], and Sharon Ng “**Information Exchange Orientation: A Resource-Based View of Consumer Privacy Decisions**,” under review at the *Journal of the Association for Consumer Research*.
19. Fay, Kayla A., Karen Schifferdecker, Linda M. Kinney, **Ellie J. Kyung**, Sean R. Halloran, Samuel Youkilis, Shoshana H. Bardach, Amanda N. Perry, Maureen B. Boardman, Connor Bridges, Tom Bird, Rian M. Hasson, “**Lung Cancer Screening in a Rural Academic Health System Reveals Low False Positive Rates**,” in preparation for submission.
20. Zhang, Raina[†], **Ellie J. Kyung**, and Chiara Longoni, “**Beyond the Black Mirror: An**

Attributional Model of how AI Interactions Reflect on the Human Experience,” in preparation for submission to *Journal of Marketing*.

SELECTED WORK IN PROGRESS

“Unfair Artificial Intelligence Reduces Rates of Prosocial Punishment” with Raina Zhang, Chiara Longoni, Luca Cian, and Kellen Mrkva

“Effect of Artificial Intelligence on the Human Experience” with Raina Zhang[†]

“Valuing On-Demand Features” with Shelle Santana and Ryan Hamilton

“A Taxonomy of Personal Information: Valuing Privacy,” with Nico Liao[†], Alexander Moore, Raina Zhang[†], and Sharon Ng

“The Slider Scale versus Text Box Effect: Moderation by Interface Considerations” with Manoj Thomas

“Shades of Gray: Scales and Truthful Disclosure” with Sarah Memmi and Manoj Thomas

OTHER PUBLICATIONS

Fišar, Milos, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, and the **Management Science Reproducibility Collaboration** (2023), “[Reproducibility in Management Science](https://pubsonline.informs.org/doi/10.1287/mnsc.2023.03556),” *Management Science*, (Note: Contributed as member of Management Science Reproducibility Collaboration), <https://pubsonline.informs.org/doi/10.1287/mnsc.2023.03556> (published online December 22, 2023).

Menon, Geeta and **Ellie J. Kyung** (June 9, 2020), “[When More Information Leads to More Uncertainty](#),” *Harvard Business Review* (lead digital article).

Ellie Kyung (October 19, 2017), “[Hate Today’s Politics? How to Teach Kids About Tolerance](#),” *SheKnows* (re-featured June 3, 2020).

GRANTS

2023 **Babson Faculty Research Fund** (Two \$3,500 awards)

2020 **Dartmouth COVID-19 Spark Funding** (\$10,000)

2018-2020 **National Science Foundation**, “Collaborative Research: Comparing Single- vs. Double-Blind Review of Scientific Abstracts for Accuracy and Bias” (proposal #1824205)

PIs: **Ellie Kyung** (Dartmouth College: \$190,183), Tim Pleskac (University of Kansas: \$109,817) with Gretchen Chapman and Oleg Urminsky

2013-2016 **3M Non-Tenured Faculty Award** (\$45,000)

CONFERENCE PRESENTATIONS

Hussein, Mohamed, Kathleen Vohs, Stephanie Chen, Gita Johar, Ellie Kyung, Selin Malkoc, Brent McFerran, Oded Netzer, Nailya Ordabayeva, Jake Teeny, Zakary L. Tormala, Norbert

Schwarz, Katherine White, and Wendy Wood (2023), “Emerging Threats to Democracy” Roundtable, *Association for Consumer Research*, Seattle, WA.

Shalev, Edith, Meyrav Shoham, Coby Morvinski, and Ellie J. Kyung (2023), “Communicator Sentiment and Online Followership,” *European Association for Consumer Research*, Amsterdam, Netherlands.

Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2023), “The Mental Mapping of Magnitude: New Insights from Examining Response Bias,” *Summer Decision Making Symposium*, Chicago, IL.

Shalev, Edith, Meyrav Shoham, Coby Morvinski, and Ellie J. Kyung (2023), “Communicator Sentiment and Online Followership: The Diverging Effects of Likeability versus Credibility,” *Society for Consumer Psychology*, San Juan, Puerto Rico.

Longoni, Chiara, Luca Cian, and Ellie Kyung (2022), “AI in the Government: Responses to Failures,” *Association for Consumer Research*, Denver, CO.

Fay, Kayla A., Karen Schifferdecker, Shaun Golding, Linda Kinney, Ellie J. Kyung, Sean Halloran, Sam R., Youkilis, Shoshanna H. Bardach, Amanda Perry, Maureen Boardman, and Rian Hasson (2023), “Lung Cancer Screening in a Rural Academic Health System Reveals Low False Positive Rates,” *Academic Surgical Congress*, Houston, Texas.

Fay, Kayla A., Karen Schifferdecker, Shaun Golding, Linda Kinney, Ellie J. Kyung, Sean Halloran, Sam R., Youkilis, Shoshanna H. Bardach, Amanda Perry, Maureen Boardman, and Rian Hasson (2023), “Gaps in the Electronic Medical Record Contribute to Low Participation in Lung Cancer Screening,” *Academic Surgical Congress*, Houston, Texas.

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2022), “Artificial Intelligence in the Government: Responses to Failures and Social Impact,” *ACM Conference on Artificial Intelligence, Ethics, and Society*, Oxford, UK.

Hasson, Rian, Karen Schifferdecker, Shaun Golding, Shani Bardach, Linda Kinney, Kayla Fay, Maureen Boardman, Ellie Kyung, Sean Halloran, Sam Youkilis, Amanda Perry, Vrushabh Ladage, and Tom Bird (2022), “Interventions to Promote Lung Cancer Screening Informed by Human-Centered Design,” *Promise Partnership Conference*, Lebanon, NH.

Hasson, Rian, Karen Schifferdecker, Shaun Golding, Shani Bardach, Linda Kinney, Kayla Fay, Maureen Boardman, Ellie Kyung, Sean Halloran, Sam Youkilis, Amanda Perry, Vrushabh Ladage, and Tom Bird (2022), “Use of a Combined Systems and Design Framework to Assess and Improve Lung Cancer Screening for Underserved Rural Population,” *American Association for Cancer Research*, Philadelphia, PA.

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2022), “Artificial Intelligence in the Government: Responses to Failures and Social Impact,” *Society for Consumer Psychology*, online.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2022), “The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales,” *Society for Judgment and Decision Making*, online.

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2021), “Artificial Intelligence in the Public Sector,” *Association for Consumer Research*, online.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2021), “The Scale Orientation Effect:

The Intuitiveness of Horizontal and Vertical Scales,” *Numerical Markers in Judgments, Choices, and Consumption*, Eller College of Management, University of Arizona, Tucson, AZ.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2021), “The Scale Incongruence Effect: When do Horizontal versus Vertical Scales Feel More Intuitive?” *Winter American Marketing Association Winter Academic Conference*, online.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2019), “Slow and Steady Versus Fast and Furious: The Effect of Speed on Decision Making,” *Society of Judgment and Decision Making*, Montreal, Canada.

Pleskac, Timothy, Ellie J. Kyung, Gretchen Chapman, and Oleg Urminsky (2019), “Comparison of Single- and Double-blind Review of Scientific Abstracts for a High Stakes International Conference,” *Society for Judgment and Decision Making*, Montreal, Canada.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), “Left-Right or Top-Down” The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments,” *Association for Consumer Research*, Atlanta, GA.

Ding, Yu and Ellie J. Kyung (2019), “Time Flies...But Only When the Speed is ‘Just Right’: How Animation Speed Affects Perceived Waiting Time,” *Association for Consumer Research*, Atlanta, GA.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), “Left-Right or Top-Down” The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments,” *Society for Consumer Psychology*, Savannah, GA.

Thomas, Manoj and Ellie J. Kyung (2018), “Visualizing Price Magnitude: How Slider Scales Change Willingness-to-Pay,” *Association for Consumer Research*, Dallas, TX.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), “Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making,” *Association for Consumer Research*, Dallas, TX.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), “Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making,” *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.

Thomas, Manoj and Ellie J. Kyung (2018), “How Slider Scales Change Willingness-to-Pay: Recalibrating the Mental Number Line,” *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.

Thomas, Manoj and Ellie J. Kyung (2018), “How Slider Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes,” *Association for Consumer Research European Conference*, Ghent, Belgium.

Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), “The Reviewer Halo Effect: When What You Write Becomes Who You Are,” *Association for Consumer Research European Conference*, Ghent, Belgium.

Thomas, Manoj and Ellie J. Kyung (2018), “How Slide Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes,” *Society for Consumer Psychology*, Dallas, TX.

Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), “The Reviewer Halo Effect: Why Where Consumers Read Reviews Matters,” *Society for Consumer Psychology*, Dallas, TX.

Thomas, Manoj and Ellie J. Kyung (2017), “The Slider Scale Effect: Implicit Recalibration of Bids,” *New Directions in Pricing Management Research and Practice*, University of Illinois, Chicago, IL.

Thomas, Manoj and Ellie J. Kyung (2017), “The Slider Scale Effect: Implicit Recalibration of Bids,” *The Effect of Numerical Markers on Consumer Judgment and Decision Making*, Moore School of Business, University of South Carolina, Columbia, SC.

Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), “Proactive Interference for Numeric Associations: The Rating Polarity Effect,” *Society for Consumer Psychology*, St. Pete’s Beach, FL.

Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), “The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments,” *Association for Consumer Research*, New Orleans, LA.

Kyung, Ellie (2015), “Speeding Away from the Here and Now: Velocity and Mental Representation,” *Society for Consumer Psychology*, Phoenix, AZ.

Shalev, Edith and Ellie Kyung (2015), “When Does the Opinion of “Anonymous” Affect Consumer Attitudes? The Role of Opinion Fluency,” *Society for Consumer Psychology*, Phoenix, AZ.

Kyung, Ellie (2014), “Speeding Away from the Here and Now: Velocity and Mental Representation,” *Association for Consumer Research*, Baltimore, MD.

Kyung, Ellie (2013), “Behind the ‘Privacy Paradox’: Decreasing Disclosure by Viewing Information as a Constrained Resource,” *Society for Judgment and Decision Making*, Toronto, Canada.

Kyung, Ellie and Manoj Thomas (2013), “Knowing without Remembering: How Articulation Reduces the Accuracy of Numeric Comparisons,” *Society for Judgment and Decision Making*, Toronto, Canada.

Kyung, Ellie (2013), “Behind the ‘Privacy Paradox’: Decreasing Disclosure by Viewing Information as a Constrained Resource,” *Association for Consumer Research*, Chicago, IL.

Kyung, Ellie and Manoj Thomas (2013), “Knowing without Remembering: How Articulation Reduce the Accuracy of Numeric Comparisons,” *Society for Consumer Psychology*, San Antonio, TX.

Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2012), “Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation,” *Society for Consumer Psychology*, Las Vegas, NV.

Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), “Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation,” *Society for Judgment and Decision Making*, Seattle, WA.

Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), “Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation,” *Association for Consumer Research*, St. Louis, MO.

Thomas, Manoj and Ellie J. Kyung (2011), “When Recall Disrupts Memory: Evidence for Implicit Reference Prices,” *Association for Consumer Research*, St. Louis, MO.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2011), “Malleable Memories: The Moderating Effect of Knowledge on Construal Mindsets When Reconstructing History,” *Society for Consumer Psychology*, Atlanta, GA.

Kyung, Ellie J. (2010), "Examining the 'Privacy Paradox': The Role of Perceived Constraints," *Association for Consumer Research*, Jacksonville, FL.

Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Association for Consumer Research*, Pittsburgh, PA.

Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Society for Consumer Psychology*, San Diego, CA.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2008), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," *Society for Judgment and Decision Making*, Chicago, IL.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2007), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," *Association for Consumer Research*, Memphis, TN.

CHAired SYMPOSIA

"All My Children: Fostering Diverse Approaches to Consumer Well-Being Research," co-chair, *Association for Consumer Research*, Jacksonville, FL (2009).

"The Other Side of Social Comparison: Imputing Information About Others," co-chair, *Society for Consumer Psychology*, San Diego, CA (2009).

"On Being Better (or Worse) than Others: Illuminating and Eliminating Biases in Social Comparison," chair, *Association for Consumer Research*, Pittsburgh, PA (2008).

INVITED DISCUSSANT

"How Political Identity Influences Covid-19 Risk Perception: A Model of Identity-Based Risk Perception," *Journal of the Association for Consumer Research* Political Ideology and Consumption Webinar (2022).

"Overestimating the Valuations and Preferences of Others," invited panelist for presentation by Alice Moon, Data Colada Seminar Series (2020).

"Reporting Statistical Results," Society for Consumer Psychology Research Skills Workshop (2020), Huntington Beach, CA.

"Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment," Society for Consumer Psychology (2011), Atlanta, GA.

"Unlikely Bedfellows: The Yin and Yang of a Relationship," (*discussion on research collaborations between behavioral and quantitative researchers*), Association for Consumer Research Doctoral Consortium (2010), Jacksonville, FL.

INVITED PRESENTATIONS

University of Cincinnati, Carl H. Lindner College of Business, March 2024

Babson Research Day, January 2024

University of Illinois Chicago, September 2023

University of California San Diego, Rady School of Management, April 2023

Babson Research Day, February 2023
Nanyang Technological University, May 2022
Indian Institute of Management Bangalore, May 2022
Stanford University, Graduate School of Business, April 2022
Baruch College, Zicklin School of Business, November 2021
Babson College, September 2021
Erasmus University, Rotterdam School of Management, May 2021
University of Alberta, Alberta School of Business, April 2021
Tilburg University, School of Economics and Management, April 2021
University of Connecticut, School of Business, March 2021
University of Pennsylvania, The Wharton School, Marketing Camp, February 2021
Northeastern University, D'Amore-McKim School of Business, February 2021
University of Massachusetts Amherst, Isenberg School of Management, October 2020
Tuck Marketing Camp, May 2020 (*postponed due to Covid-19*)
China Europe International Business School, April 2020 (*postponed due to Covid-19*)
University of Houston, Bauer College of Business, October 2018
University of Pennsylvania, The Wharton School, Decision Process Seminar, March 2018
IDC Herzliya, Arison School of Business, November 2017
Northeast Marketing Conference, MIT Sloan School of Management, October 2017
University of Michigan, Ross School of Business, March 2017
Kellogg School of Management, Marketing Camp, September 2016
Tuck Marketing Camp, May 2015
Carnegie Mellon University, Center for Behavioral and Decision Research, April 2015
3M, November 2014
Northeast Marketing Conference, Harvard Business School, October 2012
ACR Doctoral Consortium, Jacksonville, FL, October 2010
Cornell University, Johnson Graduate School of Management, November 2009
University of Michigan, Ross School of Business, November 2009
University of Southern California, Marshall School of Business, November 2009
University of Toronto, Rotman School of Management, October 2009
Dartmouth College, Tuck School of Business, October 2009
Drexel University, LeBow College of Business, October 2009
New York University, Trope Lab, December 2006

BOOK CHAPTERS (*while working at Monitor Group*)

Rayport, Jeffrey F., Bernard J. Jaworski, and Ellie J. Kyung (2005), "The Interface Audit," in *Best Face Forward: Why Companies Must Improve Their Service Interfaces with Customers*, Boston, MA: Harvard Business School Press, 207-228.

Rayport, Jeffrey, Bernie Jaworski, Ellie J. Kyung, and Dorsey McGlone (2004), “Human and Financial Capital,” in *Introduction to e-Commerce*, 2nd ed., New York, NY: McGraw-Hill/Irwin, marketspaceU, 367-410.

Jaworski, Bernard J., Jeffrey Rayport, Nancy Michels, Ellie J. Kyung, Jennifer Baron, Marco Smit, Rafi Mohammed (2001), “Market Communications and Branding,” in *e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketspaceU, 169-211.

CASE STUDIES (*while working at Monitor Group*)

Rayport, Jeffrey, Madeline Choquette, Dickson Louie, and Ellie J. Kyung (2002), “iVillage.com,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketspaceU, 283-301.

Rayport, Jeffrey, Dickson Louie, and Ellie J. Kyung (2002), “E-LOAN,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketspaceU, 391-409.

Rayport, Jeffrey, Dickson Louie, and Ellie J. Kyung (2002), “CBS MarketWatch,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketspaceU, 573-593.

Pennings, Melissa, Ellie J. Kyung, Silvia Springolo (January 2003), “Driving Revenue through Usability: A Comparative Analysis of QVC.com versus HSN.com,” *Marketspace Case Study*, 1-14.

Kyung, Ellie J. (September 2002), “A Study in Selling Simplicity: TechTarget,” *Marketspace Case Study*, 1-21.

Kyung, Ellie J. (April 2002), “The Challenge to Position for Transition: Eastman Kodak,” *Marketspace Case Study*, 1-10.

TEACHING EXPERIENCE

Babson College (*all ratings out of 5.0*)

Marketing (2022-present, **Two-year MBA required core**)

Integrated more quantitative analysis into course material, coordinated cases with Business Analytics

Methods & Materials: **4.3** (2022), **4.7** (2023)

Course Organization: **4.4** (2022), **4.8** (2023)

Classroom Climate: **4.6** (2022), **4.8** (2023)

Marketing (2023, **Part-time MBA required core**, *hybrid format*)

Methods & Materials: **4.9** (2023)

Course Organization: **4.9** (2023)

Classroom Climate: **4.9** (2023)

Marketing (2023-present, **Part-time MBA required core**, *online*)

Methods & Materials: **4.7** (2023), **4.8** (2024)

Course Organization: **4.6** (2023), **4.9** (2024)

Classroom Climate: **4.8** (2023), **4.8** (2024)

Executive Education

Marketing Your Professional Brand: **4.9** (2023); NPS score: 100

Tuck School of Business, Dartmouth College

Tuck Teaching Excellence Award for Electives, awarded by the Tuck Class of 2021

First female professor at Tuck to win the teaching award for electives

Marketing (2011-2019, **MBA required core**)

Recent instructor ratings: **5.1** (2019*), **5.4** (2018), **5.2** (2017), **5.2** (2016) / 6.0;

Mean Marketing Core instructor rating for the previous 20 years at Tuck excluding my ratings: 3.8 / 6.0

** Managed substantial curriculum and logistics changes when core course sequencing changed, oversaw course administration for all four sections of MBA students, mentored new co-teaching faculty member.*

Time in the Consumer Mind (2012-2021, MBA elective Research-to-Practice Seminar)

Mean instructor rating 2012-present: **5.8** / 6.0

Includes **four ratings of 6.0** (2021, 2020, 2017, 2012)

Leonard N. Stern School of Business, New York University

Consumer Behavior (2008, undergraduate elective)

Instructor rating: **6.6** / 7.0; *Received Letter of Commendation for Teaching Excellence*

FIELD LEADERSHIP (*appointed positions; focus on improving equity & access in society processes*)

- 2022 **Conference Co-Chair**, with Manoj Thomas and Kelly Goldsmith, Society of Consumer Psychology
- Appointment by SCP President Geeta Menon
 - Utilized individual submission only, blinded-review process to minimize reviewer bias and network effects
 - Instituted collection of demographic data during the submission and conference registration process to track DEI efforts
 - Introduced mixed format (competitive papers, flash talks, posters) with thematic sessions hosted by MCs and discussants
 - New funding initiatives for Covid-19 relief, students from developing countries
 - Highest recorded SCP conference attendance (723 registrations from 44 countries)
 - Designed new conference platform: <https://www.scp2022.com/>
- 2020 **Committee Recommending Single- v. Double-blind Review**, Society for Judgment and Decision Making (SJDM)
- Appointment by SJDM President Katy Milkman
 - Formation of committee to re-evaluate 40-year history of single-blind review for potential sources of bias at the annual meeting was based on the large-scale experiment run at the 2018 Annual Meeting (research with Tim Pleskac, Oleg Urminsky, Gretchen Chapman)
 - Initiated collection of demographic data during the submission and registration process to track DEI efforts
- 2017 **Chair, Hillel Einhorn New Investigator Award Committee**, SJDM
Committee member 2016-2019

- Appointed by SJDM President Dan Goldstein for three-year term
 - Formalized blind manuscript submission process to minimize reviewer bias
- 2013-2016 **Co-Organizer of Women in SJDM Annual Meeting Event**
- Annual event focused on promoting advancement of women in JDM through networking opportunities and keynote speakers
- 2010-2013 **Program Committee Member, SJDM**
- Appointed by SJDM President Valerie Reyna for three-year term
 - Formalized dedication of fundraising proceeds to student travel awards

PROFESSIONAL SERVICE

FIELD

Associate Editor

Journal of Consumer Research, 2021-present

Editorial Review Board

Journal of Consumer Research, 2016-2021 (*Recognized by editors as 1 of 13 reviewers with an average reviewer score of greater than 4.6 / 5.0*)

Journal Reviewing:

European Journal of Social Psychology
Journal of the Association for Consumer Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Social Psychology
Journal of Judgment and Decision Making
Journal of Marketing
Journal of Marketing Research
Marketing Letters
Management Science
Organizational Behavior and Human Decision Processes

Society for Judgment and Decision Making (*details listed under "Select Field Leadership"*)

Annual Meeting Program Committee, 2010-2013
 Co-Organizer of Women in the SJDM Annual Meeting Event, 2013-2016
 Hillel Einhorn New Investigator Award Selection Committee, 2016-2019 (*Chair, 2017*)
 Committee Recommending Single- versus Double-blind Review, 2020
 Diversity and Inclusion Committee, 2024-2025

Conference Program Committee

Society for Consumer Psychology, 2013-2022
 Association for Consumer Research, 2015-2022; Associate Editor (2024)
 Numerical Markers Conference, 2021

Conference Reviewer

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
AMA Winter Marketing Educators Conference
Theory and Practice in Marketing Conference

Grant Reviews

National Science Foundation
German-Israeli Foundation for Scientific Research and Development
Israel Science Foundation
ACR / Sheth Foundation Research Grants

Student Advising

Undergraduate Students

Dartmouth Presidential Scholars: **Erin Czerwinski**, 2015-2016; **Leah Tan**, 2017-2018; **Cameron Newcombe**, 2020-2021

Raina Zhang (*University of International Business Economics, Beijing, China*), 2021 - 2022; letter writer; Placement: Leonard N. Stern School of Business, New York University Marketing PhD Program

Bruno Radice (*University of Virginia*), 2021-2023; letter writer; Placement: Brown University Masters in Innovation Management and Entrepreneurship

Other Students

Sarah Kokinos (*Dartmouth Thayer School of Engineering, Master's student*), 2011

Sarah Memmi (*Tuck School of Business, auditor*), 2012-2014; letter writer; Placement: Duke University, Fuqua School of Business Marketing PhD Program

Doctoral Students

Yael Shani-Feinstein (*Ben-Gurion University of the Negev*), 2017-2021; letter writer; Placement: Ono Academic College

Yu Ding (*Columbia University*), 2017-2022; letter writer, dissertation committee member; Placement: Stanford University

Raina Zhang (*New York University*), 2022-present; co-author

BABSON COLLEGE

Marketing Division Recruiting Committee Co-Chair, 2023

Search for F.W. Olin Distinguished Chair of Global Business

Babson Institutional Review Board Member, 2023-present

One of three faculty committee members; managed transition to oversight by Brandeis Alternate Science Member, Brandeis University Institutional Review Board, 2023 - present

Dean of College Inclusive Excellence Committee, Marketing Division Liaison, 2023-present

New Faculty Orientation Panelist, 2023

Faculty Panel: Cultivating Your Research/Professional Life

Babson's AACSB Accreditation Faculty Interview, 2022

Selected by Dean's Office to represent Babson Faculty

TUCK SCHOOL OF BUSINESS

Faculty Director of the Tuck Behavioral Lab, 2010-2021

Made the case for hiring the first full-time Behavioral Research Program Manager to the Dean's Office and conducted the nationwide search for the position

Oversaw management of behavioral research processes with Behavioral Research Program Manager, including establishment of online, class, and paid subject pools

Lab resources utilized by 25+ faculty in Marketing, Strategy and Management, Finance, Operations and Management Science, and Economics

School Committees

Assessment of Learning, 2011-2013

Strategy Monitoring, 2010-2011

Academic Freedom, Tenure, and Responsibility, 2015-2016

Tuck's AACSB Accreditation Faculty Interview, 2012, 2018

Selected by Dean's Office to represent Tuck Faculty

Tuck's Board of Overseers Presentation, 2012

Selected by Dean's Office to present on the value of the Research-to-Practice Seminar class format for MBA students

Co-curricular Activities

Marketing and Consulting Interview Crash Course and interview support, 2011-2021

Faculty Ethics Talk: Ethics of Marketing to Low Income Consumers, 2013-2018

Admitted Students Weekend (*invited by MBA student committee*)

Faculty Panelist, 2011-2015

Sample Core Class Faculty, 2016 - 2019

First-Year Project research design support, 2011-2021

Case Team Competition coaching support, 2013-2021

Encore Presentation, 2018 (*invited by MBA class of 2018: "final" faculty talk before graduation*)

Tuck Tech Conference Fireside Chat Moderator, 2018

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Association for Psychological Science (APS)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)