

SAHOON KIM

University of Illinois at Urbana-Champaign
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EMPLOYMENT

University of Hawai‘i at Mānoa, Shidler College of Business, HI 2024-Present
Assistant Professor of Marketing

EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business, IL 2018-2024
Ph.D. in Business Administration, Marketing (Minor: Psychology)

Kellogg School of Management at Northwestern University, IL 2017
Master of Science in Management Studies
(MBA curriculum for students with less than 2 years of work experience)

Yonsei University, Seoul, Korea 2016
Bachelor of Arts in Economics

University of Wisconsin, Madison, WI Fall 2014
Exchange Student, Department of Economics

RESEARCH INTERESTS

Creativity, Power, Branding, Artificial Intelligence

PUBLICATION IN REFEREED JOURNALS

Kim, Sahoon, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *Journal of Experimental Social Psychology*, 107, 104474.

- 2nd dissertation essay

Kim, Sahoon, Jack Goncalo, and Maria Rodas (2023), “The Cost of Freedom: Creative Ideation Boosts Both Feelings of Autonomy and the Fear of Judgment,” *Journal of Experimental Social Psychology*, 105, 104432.

- 1st dissertation essay

Torelli, Carlos, Lisa Leslie, Christopher To, and **Sahoon Kim** (2020), “Power and Status across Cultures,” *Current Opinion in Psychology*, 33,12–17.

MANUSCRIPT UNDER PREPARATION AND REVIEW

Kim, Sahoan, Maria Rodas, and Jack Goncalo, “Creativity Connects: Generating Creative Ideas Increases Consumers’ Self-Brand Connection,” Manuscript being revised for submission.

- 3rd dissertation essay & Job market paper

Calder, Bobby, Junnan He, and **Sahoan Kim**, “Evaluating the Financial Value of a Brand,” Manuscript under review at *Journal of Marketing*.

BOOK CHAPTERS

Rindfleisch, Aric, Myoung Kim, and **Sahoan Kim** (2024), “Artificial Intelligence and Qualitative Research in Marketing,” Russell Belk and Cele Otnes, ed., *Handbook of Qualitative Research Methods in Marketing*, Edward Elgar.

DISSERTATION

Title: Creatively Approaching Creativity Research: Implications for Consumers and Marketers
Committee: Jack Goncalo (co-chair), Aric Rindfleisch (co-chair), Maria Rodas, Derek Rucker

SELECTED WORKS IN PROGRESS

Kim, Sahoan, Jack Goncalo, and Carmen Sanchez, “Creativity, Artificial Intelligence, and Consumers’ Confidence,” three studies completed. Target journal: *Journal of Consumer Research*.

Kim, Sahoan, Brian Lucas, and Aric Rindfleisch “Power, Artificial Intelligence, Ownership, and Creativity,” one study completed. Target journal: *Journal of Consumer Research*.

Kim, Sahoan, Jack Goncalo, and Maria Rodas, “Creativity and Reactance,” two studies completed. Target journal: *Journal of Consumer Psychology*.

Kim, Sahoan, Rosanna Smith, and Jack Goncalo, “Creativity and Consumers’ Conceptualization of Beauty,” two studies completed. Target journal: *Journal of Consumer Research*.

Kim, Sahoan and Jack Goncalo, “Creativity and Luxury Product Consumption,” one study completed. Target journal: *Journal of Consumer Psychology*.

CONFERENCE PRESENTATIONS

- **Kim, Sahoan**, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *American Marketing Association Winter Conference*, Nashville, TN.
- **Kim, Sahoan**, Brian Lucas, and Jack Goncalo (2022), “Low Power Warm-Up Effect: Understanding the Effect of Power on New Product Idea Novelty over Time,” *Product Development and Management Association*, Knoxville, TN.

- **Kim, Sagoon**, Brian Lucas, and Jack Goncalo (2022), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *American Marketing Association Doctoral Consortium, Austin, TX*.
- **Kim, Sagoon** and Carlos Torelli (2020), “Consuming Beauty in Place of Power: Culture and Gender Moderation,” *Association for Consumer Research, Virtual Conference*.
- **Kim, Sagoon** and Carlos Torelli (2020), “Consuming Beauty in Place of Power: Culture and Gender Moderation,” *Society for Consumer Psychology, Huntington Beach, CA*.

TEACHING INTERESTS

Marketing Analytics (with R and Python)	Marketing Communications (Digital Marketing)
Marketing Research	Consumer Behavior

TEACHING EXPERIENCE

- **Marketing Communications**, Instructor (Undergraduate) Fall 2022
In-person class, rating (4.54/5)
- **Marketing Communications**, Instructor (Undergraduate) Fall 2020
Hybrid class (On-line and in-person simultaneously in real time), rating (4.35/5)
- **Consumer Behavior**, Teaching Assistant (Undergraduate) Spring 2020
In-person class
- **Consumer Behavior**, Teaching Assistant (Undergraduate) Fall 2019
In-person class

RESEARCH ASSISTANT EXPERIENCE

University of Illinois, Urbana-Champaign, IL 2018-2024
Research Assistant (Professors Aric Rindfleisch, Maria Rodas, Carlos Torelli, Sarah Lim, Tiffany White, and Minkyung Koo)

Kellogg School of Management at Northwestern University, Evanston, IL 2017-2018
Research Assistant (Professors Derek Rucker, Kelly Goldsmith, Bobby Calder, Maferima Toure-Tillery, and Loran Nordgren)

HONORS AND AWARDS

Robert Ferber Best Dissertation Award, UIUC	2023
Block Fellowship Award for Exemplary Representation of Business Administration Ph.D.	2023
Jagdish N. Sheth Ph.D. Research Fund Award	2023
AMA-Sheth Doctoral Consortium Fellow	2022
Business Administration Doctoral Workshop Best Presentation Award	2022
Dr. Avinish Chaturvedi Memorial Student Ambassador Award, UIUC	2021-2022
Haring Symposium Fellow (Discussant)	2021
Walter H. Stellner Research Scholarship, UIUC	2018-2022
Sheth Doctoral Fellowship, UIUC	2018
DK Korea Scholarship, Yonsei University	2014

SERVICE

Dr. Avinish Chaturvedi Memorial Student Ambassador, UIUC 2021-2022
Student Volunteer, Product Development and Management Association, Champaign, IL 2019
Student Volunteer, Association for Consumer Research Conference, Dallas, TX 2018

WORK EXPERIENCE

Targus Management Consulting AG, Düsseldorf, Germany Summer 2013
Intern (Supply Chain Management)

Republic of Korea Air Force, 255 Special Operations Squadron, Seoul, Korea 2011-2013
Sergeant (Flight Operations Management; Translator for US Combined Forces training)

Deloitte Consulting, Seoul, Korea Winter 2010
Intern (Oracle CRM/BRM Model Implementation)

REFERENCES

**Jack Goncalo (Dissertation Co-Chair,
Director of Research)**
*Professor of Business Administration and
Area Chair, Organizational Behavior*
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Derek Rucker
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Faculty Research*
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SELECTED ABSTRACTS

Kim, Sphoon, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *Journal of Experimental Social Psychology*, 107, 104474.

Prior research suggests that having power makes individuals more creative, because the powerful are more willing to break with convention. We investigate the possibility that lower power individuals can also be creative when given the opportunity to warm up by completing a creative task more than once. In Study 1 (N = 153), we divided a creative ideation session into two consecutive rounds and found that low (vs. high) power individuals were less creative in the first round (replicating prior research), but low power individuals improved in the second round, attenuating the low power disadvantage. We replicated this effect in Study 2 (N = 121; pre-registered), with a different creativity task (i.e., structured imagination task) and expanded timeframe (i.e., five rounds instead of two). In Study 3 (N = 179; pre-registered), we again replicated the warm-up effect using two different creativity tasks that allowed us to rule out an alternative explanation. We conclude by discussing the theoretical implications of our findings for research on the dynamic effects of power on creativity and the practical implications for creativity, social equality, and education.

Kim, Sphoon, Jack Goncalo, and Maria Rodas (2023), “The Cost of Freedom: Creative Ideation Boosts Both Feelings of Autonomy and the Fear of Judgment,” *Journal of Experimental Social Psychology*, 105, 104432.

Heeding growing calls to investigate the downstream consequences of being creative for psychological well-being, we propose that the consequences of creativity can be a double-edged sword—boosting feelings of autonomy while at the same time triggering a fear of judgement. In three pre-registered experiments (N = 740), participants were asked to generate either creative or non-creative ideas. Participants in the creative (vs. non-creative) condition reported feeling a higher sense of autonomy while completing the task (Study 1). This feeling of autonomy emerged because participants instructed to generate creative ideas were able to cross multiple idea domains and cross idea boundaries during the process (Studies 2 and 3). However, creative ideation also increased evaluation apprehension because the freedom to think divergently affords the opportunity for choice, which heightens the fear of judgement (Study 3). We discuss the implications of our findings for the promise and peril of creative ideation as a psychological intervention to improve well-being.