

# HYE-YOUNG KIM

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## ACADEMIC POSITION

**Assistant Professor of Marketing**, 2019-Present

London School of Economics, Department of Management, London, UK

## EDUCATION

**The University of Chicago Booth School of Business**, Chicago, IL

*Ph.D.*, Behavioral Science, 2019

**Yonsei University**, Seoul, Korea

*M.A.*, Psychology, 2013

*B.S.*, Business Administration, 2011

## RESEARCH INTERESTS

Consumer behavior, consumer interactions with technology, anthropomorphism, goals and motivations

## PUBLICATIONS

**Kim, Hye-young**, and Ann L. McGill (2024), "AI-induced dehumanization," *Journal of Consumer Psychology*. <https://myscp.onlinelibrary.wiley.com/doi/full/10.1002/jcpy.1441>

**Kim, Hye-young**, and Oleg Urminsky (2025), "The different roads not taken: Considering diverse foregone alternatives motivates future goal persistence," *Journal of Consumer Psychology*, 35(1), 22-41.

**Kim, Hye-young**, and Ann L. McGill (2018), "Minions for the rich? Financial status changes how people see products with anthropomorphic features," *Journal of Consumer Research*, 45 (2), 429-450.

**Kim, Hye-young**, Yeonsoon Shin, and Sanghoon Han (2014), "The reconstruction of choice value in the brain: A look into the size of consideration sets and their affective consequences," *Journal of Cognitive Neuroscience*, 26 (4), 810-824.

Shin, Yeonsoon, **Hye-young Kim**, and Sanghoon Han (2014), "Neural correlates of social perception on response bias," *Brain and Cognition*, 88 (1), 55-64.

## SELECTED RESEARCH IN PROGRESS

**Kim, Hye-young**, and Ann L. McGill, “Product customization to affirm a sense of humanness: the impact of AI-induced identity threats on customization preferences,” under review at *Journal of Consumer Research*

**Kim, Hye-young**, and Ann L. McGill, “Perception of AI as colleague (vs. tool) increases utilitarian decision-making.”

**Kim, Hye-young**, and Camilla Eunyong Song, “When AI understands the struggle: mitigating the motivation gap in goal-related AI recommendations.”

**Kim, Hye-young**, and Barbara Fasolo, “Misaligned risk: how perceptions of AI risk sensitivity shape consumer decision-making.”

## CONFERENCE PRESENTATIONS

**Kim, Hye-young**, and Ann L. McGill (2024), “AI-induced dehumanization,” Paper presented at *Association for Consumer Research*, Paris, France.

**Kim, Hye-young**, and Ann L. McGill (2024), “Product customization for “human-affirmation”: Consumer exposures to autonomous agents increase preference for customization,” Paper presented at *Society for Consumer Psychology Boutique Conference on Consumer Psychology of Brands*, Leeds, UK.

**Kim, Hye-young**, and Ann L. McGill (2023), “Product customization for “human-affirmation”: Consumer exposures to autonomous agents increase preference for customization,” Paper presented at *Association for Consumer Research*, Seattle, WA.

**Kim, Hye-young**, and Ann L. McGill (2019), “Two minds meeting in the middle: how technologies leads to dehumanization,” Paper presented at *Association for Consumer Research*, Atlanta, GA.

**Kim, Hye-young**, and Ann L. McGill (2019), “Two minds meeting in the middle: how technologies leads to dehumanization,” Paper presented at *American Psychological Association Technology, Mind, and Society*, Washington, DC.

**Kim, Hye-young**, and Ann L. McGill (2019), “Two minds meeting in the middle: how technologies leads to dehumanization,” Paper presented at *Society for Consumer Psychology Boutique Conference on Consumers and Technology*, Montreal, Canada.

**Kim, Hye-young**, and Ann L. McGill (2019), “Two minds meeting in the middle: how technologies leads to dehumanization,” Paper presented at *Psychology of Media and Technology Preconference at SPSP*, Portland, OR.

**Kim, Hye-young**, and Oleg Urminsky (2018), “The different roads not taken: Considering dissimilar alternatives motivates goal persistence,” Paper presented at *Association for Consumer Research*, Dallas, TX.

**Kim, Hye-young**, and Ann L. McGill (2018), “Minions for the rich? Financial status changes how people see products with anthropomorphic features,” Paper presented at *American Psychological Association Technology, Mind, and Society*, Washington, DC.

**Kim, Hye-young**, and Ann L. McGill (2018), “After helping our fellow beings: Moral licensing after acting good toward anthropomorphized targets,” Poster presented at *Society of Personality and Social Psychology*, Atlanta, GA.

- Kim, Hye-young\***, and Oleg Urminsky (2018), “Want to stick to your goal? Think about dissimilar alternatives that you have foregone,” Paper presented at *Society of Consumer Psychology*, Dallas, TX. \*session chair for *Goals and Motivations: You Can Do It!*
- Kim, Hye-young**, and Ann L. McGill (2017), “The effect of financial status on consumer-perceived anthropomorphism and evaluation of products with marketer-intended human features,” Paper presented at *Kellogg-Booth Student Symposium*, Chicago, IL.
- Kim, Hye-young**, and Ann L. McGill. (2017), “The effect of financial status on commercial treatment expectation and evaluation of targets with anthropomorphic features,” Paper presented at *Midwestern Psychology Association*, Chicago, IL.
- Kim, Hye-young**, and Ann L. McGill (2017), “Anthropomorphism for the rich? The effect of financial status perception on evaluation of humanlike products,” Paper presented at *Psychology of Technology Preconference at SPSP*, San Antonio, TX.
- Kim, Hye-young**, and Ann L. McGill (2016), “You are not really helping me! Perceived financial status and preference for anthropomorphized products,” Poster presented at *Society of Judgment and Decision Making*, Boston, MA.
- Kim, Hye-young**, Yeonsoon Shin, and Sanghoon Han (2013), “You will like it as much as it hurts: interplay of striatum, dorsal anterior cingulate cortex, and insula,” Poster presented at *Cognitive Neuroscience Society*, San Francisco, CA.
- Kim, Hye-young**, Yeonsoon Shin, and Sanghoon Han (2012), “Modulatory effect of consideration set size and contrast on choice satisfaction,” Poster presented at *Society for Neuroeconomics*, Miami, FL.
- Yeonsoon Shin, **Hye-young Kim**, and Sanghoon Han (2012), “Neural substrates of learning about response bias,” Poster presented at *Society for Neuroeconomics*, Miami, FL.
- Yeonsoon Shin, **Hye-young Kim**, and Sanghoon Han (2012), “First impression matters: the influence of initial impression on reversal learning,” Poster presented at *Cognitive Neuroscience Society*, Chicago, IL.
- Kim, Hye-young**, Yeonsoon Shin, and Sanghoon Han (2012), “Being another person to be future-minded: common neural substrates of perspective-taking, prospective memory, and intertemporal choice,” Talk given at *Annual International Conference on Cognitive and Behavioral Psychology*, Singapore.
- Yeonsoon Shin, **Hye-young Kim**, and Sanghoon Han (2012), “The devil take the hindmost: an investigation of reducing delay discounting of negativity,” Talk given at *International Conference on Cognitive and Behavioral Psychology*, Singapore.

## TEACHING EXPERIENCE

London School of Economics and Political Science, Department of Management, London, UK  
Instructor, “Brand Strategy,” MSc

The University of Chicago, Booth School of Business, Chicago, IL  
Teaching Assistant, “Managing in Organizations,” Full-time MBA (2016, 2017, 2018)  
Teaching Assistant, “Negotiations,” Full-time MBA (2018)  
Teaching Assistant, “Leadership Capital,” Executive MBA (2018)  
Teaching Assistant, “Marketing Management,” Executive MBA (2019)

Yonsei University, Seoul, Korea

Guest Lecturer, “Psychology of Learning and Memory,” Undergraduate (2011)  
Lecturer, “Experimental Methodology of Psychology,” Undergraduate (2012)

## **HONORS, AWARDS, CERTIFICATIONS**

Annual Contribution Award, London School of Economics and Political Science	2022
Full Fellowship, UK Higher Education Academy/AdvanceHE	2021
Graduate Student Travel Award, SPSP	2018
Travel Award, Psychology of Technology Preconference at SPSP	2017
The John and Serena Liew Fellowship, Booth School of Business	2014-2016
Doctoral Fellowship, Booth School of Business	2014-2019
National Graduate Research Scholarship	2012
BK21 Scholarship, Korea Ministry of Education and Human Resource Development	2011-2013
Best Student Paper Award, National Foundation for Humanities and Social Sciences	2008
High Honors Student Scholarship, Yonsei University	2007, 2008
Highest Honors Student Scholarship, Yonsei University	2006

## **ACADEMIC SERVICES**

Editorial Board Member: Asia Marketing Journal (2023-present)  
Ad-hoc Reviewer: UK Research and Innovation, Journal of Marketing, Journal of Marketing Research,  
European Conference on Information Systems, Asia Marketing Journal  
Conference Reviewer: Association for Consumer Research, Society for Consumer Psychology

## **ASSOCIATIONS**

Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)