

# ELLIE J. KYUNG

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## APPOINTMENTS & EMPLOYMENT

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### **Babson College**

Associate Professor, Marketing Division (2022-present)

### **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

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### **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

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2021	<b>Best Talk Award</b> , Numerical Markers Conference
2021	<b>Tuck Teaching Excellence Award</b> , awarded by students in Tuck Class of 2021
2019	<b>Outstanding Reviewer Award</b> , <i>Journal of Consumer Research</i>
2017	<b>Dartmouth Public Voices Fellow</b> , Dartmouth College
2016-2017	<b>Paul E. Raether T'73 Faculty Fellow</b> , Tuck School of Business
2010	<b>NYU Stern Graduate Program Commencement Representative (MBA &amp; Ph.D.)</b> , New York University
2009-2010	<b>Milton Reynolds Fellowship</b> , New York University ( <i>Competitive funding</i> )
2009-2010	<b>C. W. Nichols Fellowship</b> , New York University ( <i>Competitive funding</i> )
2008	<b>Letter of Commendation for Teaching Excellence</b> , New York University
2007	<b>Robert W. Shoemaker Fellowship</b> , New York University ( <i>Competitive funding</i> )
2005-2010	<b>Doctoral Fellowship in Marketing</b> , New York University, 2005-2010

## RESEARCH INTERESTS

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Effects of Memory and Mental Representation on Consumer Judgments  
Psychology of Magnitude Judgments: Distance (*temporal, physical, social*), Intensity, Size, Speed  
Scale Design and Response Bias  
Digital Interface Design (*implications based on the interests above*)

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

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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<sup>†</sup>, 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*, Advance online publication: <https://doi.org/10.1097/jmq.000000000000136>.

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](#)

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](#)

Yael Shani-Feinstein<sup>†\*</sup>, Ellie J. Kyung<sup>\*</sup>, 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](#)

Thomas, Manoj<sup>\*</sup> and Ellie J. Kyung<sup>\*</sup> (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](#)

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](#)

Kyung, Ellie J.<sup>\*</sup> and Manoj Thomas<sup>\*</sup> (2016), “[When Remembering Disrupts Knowing: Blocking Implicit Price Memory](#),” *Journal of Marketing Research*, 53 (6), 937-953.

[Web Appendix](#)

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.

Galak, Jeff, Joseph P. Redden, Yang Yang<sup>†</sup>, and Ellie J. Kyung (2014), “[How Perceptions of](#)

[Temporal Distance Influence Satiation](#),” *Journal of Experimental Social Psychology*, 52, 118-123.

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.

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.

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

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Ding, Yu<sup>†</sup> 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 revision for 3<sup>rd</sup> round, *Journal of Consumer Research*.

Shalev, Edith, Meyrav Shoham, Coby Morvinski, and Ellie J. Kyung, “**Search versus Scroll and Consumer Decisions to Follow: The Effect of Platform Type on the Credibility Premium**,” under revision for 3<sup>rd</sup> round, *Journal of Consumer Research*.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna, “**The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales**,” under revision for 3<sup>rd</sup> round, *Journal of Consumer Research*.

Pleskac, Tim, Ellie J. Kyung, Gretchen Chapman, and Oleg Urminsky, “[Blinded versus Unblinded Review: A Field Study Comparing the Equity of Peer Review](#),” under 2<sup>nd</sup> round review, *Management Science*.

Zhang, Raina<sup>†</sup>, 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*.

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**,” in preparation for submission.

Kyung, Ellie J., “**Examining the ‘Privacy Paradox’: The Role of Perceived Constraints**,” under revision for submission.

## SELECTED WORK IN PROGRESS

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“**Effect of Artificial Intelligence on the Human Experience**” with Raina Zhang<sup>†</sup>

“**Effect of Labels on Algorithm Aversion**” with Raina Zhang<sup>†</sup>

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

**“A Taxonomy of Personal Information: Valuing Privacy,”** with Raina Zhang<sup>†</sup>, Nico Liao<sup>†</sup>, and Sharon Ng

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

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

## POPULAR PRESS

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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

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2023            **Babson Faculty Research Fund** (\$3,500 x 2)

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

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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, Ellie J. Kyung (2023), “Communicator Sentiment and Online Followership,” *European Association for Consumer Research*, Amsterdam, Netherlands.

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

Shalev, Edith, Meyrav Shoham, Coby Morvinski, 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, 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, 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, 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, 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

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“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

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“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

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**University of Cincinnati**, Carl H. Lindner College of Business, March 2024 (*scheduled*)

**University of Illinois Chicago**, September 2023 (*scheduled*)

**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*)

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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*)

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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

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### Babson College

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

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

Methods & Materials: **4.3** / 5.0

Course Organization: **4.4** / 5.0

Classroom Climate: **4.6** / 5.0

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

Methods & Materials: **4.9** / 5.0

Course Organization: **4.9** / 5.0

Classroom Climate: **4.9** / 5.0

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

Methods & Materials: **4.7** / 5.0

Course Organization: **4.6** / 5.0

Classroom Climate: **4.8** / 5.0

### 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*)

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- 2022      **Conference Co-Chair**, with Manoj Thomas and Kelly Goldsmith, Society of Consumer Psychology  
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)  
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  
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  
Formalized dedication of fundraising proceeds to student travel awards

## **PROFESSIONAL SERVICE**

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### **FIELD**

#### **Associate Editor**

*Journal of Consumer Research*, 2021-present

#### **Editorial Review Board**

*Journal of Consumer Research*, 2016-2020 (*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 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

### **Conference Program Committee**

Society for Consumer Psychology, 2013-2022  
Association for Consumer Research, 2015-2022  
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 present; 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

#### **Institutional Review Board Member, 2023-present**

One of three faculty committee members

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

#### **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 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**

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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)