

**JIN-WOO KIM**  
Department of Marketing  
College of Business  
Georgia Southern University  
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## **Education**

Ph.D. Marketing (minor in Operations/Supply Chain Management), 2011  
The University of Texas at Arlington

M.B.A. Marketing, 1996  
Sogang University, Seoul, Korea

B.B.A. Business Administration (minor in Mass Communication), 1994  
Sogang University, Seoul, Korea

## **Academic Work Experience**

Assistant Professor, Fall 2011 - Current  
Georgia Southern University

Lecturer, Spring 2010 – Spring 2011  
The University of Texas at Arlington

Graduate Teaching Assistant / Associate, Spring 2007 – Spring 2011  
The University of Texas at Arlington

Research Fellow, Center for Modeling and Simulation, March 1996 – July 2006  
Korea Institute for Defense Analyses, Seoul, Korea

Graduate Teaching Assistant, Fall 1994 – Fall 1995  
Sogang University, Korea

## **Editorial Positions**

Reviewer, Spring 2014 – Current: Journal of Advertising Research

Editorial Board Member, Spring 2014 – Current: Journal of Marketing Thought

Ad Hoc Reviewer, Spring 2013 – Current: Journal of Marketing Theory and Practice

## Journal Articles

- Kang, Taeuk, Hui-Chuan Chen, and Jin-Woo Kim (2016), "Effects of Technological Capability on Operations and Marketing Capabilities," *Global Journal of Research in Business and Management*, 6 (2), 455-460.
- Kim, Jin-Woo, Luther Trey Denton, and Tien Wang (2015), "Assessing Stock Market Response to the Release of Ad Meter Rankings of Super Bowl TV Commercials," *International Journal of Integrated Marketing Communications*, 7 (1), 15-22.
- Kim, Jin-Woo (2014), "Assessing Advertising Efficiency: The Case of Super Bowl Advertising," *Review of Business Research*, 14 (1), 19-26.
- Kim, Jin-Woo (2013), "Does Movie Trailer Release during the Super Bowl Really Work? The Impact of Movie Promotion on Revenue and Value," *International Journal of Integrated Marketing Communications*, 5 (2), 67-76.
- Kim, Jin-Woo, Traci H. Freling and Jacqueline K. Eastman (2013), "Do Advertising Efficiency and Brand Value Matter?: Evidence from Super Bowl Advertising," *Marketing Management Journal*, 23 (1), 90-101.
- Kim, Jin-Woo, Traci H. Freling and Doug B. Grisaffe (2013), "The Secret Sauce for Super Bowl Advertising: What Makes Marketing Work in the World's Most Watched Event?," *Journal of Advertising Research*, 53 (2), 134-149.
- Kim, Jin-Woo and Edmund Prater (2011), "Service Marketing Productivity and Firm Profit: Evidence from U.S. Domestic Airline Companies," *Services Marketing Quarterly*, 32 (3), 181-198.
- Kim, Jin-Woo (2010), "Assessing the Long-Term Financial Performance of Ethical Companies," *Journal of Targeting, Measurement and Analysis for Marketing*, 18 (3/4), 199-208.
- Kim, Jin-Woo and Michael Richarme (2010), "Linking Marketing Activities to Shareholder Value: Philosophical and Methodological Issues," *Journal of Management and Marketing Research*, 5 (June), 39-45.
- Kim, Jin-Woo (2010), "The Worth of Sport Event Sponsorship: An Event Study," *Journal of Management and Marketing Research*, 5 (June), 28-38.
- Kim, Jin-Woo (2010), "The Relationship between International Diversification and Global Brand Value: Is It Linear? One Way? Country-of-Origin Dependent?" *Journal of Global Business Issues*, 4 (1), 17-25.

Kim, Jin-Woo and Michael Richarme (2009), "Applying the Service-Profit Chain to Internet Service Businesses," *Journal of Service Science and Management*, 2 (2), 96-106.

**Presentations or proceedings at Professional Meetings (for the past 5 years),  
indicate if you were the presenter**

Jin-Woo Kim "Take-A-Stand: Looking at Super Bowl Event from a Media Planner's Perspective," SMA Conference, November 2016, Atlanta, GA: *Presenter* → My presentation will be featured on forthcoming paper at *Marketing Education Review* 2017

Rew, Dongjun and Jin-Woo Kim "The Effect of Sponsorship-Fit on Firm Reputation: Focus on the Role of Customer Attitude as a Mediator," SMA Conference, November 2016, Atlanta, GA : *Co-Presenter*

Kim, Jin-Woo, "How Does Stock Market Respond to Advertising Rating? Evidence from Super Bowl Advertising," INFORMS Marketing Science Conference, June 2014, Atlanta, GA: *Presenter*

Kim, Jin-Woo "How Does Movie Promotion during the Super Bowl Affect Valuation of Actors and Actresses," SMA Conference, November 2013, Hilton Head, SC: *Presenter*

Kim, Jin-Woo and Traci H. Freling, "Does Movie Trailer Release during the Super Bowl Really Work? The Impact of Movie Promotion on Revenue and the Value of a Movie," SMA Conference, November 2012, Orlando, FL: *Presenter*

Kim, Jin-Woo and Traci H. Freling, "The More Efficient the Better: Advertising Efficiency and Its Impact on Firm's Financial Performance," INFORMS Marketing Science Conference, June 2011, Houston, TX: *Presenter*

**Work in Progress**

"Deep Impact of Super Bowl Advertising: Does Movie Promotion during the Super Bowl Increase Value of Actors and Actresses?" Data Analysis & Manuscript

"The Power of Awards: Are Awards Really Reward?" Data collection

"Drivers of Advertising Viewership: Evidence from Super Bowl Advertising" Data collection

## **Honors, Awards, and Business Activities**

Research Award, College of Business Administration, Georgia Southern University, 2015

T.J. Morris Jr. Faculty Award, College of Business Administration, Georgia Southern University, 2014

Research Award, College of Business Administration, Georgia Southern University, 2012

Doctoral Research Publication Award, College of Business, The University of Texas at Arlington, 2011

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium Fellow, 2010

Graduate Dean's Dissertation Fellowship, Graduate School, The University of Texas at Arlington, 2010

Society for Marketing Advances (SMA) Doctoral Consortium Fellow, 2009

Graduate Teaching Assistantship, Graduate School, The University of Texas at Arlington, 2007 - 2011

Outstanding Student Scholarship, Young-Ho Kim UTA Scholarship Foundation, 2007

Graduate Teaching Assistantship, Graduate School, Sogang University, Korea, 1994 -96

Merit-based Scholarship, Sogang University, Korea, 1990

## **Services, Professional Activities, and Associations related to discipline (for the past 5 years)**

### **Service**

Member, Student RGIR (Retention, Graduation, and Instructional Resources) Committee, Fall 2013 – 2016, College of Business, Georgia Southern University

Member, Comprehensive Program Review Committee, Fall 2014, Department of Marketing, College of Business, Georgia Southern University

Member, Dean's Journal Audit Task Force, May 2014 – June 2014, College of Business, Georgia Southern University

Academic advisor, AMA student chapter, Fall 2013 – Current, Department of Marketing, College of Business, Georgia Southern University

Member, Strategic Planning Council Committee, Fall 2012 – Summer 2013, College of

Business, Georgia Southern University

**Academic Membership**

American Marketing Association (AMA)

Society for Marketing Advances (SMA)

INFORMS Society for Marketing Science (ISMS)

International Academy of Business and Economics (IABE)

Note: all information should be entered using most recent year first