

SANGHEE NINA KIM

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EDUCATION

Tippie College of Business, University of Iowa

Ph.D. Candidate in Marketing

Dissertation topic: Two Essays on Customer Satisfaction and Loyalty

- Essay#1: What Drives Satisfaction: Expectations, Ideals or Absolutes? A Multi-Year Study of Industry and Firm Factors

- Essay#2: Satisfaction, Loyalty, or Inertia: What Brings Back Customers Before and After a Covid-19 Shutdown?

Advisor: Thomas S. Gruca

January 2019 - Present

(Expected May 2024)

Iowa City, IA

College of Public Health at University of Iowa

M.S. in Biostatistics

May 2020

Iowa City, IA

Western Michigan University

M.S. in Statistics

May 2017

Kalamazoo, MI

Ewha Womans University

B.A. in French Language and Literature

Bachelor of Arts in History Art

February 2011

Seoul, SK

RESEARCH INTERESTS

Customer Relationship Management (CRM), Digital Marketing, User Generated Content, Public Policy, Causal Inference, Choice modeling, Machine Learning, Text Analysis

PUBLICATIONS

Kim, S. & Gruca, T. S. (in press). NPS and Future Consumer Behavior in the Casino Gaming Industry.

International Journal of Market Research.

Invited special issue for 20th Anniversary of Net Promoter Score

Paul, C. J., Gruca, T. S., Morrison, P. G., Ghareeb, G. M., **Kim, S. H.** & Erickson, B. A. (2020). Treatment Setting Influences Treatment Modality for Urinary Stone Disease. *Urology* 143, 123-129.

Cho, H., Son, S. J., **Kim, S.** & Park, J. (2016). A Randomized Comparison of Medication and Cognitive Behavioral Therapy for Treating Depression among Low-Income Young Minority Women. *Medical Science Monitor* 22, 4947-4953.

MANUSCRIPTS

Satisfaction, Loyalty, or Inertia: What Brings Customers Back Before and After a Covid-19 Shutdown?

Job Market Paper

Assessing Causal Effects of Time of Treatment Initiation, with Ryan Cho

Under review at *Journal of Applied Statistics*

What Drives Satisfaction: Expectations, Ideals or Absolutes? A Multi-Year Study of Industry and Firm Factors, with Thomas S. Gruca, and Forrest V. Morgeson III

Working paper

Effect of Rural Outreach on Physician Turnover, with Thomas S. Gruca

In progress

CONFERENCE PRESENTATIONS

2023 ISMS Marketing Science Conference

June 2023

NPS and Future Consumer Behavior in the Casino Gaming Industry, Miami Herbert Business School, University of Miami

2023 Haring Symposium, Indiana University

April 2023

Satisfaction, Loyalty, or Inertia: What Brings Customers Back Before and After a Covid-19 Shutdown? Kelly School of Business.

2022 ISMS Marketing Science Conference

June 2022

Satisfaction, Loyalty, or Inertia: What Brings Customers Back Before and After a Covid-19 Shutdown?

Chicago, Illinois (Virtual)

2021 ISMS Marketing Science Conference

June 2021

What Drives Satisfaction: Expectations, Ideals or Absolutes? - A Multi-Year Study of Industry and Firm Factors,

Simon Business School, University of Rochester (Virtual)

TEACHING INTERESTS

Marketing Analytics, Digital Marketing, Marketing Research, Social Media Marketing, Marketing Strategy, International Marketing, Machine Learning, Statistics for Business

TEACHING EXPERIENCE

Co-Instructor, University of Iowa

2021-2022

Marketing Research (MKTG 3100), Fall 2022 (Course evaluation: 5/6)

- Responsible for weekly discussion sections

- Collaborated on discussion sessions design

Introduction to Marketing Strategy (MKTG 3000), Fall 2021 (Course evaluation 5.7/6)

- Responsible for weekly discussion sections

Teaching Assistant

2019-2021

Marketing and Sustainability (MKTG:4250), Spring 2021

International Marketing (MKTG:4300), Spring 2020 & 2021

Marketing Metrics (MKTG:3101), Spring 2020

Merchandise Management (MKTG:3401), Spring 2020

Professional Selling (MKTG:4201), Spring 2020

Consumer Behavior (MKTG:3200), Fall 2019

Marketing Research (MKTG:3100), Spring 2019

Marketing Analytics (MKTG:9310), Spring 2019

Category Management (MKTG:9360), Spring 2019

Guest Lecturer

2022

Ph.D. Seminar in Marketing Model (University of Iowa, MKTG:7850), Spring 2022

WORK EXPERIENCE

Research Assistant

National Advanced Driving Simulator in College of Engineering, University of Iowa

2017 - 2018

Center for Medical Humanities and Convergent Contents, Western Michigan University

2015 – 2016

Marketing AssistantDepartment of Industrial Bioscience, *DuPont Inc*, Seoul, South Korea

2012 – 2014

- Building relationships with the existing potential customers through online and offline channels

Department of Protection Technology, *DuPont Inc*, *Seoul*, South Korea

2011 – 2014

- Designed and created marketing online and offline contents including:

o New product development project

o Competitive market intelligence

GRADUATE COURSEWORK

Marketing

PhD Seminar in Consumer Behavior

Dhananjay Nayakankuppam and Alice Wang

PhD Seminar in Marketing Models I

Gary Russell and Thomas Gruca

PhD Seminar in Marketing Models II

Gary Russell and Thomas Gruca

Categorical Management

Gary Russell

Marketing Analytics

Gary Russell

Statistics

Statistical Inference I

Kung-Sik Chan

Statistical Inference II

Joseph Lang

Theory of Biostatistics I

Gideon Zamba

Biostatistical Methods I

Grant Brown

Biostatistical Methods II
 Causal Inference
 Biostatistical Computing
 Analysis of Categorical Data
 Spatial Analysis
 Applied Survival Analysis
 Design and Analysis Surveys
 Statistical Analysis of Network Data
 Statistical Theory I
 Statistical Theory II
 Applied Linear Models
 Nonparametric Statistical Methods
 Time Series Analysis

Economics

Fundamentals of Microeconomics
 Econometrics
 Applied Econometrics

Machine Learning

Text Analytics
 Machine Learning for Biomedical Data
 Big Data Analysis with Python

Academic Workshops

Northwestern Main and Advanced Causal Inference Workshops, Northwestern University
 Quantitative Marketing and Structural Econometrics Workshop, Northwestern University

Brian Smith
 Michael Jones
 Brian Smith
 Joe Cavanaugh
 Jacob Oleson
 Hyunkeun Cho
 Jacob Oleson
 Daniel Sewell
 Magdalena Niewiadomska-Bugaj
 Magdalena Niewiadomska-Bugaj
 Joshua Naranjo
 Joshua Naranjo
 Jeffrey Terpstra

Art Durnev
 Qing Han
 Suyong Song

Qihang Lin
 Brian Smith
 Kang Pyo Lee

2023
 2019

HONORS AND AWARD

Fellow, ISMS Doctoral Consortium, University of Miami, 2023
 Fellow, Haring Symposium, Indiana University, 2023
 Fellow, ISMS Doctoral Consortium, University of Chicago, 2022
 Fellow, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2022
 Travel Grant, Quantitative Marketing and Economics Conference, Northwestern University, 2019
 Ponder Fellowship, University of Iowa, 2019 & 2020

SKILLS AND LANGUAGES

Programming Languages

R, Python, Latex

Statistics Software

SAS, Stata, SPSS, SMART PLS, Minitab

Languages

Korean (Native), English (Fluent), French (Fluent), Japanese (Fluent), Chinese (Conversational)

IMMIGRATION

U.S. Permanent Resident Status

REFERENCES

Thomas Gruca

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 The University of Iowa
 Tippie College of Business
 Iowa City, IA 52242
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Michael Jones

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 The University of Iowa
 College of Public Health
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Gary Russell

Henry B. Tippie Research Professor of Marketing
 The University of Iowa
 Tippie College of Business
 Iowa City, IA 52242
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SELECTED WORKING PAPER ABSTRACTS

“Satisfaction, Loyalty, or Inertia: What Brings Back Customers Before and After a Covid-19 Shutdown?” (Job Market Paper)

There is a growing body of evidence that customer satisfaction leads to favorable future purchase behaviors, and these behaviors drive firm performance. This study reexamines the link between customer satisfaction and future purchase behavior as mediated by loyalty, e.g., as measured by repurchase intention. Using individual customer-level data from the casino industry, we establish the causal mechanisms among satisfaction, loyalty, and future purchase behavior (i.e., customer retention). However, observed loyalty may be confounded with inertia. Therefore, we examine the relationship between customer satisfaction, loyalty, and future purchase behavior before and after a shutdown due to the Covid-19 pandemic. The change in the business environment and the long lag time between the measure of loyalty and future purchase behavior should reduce the impact of inertia. We find in the data after the post-Covid-19 outbreak, satisfaction positively influences future purchase behavior, but loyalty does not.

“What Drives Satisfaction: Expectations, Ideals or Absolutes? a Multi-Year Study of Industry and Firm Factors”

with Prof. Thomas S. Gruca and Forrest V. Morgeson III

Customer satisfaction is a widely used marketing metric. Prior research shows its impact on desirable consumer behaviors, e.g., increased loyalty, as well as its positive influence on the value of the firm. Various authors have proposed different standards by which consumers determine their overall level of satisfaction. Some suggest that it is an absolute measure of perceived quality over cumulative experience while others support the expectancy-confirmation theory. Still, others argue that customers judge their satisfaction with a given goods or service relative to an ideal version of given goods or services. Since it is unknown which model is operant for any situation, the ACSI (American Customer Satisfaction Index) includes all three elements, which are absolutes, expectations, and ideals, as manifest variables for the latent construct of customer satisfaction. The reported score for each firm in the ACSI is a weighted sum of these three measures with the weights adding up to one. While a great deal of research has examined the consequences of the composite ACSI score, little is known about the relationship between the composite ACSI and its three manifest variables. In this exploratory study, we examine how the relative influence of these three satisfaction models on the formation of customer satisfaction varies across time, industry characteristics, and firm-level measures. Given our findings, customers form their satisfaction differently depending on the characteristics of firms. For services, customers rely more on relative measures, such as expectancy-confirmation theory or ideal point. In a monopoly market, despite the absence of an alternative supplier, customers put more weight on comparison to expectations or the ideal experience. It contradicts what Oliver (2004) and Anderson (1994) suggest that the role of expectations is lower in the CS evaluation process of monopoly providers. The findings of our study can contribute to a better understanding of how consumers form their CS judgments in different consumption situations and to deeper insights into more effective ways to manage customer satisfaction that are appropriate for the context of the firm.