

Anthony H. Kim

International Business & Marketing Department
College of Business Administration
California State Polytechnic University, Pomona
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EMPLOYMENT

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA Pomona, CA
Associate Professor in Marketing 2019 – present
International Business and Marketing Department
College of Business Administration

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA Pomona, CA
Assistant Professor in Marketing 2013 – 2019
International Business and Marketing Department
College of Business Administration

UNIVERSITY OF GEORGIA Athens, GA
Research/Teaching Assistant & Instructor 2008 – 2013
Department of Marketing
Terry College of Business

EDUCATION

UNIVERSITY OF GEORGIA Athens, GA
Ph.D. in Marketing, minor in Statistics 2013

FLORIDA STATE UNIVERSITY Tallahassee, FL
Ph.D. student in Sport Management 2006 – 2008

CENTRAL MICHIGAN UNIVERSITY Mount Pleasant, MI
M.A. Major: Sport Administration 2005

SEOUL NATIONAL UNIVERSITY Seoul, KOREA
B.S. Major: Business Administration and Sports Science 2003

RESEARCH INTERESTS

Internet Word-of- Mouth (WOM) Marketing; Social Network Analysis; Promotions; Information Source Effect; Brand Community; Web-based Methods; Sports Marketing

PUBLICATIONS

Referred Publication

Allen, A., Orr, A., Ariscoretta, O., Perez, A., & **Kim, A.** (2023). UNIQLO: A Case Study of a Global Fashion Brand. *Journal of Business Cases and Applications* (37).

<https://www.aabri.com/manuscripts/223580.pdf>

Kim, A., Im, S., & Kim, H. (2022). The Red Dawg Cafe: A Case Study of a Local Restaurant. *Journal of Business Cases and Applications* (36). <https://www.aabri.com/manuscripts/223551.pdf>

Anthony H. Kim (2016), “Impact of Promotion Characteristics on Consumers’ Participation in Discussion of Promotional Deal Offers.” *Pan-Pacific Journal of Business Research*, 7(2), 16-26.

Thompson, Scott A., Richard Gooner, and **Anthony Kim** (2015: equal authorship), “Your Mileage May Vary: Managing untargeted consumers’ reaction to promotions” *Journal of the Academy of Marketing Science*, 43(6), 713-29.

Kwon, Harry H., **Hongbum Kim** and Michael Mondello (2008). “Does a Manufacturer Matter in Co-branding? The Influence of a Manufacturer on Sport Team Licensed Apparel.” *Sport Marketing Quarterly*, 17, 109-19.

Book Chapters

Zinkhan, George M., Anastasia Thyroff, Anja Rempel, and **Hongbum Kim** (2010). “Adding Products and Services”, *Business Fundamentals* by *Global Text Project*, [available at <http://cnx.org/content/m35564>].

WORKING PAPERS

Anthony H. Kim and Scott A. Thompson, “Word of Mouth Source Effects and Consumer Evaluation of Promotions: Does the Messenger Matter?” – invited for the second-round revision at *Journal of Interactive Marketing*.

Anthony H. Kim and Scott A. Thompson, “Effect of Position of Original Poster in Social Network on Viewer’s Evaluation in a Deal Sharing Website”. Full manuscript submitted for presentation at 2018 Winter AMA Conference (August 2017).

Anthony H. Kim and Piyush Kumar, “Choice Among Assortments: The Effect of Product Nomenclature.” – invited for the second-round revision at *Journal of Business Research*.

Anthony H. Kim and Scott A. Thompson, “Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations.” – finalizing the manuscript to submit to *Marketing Letters*.

Anthony H. Kim and Scott A. Thompson, “Effect of WOM Message Initiator Position in Social Network on Consumers’ Promotional Deal Evaluation”. -finalizing the manuscript to submit to *Journal of Marketing*.

Anthony H. Kim and Scott A. Thompson, “Effect of Deal Posters’ Individual Social Network Measures on Deal Evaluation.” – finalizing the manuscript to submit to *Journal of Marketing Research*.

Anthony H. Kim, Yuqi Zhen, and Eunjoo Kim, “E-books vs. hard copy: Impact of Textbook Format on Students’ Performance in Business Undergraduate Classes.” – finished the data collection

CONFERENCE PRESENTATION AND CONFERENCE PRECEDINGS PUBLICATION

Anthony H. Kim and Hyeongmin Kim, “Effect of Position of Original Poster in Social Networks on Viewer’s Evaluation in a Deal Sharing Website.” –Accepted for presentation at *2018 AMA Winter Marketing Academic Conference*, New Orleans, LA.

Anthony H. Kim and Scott A. Thompson, “Effect of WOM Message Initiator Position in Social Networks on Consumers’ Promotional Deal Evaluation.” –Presented at *2017 AMA Winter Marketing Academic Conference*, Orlando, FL.

Anthony H. Kim and Scott A. Thompson, “Effect of WOM Message Initiator Position in Social Networks on Consumers’ Promotional Deal Evaluation.” – Presented at *2017 Pan-Pacific Business Research Conference*, Pomona, CA.

Anthony H. Kim, “Managing the Balance Between Teaching and Research in Balanced Schools.” – Presented at *2016 Marketing Management Association (MMA) 2016 Fall Educators’ Conference*, Providence, RI.

Anthony H. Kim and Scott A. Thompson, “Impact of Promotion Characteristics on Consumers’ Participation in Discussion of Promotional Deal Offers.” - Presented at *2016 AMA Winter Marketing Academic Conference*, Las Vegas, NV.

Anthony H. Kim, Scott A. Thompson, and Eunjoo Kim, “Impact of Promotion Characteristics on Consumers’ Participation in Discussion of Promotional Deal Offers.” - Presented at *2016 Pan-Pacific Business Research Conference*, Pomona, CA. (Earned “Distinguished Paper Award”)

Anthony H. Kim and Scott A. Thompson, “Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations.” - Presented at *2015 AMA Winter Educators’ Conference*, San Antonio, TX.

Anthony H. Kim and Scott A. Thompson, “Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations.” - Presented at *2015 Pan-Pacific Business Research Conference*, Pomona, CA. (Earned “Distinguished Paper Award”)

Anthony H. Kim and Scott A. Thompson, “Effect of Deal Posters’ Individual Social Network Measures on Deal Evaluation.” – Presented at *2013 AMA Summer Educators’ Conference*

Anthony H. Kim and Scott A. Thompson, “Information Source Effects on Deal Evaluation: Who Makes the Best Messenger?” –Presented at *2012 AMA Winter Educators’ Conference*

Kwon, Harry H. and **Hongbum Kim** (2007). “Does Manufacturer Matter? The Influence of a Manufacturer in University Licensed Apparel”. Presented at *North American Society of Sport Management (NASSM) Annual Conference. Fort Lauderdale, FL.*

TEACHING INTERESTS AND EXPERIENCE

Teaching interests:

International Marketing, Marketing Strategy, Sport Marketing, Principles of Marketing, and Internet Marketing (E-commerce)

Courses taught:

2013 – Now CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA, Pomona, CA
IBM Department, College of Business Administration

Undergraduate Program:

International Marketing (IBM4141: Face-to face, Hybrid and Fully Online).

Sport Marketing (IBM4922: Face-to face, Hybrid and Fully Online).

Principles of Marketing Management (IBM3012: Face-to face, Hybrid and Fully Online).

Marketing Problems (IBM4212: Face-to-face and Hybrid)

Graduate Program (MBA):

Marketing Management Applications (GBA6520: Hybrid)

2011 – 2013 UNIVERSITY OF GEORGIA, Athens, GA
Department of Marketing, Terry College of Business

Undergraduate Program as an instructor:

Marketing Strategy (undergraduate capstone course: MARK4900)

International Marketing (MARK4700)

Graduate (MBA) Program as a teaching assistant

Marketing Analytics and Decision Making (MARK7980: Dr. Charlotte Mason)

Marketing Planning and Strategy (MARK7930: Dr. Piyush Kumar)

2006 – 2008 FLORIDA STATE UNIVERSITY, Tallahassee, FL
Department of Sport Management, Recreation Management, and Physical Education

Undergraduate Physical Activity Courses:

Weight Training (PEM1131), Self Defense (PEM1405), Golf

(PEL1121), Racquetball (PEM1441), Swimming (PEN1121), Walking

for Fitness (PEP1001), Stretch and Relaxation (PEM1121), and Bowling (PEL1111).

2004 – 2005 CENTRAL MICHIGAN UNIVERSITY, Mount Pleasant, MI
Department of Physical Education and Sport
Undergraduate Physical Activity Courses:
Swimming (PED127, 129, & 130) and Aqua-Aerobics (PED123).

SERVICES

Academic Journal Reviewer

Pan-Pacific Journal of Business Research (2015 – present)
Winter AMA 2019 conference
Winter AMA 2018 conference
Winter AMA 2017 conference
Winter AMA 2016 conference
Winter AMA 2015 conference
Summer AMA 2013 conference
Winter AMA 2012 conference

University, Cal Poly Pomona

Undergraduate Research Faculty Advisory Committee (URFAC) member (2017 – 2019)
Distinguished Research, Scholarship, & Creative Activities (RSCA) Staff Award Committee Co-chair (2017 – 2019)
Search committee member of Associate Vice President of Enrollment (2017 – 2018)
University Advising Task Force member (2016- 2017)
Faculty Advisor of Everything Hallyu (Korean wave) club of Cal Poly Pomona (2017 – present)
Faculty Advisor of Cal Poly Pomona E-Sports club (2017 – present)
Guest speaker & Mentor for English Language Institution (ELI) students from Korea (2015 – present)
Faculty Advisor of Korean-American Student Association of Cal Poly Pomona (2015 – 2017)

College of Business, Cal Poly Pomona

College of Business Assessment Committee (2018-present)
Director of BUS3000- Applied Business Communication class development (2017 - present)
Outstanding Faculty Advisor selection committee (2017)
Business Core class development committee member (2016)

IBM department, CPP

Chair of IBM department assessment committee (2018-2019)

Department RTP committee 2019
IBM Research/Teaching talk committee chair (2017 – 2019)
Search committee member 2018
Search committee member 2016
Search committee member 2015
Search committee member 2014
Department RTP revision committee 2014-2016

INDUSTRY EXPERIENCE

- 2018 – present CEO of Rbooza, LTD. (A real estate management company)
2019 – present Advisor of Maison Pharmtech, co. (Health Supplement Manufacturer)
2016 – present Advisor of Terry Pharmtec, co. (Health Supplement manufacturer)
2004 KOREAN INSTITUTE OF SPORT SCIENCE (KISS), under Korean Olympic Committee, Seoul, Korea
Research Assistant
- 2003 SAMSUNG FIRE AND MARINE INSURANCE, Seoul, Korea
Assistant Manager
- 2003 Samsung new employee summer training camp task force team leader: Planning, organizing, and managing camp schedule for 6,352 new Samsung group employees
 - Samsung Aptitude Test (SSAT) task force team member: Made and developed Samsung group entrance exam questions
 - Recruited, trained, and managed insurance sales people

OTHER EXPERIENCES

- 2018 – 2021 ST. GABRIEL KOREAN CATHOLIC CHURCH, Rowland Heights, CA
- Principle of Sunday School
- 2010 – 2012 UNIVERSITY OF GEORGIA, Athens, GA
- Coach, Korean Student Swimming Club at UGA
- 2009 – 2012 UNIVERSITY OF GEORGIA, Athens, GA
- Contrabass player, UGA University Philharmonia
- 2010 – 2011 UNIVERSITY OF GEORGIA, Athens, GA
- President, Korean Catholic Student Association at UGA
- 2001 - 2002 OKLAHOMA STATE UNIVERSITY, Stillwater, OK
- Foreign exchange student, College of Business from Seoul National University
- 1999 – 2000 United Nations Educational, Scientific, and Cultural Organization (UNESCO)
Korean-English Translator
- Served as a translator of cultural exchange programs in Seoul, Korea.

- 2000 – 2001 ASIAN YOUTH PHILHARMONIC ORCHESTRA
Contrabass player
 - Played in Nagoya (Japan), Toyota city (Japan), Shanghai (China), Hanoi (Vietnam), and Seoul (South Korea)
 - Fully funded by Toyota Motor Company (\$9,000)
- 1998 NAGANO WINTER OLYMPIC GAMES, Nagano, Japan
Leader of Korean Delegate of Olympic International Youth Camp in 1998
 - Communicated and shared ideas about the Modern Olympic Movement with more than 500 youths from 58 IOC member countries for 28 days
 - Fully funded by the Korean Olympic Committee (\$4,000)
- 1997 – 2001 SEOUL NATIONAL UNIVERSITY PHILHARMONY ORCHESTRA (SNUPO)
Principle of Contrabass, Vice president (2000-2001)
 - Played 11 symphonies, and more than 30 pieces as the principle of Contrabass
- 1997 – 2000 VARSITY SWIMMING AND SNOWBOARDING TEAM OF SEOUL NATIONAL UNIVERSITY
Student Athlete: swimming
 - Specialized in individual Butterfly and backstroke events
 - Won 3 gold, 4 silver and 2 bronze medals in various games

SCHOLARSHIP, GRANTS, HONORS, AND AWARDS

- 2016 Selected as one of ten faculty members of DOLCE 3.0 (Developing Online Learning-Centered Environment)
- 2016 Distinguished Paper Award, 2016 Pan Pacific Business Research Conference, Pomona, CA.
- 2015 Distinguished Paper Award, 2015 Pan Pacific Business Research Conference, Pomona, CA.
- 2012 AMA-Sheth Foundation Doctoral Consortium Fellow, University of Washington, Seattle, WA.
- 2012 Travel Grant for 2012 AMA Winter Educators' Conference, University of Georgia (\$1,500)
- 2008 - 2012 Scholarship, Marketing department at Terry College of Business, University of Georgia (\$4,000 per year)
- 2007 Travel Grant for North American Society of Sport Management conference 2007, Florida State University (\$500)
- 2005 Thesis research grant, Central Michigan University (\$300)
- 2001 Travel Grant for Asian Youth Philharmonic Orchestra 2001, Toyota Motor Company, Japan (\$9,000)
- 1998 Travel Grant for Nagano Winter Olympic Games' International Youth Camp 1998, Korean Olympic Committee (\$4,000)
- 1997 - 2000 Scholarship, Department of Physical Education at Seoul National University (\$1,800 per year)

1996 Ranked 27th among 824,374 students in standardized undergraduate entrance examination in Korea

PROFESSIONAL ASSOCIATIONS

2008 – Now American Marketing Association (AMA)
2013 – Now American Marketing Association Los Angeles
2006 – 2008 North American Society of Sport Management (NASSM)
2006 – 2008 Sport Marketing Association (SMA)
2000 – 2001 United Nations Educational, Scientific and Cultural Organization (UNESCO)
1997 – 1998 International Olympic Committee (IOC) and Korean Olympic Committee (KOC)

STATISTICS PACKAGES

SAS, STATA, Pajek XXL, Hierarchical Linear Modeling (HLM), M-Plus, SPSS, UCINET and LISREL