

SAHOON KIM

University of Hawai‘i at Mānoa
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EMPLOYMENT

University of Hawai‘i at Mānoa, Shidler College of Business, HI 2024-Present
Assistant Professor of Marketing

EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business, IL 2018-2024
Ph.D. in Business Administration, Marketing (Minor: Psychology)

Northwestern University, Kellogg School of Management, IL 2017
Master of Science in Management Studies
(MBA curriculum for students with less than 2 years of work experience)

Yonsei University, Seoul, Korea 2016
Bachelor of Arts in Economics

University of Wisconsin, Madison, WI Fall 2014
Exchange Student, Department of Economics

RESEARCH INTERESTS

Creativity, Power, Branding, Artificial Intelligence

PUBLICATION IN REFEREED JOURNALS

Kim, Sahoon, Maria Rodas, and Jack Goncalo (2025), “Creativity Connects: Generating Creative Ideas on Behalf of a Brand Increases Feelings of Connection,” *Personality and Social Psychology Bulletin*.

- 3rd dissertation essay

Kim, Sahoon, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *Journal of Experimental Social Psychology*, 107, 104474.

- 2nd dissertation essay

Kim, Sahoon, Jack Goncalo, and Maria Rodas (2023), “The Cost of Freedom: Creative Ideation Boosts Both Feelings of Autonomy and the Fear of Judgment,” *Journal of Experimental Social Psychology*, 105, 104432.

- 1st dissertation essay

Torelli, Carlos, Lisa Leslie, Christopher To, and **Sahoon Kim** (2020), “Power and Status across Cultures,” *Current Opinion in Psychology*, 33,12–17.

MANUSCRIPT UNDER PREPARATION AND REVIEW

Calder, Bobby, Junnan He, and **Sahoon Kim**, “Evaluating the Financial Value of a Brand,” Manuscript under preparation for submission to *Journal of Consumer Research*.

BOOK CHAPTERS

Rindfleisch, Aric, Myoung Kim, and **Sahoon Kim** (2024), “Artificial Intelligence and Qualitative Research in Marketing,” Russell Belk and Cele Otnes, ed., *Handbook of Qualitative Research Methods in Marketing*, Edward Elgar.

DISSERTATION

Title: Creatively Approaching Creativity Research: Implications for Consumers and Marketers
Committee: Jack Goncalo (co-chair), Aric Rindfleisch (co-chair), Maria Rodas, Derek Rucker

SELECTED WORKS IN PROGRESS

Kim, Sahoon and Jack Goncalo, “Creativity, Artificial Intelligence, and Consumers’ Confidence,” five studies completed. Target journal: *Journal of Consumer Research*.

Kim, Sahoon, Brian Lucas, and Aric Rindfleisch “Expertise, Artificial Intelligence, and Creativity,” one study completed. Target journal: *Journal of Consumer Research*.

Kim, Sahoon and Jack Goncalo, “Creativity and Temporal-focus,” two studies completed. Target journal: *Journal of Personality and Social Psychology*.

Kim, Sahoon and Jack Goncalo, “Creativity and Luxury Product Consumption,” one study completed. Target journal: *Journal of Consumer Psychology*.

Kim, Sahoon, “Power, Creativity, and Artificial Intelligence,” one study completed. Target journal: *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

- **Kim, Sahoon**, Jack Goncalo, and Carmen Sanchez (2025), “Using Artificial Intelligence on Creative Tasks Makes Humans Overconfident about how Creative They Are,” *Society for Consumer Psychology, Las Vegas, NV*.
- **Kim, Sahoon**, Jack Goncalo, and Carmen Sanchez (2024), “Using Artificial Intelligence on Creative Tasks Makes Humans Overconfident about how Creative They Are,” *Academy of Management, Chicago, IL*.

- Horton, Carl Blaine, Analexis Glaude, F Katelynn Boland, **Sahoon Kim**, Justin M. Berg (2024), “Fostering Creative Success: Power, Intersectionality, AI Feedback, and Social Influence,” *Academy of Management*, Chicago, IL.
- **Kim, Sahoon**, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *American Marketing Association Winter Conference*, Nashville, TN.
- **Kim, Sahoon**, Brian Lucas, and Jack Goncalo (2022), “Low Power Warm-Up Effect: Understanding the Effect of Power on New Product Idea Novelty over Time,” *Product Development and Management Association*, Knoxville, TN.
- **Kim, Sahoon**, Brian Lucas, and Jack Goncalo (2022), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *American Marketing Association Doctoral Consortium*, Austin, TX.
- **Kim, Sahoon** and Carlos Torelli (2020), “Consuming Beauty in Place of Power: Culture and Gender Moderation,” *Association for Consumer Research, Virtual Conference*.
- **Kim, Sahoon** and Carlos Torelli (2020), “Consuming Beauty in Place of Power: Culture and Gender Moderation,” *Society for Consumer Psychology*, Huntington Beach, CA.

TEACHING INTERESTS

Marketing Analytics (with R and Python)
Marketing Research

Marketing Principles (Digital Marketing)
Consumer Behavior

TEACHING EXPERIENCE

- **Principles of Marketing**, Assistant Professor (Undergraduate) Fall 2024
In-person class, 2 sections
- **Marketing Communications**, Instructor (Undergraduate) Fall 2022
In-person class, rating (4.54/5)
- **Marketing Communications**, Instructor (Undergraduate) Fall 2020
Hybrid class (On-line and in-person simultaneously in real time), rating (4.35/5)
- **Consumer Behavior**, Teaching Assistant (Undergraduate) Spring 2020
In-person class
- **Consumer Behavior**, Teaching Assistant (Undergraduate) Fall 2019
In-person class

HONORS AND AWARDS

Robert Ferber Best Dissertation Award, UIUC	2023
Block Fellowship Award for Exemplary Representation of Business Administration Ph.D.	2023
Jagdish N. Sheth Ph.D. Research Fund Award	2023
AMA-Sheth Doctoral Consortium Fellow	2022
Business Administration Doctoral Workshop Best Presentation Award	2022
Dr. Avinish Chaturvedi Memorial Student Ambassador Award, UIUC	2021-2022
Haring Symposium Fellow (Discussant)	2021
Walter H. Stellner Research Scholarship, UIUC	2018-2022
Sheth Doctoral Fellowship, UIUC	2018

DK Korea Scholarship, Yonsei University

2014

SERVICE

American Marketing Association Student Club Faculty Advisor, UH Mānoa 2024-Present
Dr. Avinish Chaturvedi Memorial Student Ambassador, UIUC 2021-2022
Student Volunteer, Product Development and Management Association, Champaign, IL 2019
Student Volunteer, Association for Consumer Research Conference, Dallas, TX 2018

WORK EXPERIENCE

Targus Management Consulting AG, Düsseldorf, Germany Summer 2013
Intern (Supply Chain Management)

Republic of Korea Air Force, 255 Special Operations Squadron, Seoul, Korea 2011-2013
Sergeant (Flight Operations Management; Translator for US Combined Forces training)

Deloitte Consulting, Seoul, Korea Winter 2010
Intern (Oracle CRM/BRM Model Implementation)

RESEARCH ASSISTANT EXPERIENCE

University of Illinois at Urbana-Champaign, Gies College of Business, IL 2018-2024
Research Assistant (Professors Aric Rindfleisch, Maria Rodas, Carlos Torelli, Sarah Lim, Tiffany White, and Minkyung Koo)

Northwestern University, Kellogg School of Management, Evanston, IL 2017-2018
Research Assistant (Professors Derek Rucker, Kelly Goldsmith, Bobby Calder, Maferima Toure-Tillery, and Loran Nordgren)

REFERENCES

Jack Goncalo (Dissertation Co-Chair, Director of Research)
Professor of Business Administration and Area Chair, Organizational Behavior
University of Illinois at Urbana-Champaign

Maria Rodas
Assistant Professor of Business Administration, Marketing
University of Illinois at Urbana-Champaign
1206 S. Sixth Street, Champaign, IL 61820
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Aric Rindfleisch (Dissertation Co-Chair)
Professor of Business Administration and Area Chair, Marketing
University of Illinois at Urbana-Champaign
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Derek Rucker
Professor of Marketing, Co-chair of Faculty Research
Northwestern University
2211 Campus Dr, Evanston, IL 60208
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SELECTED ABSTRACTS

Kim, Sagoon, Maria Rodas, and Jack Goncalo (2025), “Creativity Connects: Generating Creative Ideas on Behalf of a Brand Increases Feelings of Connection,” *Personality and Social Psychology Bulletin*.

People are increasingly asked to generate creative ideas for brands in campaigns intended to generate new ideas. We draw on and extend a growing stream of research suggesting that being creative can foster social connection by showing that generating creative ideas for a brand can strengthen self-brand connection. In six pre-registered experiments (N = 1,635), participants worked on either a creative or less-creative product idea generation task. Creative (vs. less-creative) idea generators reported feeling more connected to the brand (Studies 1A, 1B), and these effects manifested in real product choices (Study 4). The underlying psychological mechanism, perceived self-disclosure, emerged via both mediation (Study 2) and moderation (Study 3). In a high-powered replication (Study 5), we addressed alternative explanations including effort, engagement, brand liking, and willingness to pay. We discuss the implications of our findings for the broader possibility that being creative can foster social connection—a source of psychological well-being.

Kim, Sagoon, Brian Lucas, and Jack Goncalo (2023), “Low Power Warm-Up Effect: Understanding the Effect of Power on Creativity over Time,” *Journal of Experimental Social Psychology*, 107, 104474.

Prior research suggests that having power makes individuals more creative, because the powerful are more willing to break with convention. We investigate the possibility that lower power individuals can also be creative when given the opportunity to warm up by completing a creative task more than once. In Study 1 (N = 153), we divided a creative ideation session into two consecutive rounds and found that low (vs. high) power individuals were less creative in the first round (replicating prior research), but low power individuals improved in the second round, attenuating the low power disadvantage. We replicated this effect in Study 2 (N = 121; pre-registered), with a different creativity task (i.e., structured imagination task) and expanded timeframe (i.e., five rounds instead of two). In Study 3 (N = 179; pre-registered), we again replicated the warm-up effect using two different creativity tasks that allowed us to rule out an alternative explanation. We conclude by discussing the theoretical implications of our findings for research on the dynamic effects of power on creativity and the practical implications for creativity, social equality, and education.

Kim, Sagoon, Jack Goncalo, and Maria Rodas (2023), “The Cost of Freedom: Creative Ideation Boosts Both Feelings of Autonomy and the Fear of Judgment,” *Journal of Experimental Social Psychology*, 105, 104432.

Heeding growing calls to investigate the downstream consequences of being creative for psychological well-being, we propose that the consequences of creativity can be a double-edged sword—boosting feelings of autonomy while at the same time triggering a fear of judgement. In three pre-registered experiments (N = 740), participants were asked to generate either creative or non-creative ideas. Participants in the creative (vs. non-creative) condition

reported feeling a higher sense of autonomy while completing the task (Study 1). This feeling of autonomy emerged because participants instructed to generate creative ideas were able to cross multiple idea domains and cross idea boundaries during the process (Studies 2 and 3). However, creative ideation also increased evaluation apprehension because the freedom to think divergently affords the opportunity for choice, which heightens the fear of judgement (Study 3). We discuss the implications of our findings for the promise and peril of creative ideation as a psychological intervention to improve well-being.