

# Na Kyong (Kimberly) Hyun

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## Education

### Ph.D. Marketing

Consumer Behavior (Minor in Psychology)  
Georgia Institute of Technology

May 2023 (Expected)

### M.S. Management

Georgia Institute of Technology

### M.A. Psychology

Consumer and Advertising Psychology  
Korea University

Feb 2017

### B.A. Psychology

University of California, Los Angeles

Jun 2014

## Research Interests

Psychology of Technology, Sensory Marketing (Voice), Sustainability

## Dissertation

- Title: A Threat or a Promise?: Essays on Consumer Perceptions of Machines and Recommendation Agents in the Digital Marketplace  
(Proposal defense: July 2022; Expected date of completion: May 2023)
- Co-chairs: Samuel Bond and Michael Lowe
- Committee: Aradhna Krishna (University of Michigan), Christian Hildebrand (University of St. Gallen), and Yegyu Han (IE Business School)

## Journal Publications

- Ryoo, Yuhosua, **Na Kyong Hyun**, and Yongjun Sung (2017), "The Effect of Descriptive Norm and Construal Level on Sustainable Behaviors," *Journal of Advertising*, 46(4), 536-549.
- **Hyun, Na Kyong**, Yoobin Park, and Sun W. Park (2016), "Narcissism and Gift giving: Not every gift is for others," *Personality and Individual Differences*, 96, 47-51.

## Manuscripts Invited for Revisions

- **Hyun, Na Kyong**, Michael Lowe, and Aradhna Krishna, "Vocal Similarity, Trust, and Persuasion in Consumer-Recommendation Agent Interactions," invited for second round review at *Journal of Marketing Research*.
- **Hyun, Na Kyong**, and Samuel Bond, "Personality Perceptions of Consumer Smart Agents," invited for second round review at *Journal of Consumer Research*.

## **Selected Research in Progress**

- “Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion” with Michael Lowe and Aradhna Krishna (1 field study and 2 supporting studies completed, manuscript in progress, target: *Psychological Science*)
- “Consumer Power and Chatbot Humanness” with Yongjun Sung and Yuhosua Ryoo (4 studies completed, manuscript in progress, target: *Journal of Consumer Psychology*)
- “Can YOU Be Funny?: How Humor Impacts Consumer’s Pleasure of Consumption” with Michael Lowe (data collection in progress)
- “Communication Modality and Personalization in AI Agent Designs” with Michael Lowe (data collection in progress)

## **Conference Presentations (\*presenter)**

**“Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion”** with Michael Lowe and Aradhna Krishna

- *Society for Consumer Psychology (SCP) conference\**, March 2022, Virtual.

**“Friendly and Reliable: Antecedents of Smart Agent Personality”** with Samuel Bond

- *Society for Consumer Psychology (SCP) conference\**, March 2022, Virtual.
- *Winter AMA Academic conference\**, February 2022, Las Vegas, NV.
- *Association for Consumer Research (ACR) conference\**, October 2021, Virtual.

**“Vocal Similarity, Trust, and Persuasion in Human-AI Agent Interactions”** with Michael Lowe and Aradhna Krishna

- *Winter AMA Academic conference\**, February 2022, Las Vegas, NV.
- *Society for Consumer Psychology (SCP) conference\**, March 2021, Virtual.
- *Association for Consumer Research (ACR) conference\**, October 2020, Virtual.

**“Measurement of Objective Vocal Similarity”** with Michael Lowe and Aradhna Krishna

- *Association for Consumer Research (ACR) conference\**, October 2021, Virtual.

**“Exploring the Dimensions of Smart Agent Personality”** with Samuel Bond

- *Winter AMA Academic conference\**, February 2021, Virtual.
- *Society for Judgment and Decision Making (SJDM) conference\**, November 2019, Montreal, Canada.
- *Association for Consumer Research (ACR) conference\**, October 2019, Atlanta, GA.

**“The Embodiment Effect of Weight: How Weight Perception Affects Brand Trust”** with Yuhosua Ryoo and Yongjun Sung

- *Korean Scholars of Marketing Science International Conference\**, November 2016, Seoul, Korea.
- *Korean Advertising Society Conference\**, October 2016, Busan, Korea.
- *Korean Association for Advertising and Public Affairs Conference\**, June 2016, Jeju, Korea.

**“Can You Control Your Brand?: An Exploratory Study of Consumer Power”** with Yongjun Sung

- *Korean Scholars of Marketing Science International Conference\**, November 2017, Seoul, Korea.

**“The Moderating Role of Message Type on Gift-giving Behaviors in Hierarchical Relationships”** with Hyunah Tak and Yongjun Sung

- *Korean Association for Advertising and Public Affairs Conference\**, June 2016, Jeju, Korea.
- *Korean Advertising Society Conference*, April 2016, Seoul, Korea.

**“The Effects of Descriptive Norm and Construal Level in Consumers’ Sustainable Behaviors”** with Yuhosua Ryoo and Yongjun Sung

- *Annual Conference at American Academy of Advertising*, March 2016, Seattle, WA.
- *Annual Conference of Consumer Studies\**, November 2015, Cheonan, Korea.
- *Association for Consumer Research (ACR) Asia-Pacific Conference\**, June 2015, Hong Kong.

**“Materialism and Ethical Consumption: the Moderating Role of Ad Appeal and Product Type”** with Yuhosua Ryoo, Yongjun Sung, and Inna Chechelnytska

- *Association for Consumer Research (ACR) Asia-Pacific Conference\**, June 2015, Hong Kong.

**“An Exploratory Research on Consumers’ Responses to Native Advertising”** with Yongjun Sung, Jang Ho Moon, Oh Yoon Kwon, Eun Ji Lee, Yuhosua Ryoo, and Jung-Ah Lee

- *Korean Association for Advertising and Public Affairs Conference*, May 2016, Busan, Korea.

## **Awards and Honors**

### Research

- Small Research Grant (\$1250), “Vocal Similarity, Trust, and Persuasion in Consumer-Recommendation Agent Interactions”, AMA-Consumer Behavior Special Interest Group, 2022.
- Research Project Grant (450,000 KRW, ≈ \$380 for each month of participation), “Impact of Content, Native, and Display Advertisements on Consumer Responses”, Naver Corporation, 2016 - 2018.
- Best Paper Award, “The Embodiment Effect of Weight: How Weight Perception Affects Brand Trust”, Korean Scholars of Marketing Science International Conference, 2016.

### Academic/Teaching

- AMA-Sheth Doctoral Consortium Fellow, University of Texas at Austin, 2022.
- Graduate Research Scholarship, Georgia Institute of Technology, 2018 - present.
- Award for Academic Excellence with Scholarship (500,000 KRW, ≈ \$420), Korea University, 2015.
- Teaching Assistant Scholarship (2,000,000 KRW, ≈ \$1,700), Korea University, 2015.

## **Academic Services**

- Behavioral lab manager, Scheller College of Business, Georgia Tech, 2020 - present.
- Reviewer, Summer American Marketing Association Conference, 2022.
- Reviewer, Winter American Marketing Association Conference, 2021, 2022.
- Reviewer, Society for Consumer Psychology Conference, 2020, 2021, 2022.
- Executive secretary, Korea University Alumni Association, 2020.

## Teaching

Instructor, Scheller College of Business, Georgia Institute of Technology

- MGT4803: Sustainable Marketing  
Fall 2021, In-person instruction, 25 students, Student Rating: **4.8** / 5
- Selected comments from students

*“Kimberly was so great every day in class. It was so evident how much time and energy she put into every single lecture to give the best learning experience. She was so accessible and willing to listen and work with you where you had issues. I enjoyed her teaching style a lot and how she encouraged class discussions. She really made the material interesting and also relevant.”*

*“Professor Hyun made a great effort to help the class learn both the textbook information of sustainable marketing as well as apply it in a real-life data collection. She really took the time to make sure each student’s surveys and collection set ups were aimed to be successful.”*

*“She cares a ton about the course and her students! An excellent professor all around.”*

*“She is super passionate about sustainability, which made me more interested.”*

**Teaching Interests:** Digital Marketing, Consumer Behavior, Sustainable Marketing, Marketing Management, Marketing Research

## Doctoral Coursework

### Marketing

Buyer behavior (Michael Lowe)  
Consumer Behavior (Ryan Hamilton and Morgan Ward, Emory)  
Marketing Strategy (Denish Shah, GSU)  
Empirical Marketing Models (Anita Luo, GSU)  
Theory Construction (Ajay Kohli)

### Statistics

Statistics I: Analysis of Variance (James Roberts)  
Statistics II: Principles of Regression Models (Christopher Hertzog)  
Multivariate Analysis (James Roberts)  
Multiple Indicator Models (Edward Rigdon, GSU)

### Psychology

Cognitive Psychology (Daniel Spieler)  
Social Psychology (Kevin Swartout, GSU)  
Psychology of Emotions (Howard Weiss)  
Psychology of Judgment and Decision-making (Jeffrey Hales)

### Research and Teaching Skills

Research Design (Jamie Gorman)  
Research Ethics (Doug Bodner)  
Best Practices in Teaching (Deborah Turner)

## **Industry Experience**

- Marketing Consultant, Reliability Masters (a Georgia Tech-based startup)  
Atlanta, GA, May 2021 - present.
- Research Consultant, Technovation Partners  
Seoul, Korea, February - June 2017.
- Research Intern, Macoll Consulting Group  
Seoul, Korea, August 2013 - January 2014.
- Public Relations Manager, International Students Rights Center  
Los Angeles, CA, August 2012 - August 2013.

## **Professional Membership**

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Society for Judgment and Decision Making (SJDM)

## **Skills**

- Computing: R, SPSS, MATLAB, Qualtrics, MS, Photoshop
- Research Method: Experimentation, Audio Mining, Content Analysis, Focused Group Interviews
- Language: Native Korean, Fluent English, Beginner Spanish

## **Research Abstracts**

### **“Personality Perceptions of Consumer Smart Agents” with Samuel Bond (Dissertation Essay 1)**

Consumer smart agents are modern technological tools that perform one or more tasks and interface in a mutual and dynamic way with their users (e.g., Amazon Alexa, Apple Siri, Roomba). Despite rapid technological advances and broad adoption, existing research provides limited insight into how these devices are perceived by their users. Building on social perception research of human and nonhuman entities, we explore how consumers assign humanlike personality traits to smart agents. Across a series of studies, we develop a hierarchical model of smart agent personality that contains two high-level factors (“friendly” and “reliable”) and seven underlying facets. We demonstrate the reliability and validity of the model and measurement instrument, and we identify unique antecedents to each of the two factors. Our findings inform understanding of how consumers perceive modern technology, suggest concrete means by which design can be used to convey distinct personality characteristics, and open up new avenues for research into the social dimension of smart agent utilization.

### **“Vocal Similarity, Trust, and Persuasion in Consumer-Recommendation Agent Interactions” with Michael Lowe and Aradhna Krishna (Dissertation Essay 2, Job Market Paper)**

Consumers are more easily persuaded to act in specific ways by people who are similar to them in looks, behavior, or beliefs. Does similarity’s effect on persuasion extend to similarity in how people *sound*? We explore how similarity in voice (timbre) can influence persuasion and trust. Using machine learning, we generate an objective measure of vocal similarity between an individual consumer and a recommendation agent using mel-frequency cepstral coefficients (MFCCs) which capture vocal timbre. In three laboratory studies, we first show that vocal similarity with a recommender (both human and AI) leads to greater trust, and consequently a higher likelihood of accepting the recommendation; objective and perceived voice similarity have similar results, with objective similarity mapping on to perceived similarity. Then, using data from 2,791 Kickstarter campaigns, we show that an average spokesperson’s voice (i.e., the average

MFCC scores from a large sample of sampled voices) results in higher persuasion (fundraising) than more atypical voices, again driven by vocal similarity. Our methods and findings provide a deeper understanding of consumer and recommendation agent interactions, including new tools for vocal analytics.

### **“Can YOU Be Funny?: How Humor in AI Impacts Our Pleasure of Consumption” with Michael Lowe (Dissertation Essay 3)**

Marketers and designers of artificial intelligence products imbue humanlike characteristics to their products to promote natural and efficient interactions with its consumers. However, little is known regarding the extent to which when and how humanness characteristics of a machine is perceived to be appropriate. Drawing from previous research on humor and expectation violation, I propose that adding humor to consumer-machine interactions may play a role, and even be beneficial, in situations when machines sound or behave to be robotic or somewhat “unnatural”. Specifically, humor in AI may moderate the relationship of AI humanness (versus machinelike) on enjoyment of AI-created content and persuasion, and I posit that an appropriate humor in AI may help to mitigate from any negative responses of expectation-disconfirmation. Furthermore, I propose that this effect will be moderated by consumer’s relationship orientation – that is, viewing AI as a friend or a servant. Consumers who perceive machines to be a friend (versus servant) would more likely to enjoy the recommendation, therefore increasing the likelihood to choose the product recommended by AI.

### **“Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion” with Michael Lowe and Aradhna Krishna**

This research explores the role that vocal characteristics (richness of the voice as depicted through voice timbre) play on perceived leadership capabilities. We present a systematic analysis of how voice may affect career path, utilizing a set of collected voice data of Fortune 500 CEOs, including clips of interview audio to extract vocal features. We quantify an objective measure of vocal timbre (or voice richness) using MFCCs to capture detailed data regarding patterns of overtones in CEO voices. An examination of these overtones as quantified by the MFCCs reveals that, all else equal, individuals with deeper voices and richer overtones in their mid-vocal frequencies are more quickly promoted to leadership roles within their company. In addition to the model, we provide further evidence in the lab that rich vocal timbres are related to perceptions of leadership potential, and may play a role in actual promotion decisions.

### **“Consumer Power and Chatbot Humanness” with Yongjun Sung and Yuhosua Ryoo**

While firms are widely adopting “humanlike” AI agents into their designs, its behavioral consequences on consumer-brand relationships is largely underexplored. In this research, we are interested in how AI’s humanness can alleviate its potential negative consequences in the context of service failure. Across four studies, we find that consumers feel increased perceptions of power when interacting with a humanlike (versus machinelike) chatbot. In turn, this increased power perceptions lead to higher likelihood to forgive the chatbot (and the brand) and self-brand connection can help mitigate the negative effects on consumers. We investigate the boundary conditions to our effect as to which the types of humanness characteristics (e.g., name, physicality, emotionality) and the degree of expressiveness would alleviate the negative effects of chatbot failure.

### **“Communication Modality and Personalization in AI Agent Designs” with Michael Lowe**

This research aims to unravel the role of communication types depending on the agent’s capabilities to learn, store, and predict users’ preferences, and provide recommendations. Machines are far more advanced to possess such capabilities; however, the challenge for designers and marketers is providing timely and rightful recommendations by understanding the conversational appropriateness of a machine. Moreover, given the ontological differences between machines versus humans (Schmitt 2020), responses to machines may be similar to or distinguished from those from interpersonal interactions. Our preliminary results suggest that user’s responses differ depending on whether the agent takes initiatives and suggests recommendation before the user asks to do so (proactive), or whether the agent only engages in tasks that are being asked by the user (reactive), and a moderating role of personalization on consumers’ willingness to accept AI agent recommendations.

## References

**Samuel Bond** (Co-Advisor)

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**Michael Lowe** (Co-Advisor)

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**Aradhna Krishna**

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