

# In-Hye Kang

Department of Marketing, Entrepreneurship, Hospitality and Tourism  
Bryan School of Business and Economics  
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## Employment

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Assistant Professor of Marketing, University of North Carolina at Greensboro, Greensboro, NC,  
Aug. 2019 - Current

## Education

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University of Maryland, Robert H. Smith School of Business, College Park, MD  
Ph.D., Marketing (Minor in Psychology), May 2019

New York University, New York, NY  
M.A., Psychology, 2013

Seoul National University, S. Korea  
B.A., Consumer Studies and Resource Management, Summa cum Laude, 2009

Purdue University, West Lafayette, IN  
Exchange Student, Consumer Sciences and Retailing, 2008

## Research Interests

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Consumer Morality and Ethics  
Corporate Social Responsibility

Prosocial Behavior  
Busyness

## Papers under Review

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Kang, In-Hye, Marijke Leliveld and Rosellina Ferraro, "When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements," Revision invited at *Journal of Marketing Research*.

Greenleaf, Eric A. and In-Hye Kang, "The Impact of Individual-Level Consumer Surplus on Subsequent Willingness-to-Pay and Consumer Behavior," Under review at *Journal of Consumer Research*.

## Working Papers

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Kang, In-Hye and Amna Kirmani, "When Taking a Stand on Controversial Social Issues Hurts or Helps the Organization: Anticipatory Self-Threat and Dishonest Behavior."  
*Honorable Mention, SCP Doctoral Student Dissertation Proposal Competition, 2018*

Kang, In-Hye\*, Yuechen Wu\* and Rosellina Ferraro, “Are Busy Consumers Less Satisfied Consumers? The Effect of Perceived Busyness on Satisfaction.” \* Denotes equal authorship

Kang, In-Hye and Amna Kirmani, “Thinking About Why Leads to Less Cheating When the Importance of Moral Values Is High.”

### **Research in Progress**

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Kirmani, Amna, In-Hye Kang and Ajay T. Abraham, “What Makes Consumers Behave Less Morally in Market Environments,” (Data collection in progress).

Kang, In-Hye, Yuechen Wu and Neeru Paharia, “Social Media and Perception,” (Data collection in progress).

Kang, In-Hye and Taehoon Park, “Moral Judgments across Cultures,” (Data collection in progress).

Li, Ren, Michele J. Gelfand and In-Hye Kang, “Self-Awareness and Ethical Behavior in Face and Dignity Cultures: Implications for Reducing Dishonesty across Cultures,” (Data collection in progress).

### **Awards and Honors**

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- Honorable Mention, SCP Doctoral Student Dissertation Proposal Competition, 2018
- Ann G. Wiley Dissertation Fellowship (\$15,000), University of Maryland, 2018
- Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, 2018
- 1<sup>st</sup> Place, Presentation, Graduate Research Interaction Day, University of Maryland, 2017
- Outstanding Graduate Assistant Award, University of Maryland, 2017
- AMA Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame, 2016
- Haring Symposium Fellow, Indiana University, 2016
- Qualtrics Behavioral Research Grant (\$3,000), 2015
- Top 3, Presentation, Korean Graduate Students Association, University of Maryland, 2014
- Best Teaching Assistant Award, New York University, 2013
- Seoul National University Alumni Association Scholarship, NY, 2012
- Sharing Cultural Foundation for Teenagers Scholarship, 2007 – 2008
- Administrative Assistantship, Seoul National University, 2007
- Undergraduate Research Report Award of Excellence, Seoul National University, 2006
- Admission Scholarship, Seoul National University, 2005

### **Presentations** (\* indicates presenter)

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Kang, In-Hye, Marijke Leliveld\* and Rosellina Ferraro (expected Aug. 2019), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *SPUDM (Subjective Probability, Utility, and Decision Making)*, Amsterdam, The Netherlands.

- Kang, In-Hye\*, Marijke Leliveld and Rosellina Ferraro (2018), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *Association for Consumer Research*, Dallas, TX (*Special Session – Co-chair*).
- Kang, In-Hye\* and Amna Kirmani (2018), “When Taking a Stand on Controversial Social Issues Hurts or Helps the Organization: Anticipatory Self-Threat and Dishonest Behavior,” *Association for Consumer Research*, Dallas, TX.
- Kang, In-Hye\*, Marijke Leliveld and Rosellina Ferraro (2018), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *European Association for Consumer Research*, Ghent University, Belgium.
- Kang, In-Hye\*, Yuechen Wu and Rosellina Ferraro (2018), “Are Busy Consumers Less Satisfied Consumers? The Effect of Perceived Busyness on Satisfaction,” *European Association for Consumer Research*, Ghent University, Belgium.
- Kang, In-Hye\* and Amna Kirmani (2018), “When Taking a Stand on Controversial Social Issues Hurts or Helps the Organization: Anticipatory Self-Threat and Dishonest Behavior,” *Marketing and Public Policy Conference*, Columbus, OH.
- Kang, In-Hye\*, Marijke Leliveld and Rosellina Ferraro, (2018), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *Marketing and Public Policy Conference*, Columbus, OH.
- Kang, In-Hye\*, Marijke Leliveld and Rosellina Ferraro (2018), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *Society for Consumer Psychology*, Dallas, TX.
- Kang, In-Hye\*, Yuechen Wu\* and Rosellina Ferraro (2018), “Are Busy Consumers Less Satisfied Consumers? The Effect of Perceived Busyness on Satisfaction,” Poster Presentation, *Society for Consumer Psychology*, Dallas, TX.
- Kang, In-Hye, Marijke Leliveld\* and Rosellina Ferraro (2017), “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” Poster Presentation, *Society for Judgment and Decision Making*, Vancouver.
- Kang, In-Hye\* and Amna Kirmani (2017), “When Taking a Stand on Controversial Social Issues Hurts or Helps the Organization: Anticipatory Self-Threat and Dishonest Behavior,” Poster Presentation, *7<sup>th</sup> Marketing Academic Research Colloquium*, University of Pittsburgh.
- Kang, In-Hye\* and Amna Kirmani (2017), “When Taking a Stand on Controversial Social Issues Hurts or Helps the Organization: Anticipatory Self-Threat and Dishonest Behavior,” *Graduate Research Interaction Day*, University of Maryland.  
*1<sup>st</sup> Place, Oral Presentation.*

Kang, In-Hye\* and Amna Kirmani (2016), “Why Honest, How Dishonest: The Effect of Construal Level on Dishonest Consumer Behavior,” Poster Presentation, 6<sup>th</sup> *Marketing Academic Research Colloquium*, University of Maryland.

Kang, In-Hye\* and Amna Kirmani (2016), “Why Honest, How Dishonest: The Effect of Construal Level on Dishonest Consumer Behavior,” *Haring Symposium*, Indiana University.

### **Teaching Interests**

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Principles of Marketing  
Marketing Research

Consumer Behavior  
Digital Marketing

### **Teaching Experience**

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#### **Instructor:**

- Consumer Analysis (Undergraduate), University of Maryland, Spring 2016

#### **Teaching Assistant:**

- Marketing Management (MBA), University of Maryland, Fall 2016
  - Teaching Assistant for Dr. David Godes
- Statistics in Behavioral Sciences (Master’s level), New York University, Fall 2011-Spring 2013
  - Teaching Assistant for Dr. Stephanie Keer
  - Gave lectures on data analysis using SPSS
  - *Best Teaching Assistant Award, 2013*

### **Professional Experience**

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Gallup Korea, Market Researcher, S. Korea, Nov. 2008 – Jan. 2010

- Performed 30 market research projects in the following fields: Consumer Satisfaction, Product and Concept Development, Brand and Advertising Efficiency, Segmentation
- Applied diverse methodologies including face-to-face interview, online survey, in-depth interview, focus group discussion, central location test, and mystery shopping
- Communicated with corporate clients to develop research plans and to discuss the implications of research findings
- Specialized in the beverage and food industry and telecommunications industry

Korea Life Insurance Association, Intern, S. Korea, Jul. 2008 – Aug. 2008

### **Service**

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- Trainee Reviewer, *Journal of Consumer Research*, 2018
- Reviewer for Association for Consumer Research Conference, Society for Consumer Psychology Conference, and Marketing and Public Policy Conference, 2015-2019
- Social Chair & Treasurer, Association of Doctoral Students, University of Maryland, 2014-2016

## **Affiliations**

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Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association

## **References**

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### **Amna Kirmani (Dissertation Chair)**

Ralph J. Tyser Professor of Marketing  
University of Maryland  
akirmani@rhsmith.umd.edu  
301.405.2202

### **Eric A. Greenleaf**

Professor of Marketing  
New York University  
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### **Rosellina Ferraro**

Associate Professor of Marketing  
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