

# PHILIP KIM

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## ACADEMIC POSITIONS

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Texas Christian University, Neeley School of Business, TX, USA  
Assistant Professor of Marketing, 2025 – present

## EDUCATION

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Indiana University, Kelley School of Business, IN, USA  
Ph.D. in Marketing, 2025

Queen's University, Smith School of Business, ON, Canada  
M.S. in Marketing, 2020

Western University, Ivey Business School, ON, Canada  
B.A. in Honors Business Administration (Ivey HBA), 2016

## RESEARCH INTERESTS

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*Substantive:* Digital Marketing, Social Media, Advertising, Political Marketing, User-Generated Content  
*Methodological:* Econometric Models, Causal Inference, Machine Learning

## PUBLICATIONS

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1. Fossen, Beth L., **Philip Kim**, and Inyoung Chae, “The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?” accepted for publication at *Journal of Marketing*.

## WORKING PAPERS

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2. **Kim, Philip** and Beth L. Fossen, “Effectiveness of Influencer Marketing for Political Campaigns,” preparing for submission to *Journal of Marketing Research*.
3. **Kim, Philip**, Maximilian Matthe, and Xian Gu, “Dynamics of Influencer Marketing Strategy,” preparing for submission to *Marketing Science*.

## SELECTED WORKS IN PROGRESS

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4. “When Influencers Go Political: The Impact on Follower Dynamics,” with Maximilian Matthe (data collection)
5. “Online Brand Safety and Political Content,” with Beth L. Fossen, and Alexander Bleier (data collection)

## AWARDS & HONORS

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Dalton Publication Award, 2025

Kelsey Fellowship, Indiana University, 2024

William G. Panschar Undergraduate Teaching Excellence Award, Winner, Indiana University, 2024

*Awarded to one doctoral student at the Kelley School of Business for teaching excellence*

CIBER Research Grant, Indiana University, 2024

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Manchester, 2024

Mittelstaedt & Gentry Symposium Fellow, University of Nebraska-Lincoln, 2023

ISMS Marketing Science Doctoral Consortium Fellow, University of Miami, 2023

Doctoral Fellowship, Indiana University, 2020-2025

Dean's Fellowship, Indiana University, 2020

School of Business Award, Queen's University, 2019

Queen's Graduate Award, Queen's University, 2019

## TEACHING EXPERIENCE

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### **Kelley School of Business, Indiana University**

1. Introduction to Marketing (M300), Instructor (Fall 2023)
2. Introduction to Marketing (M300), Instructor (Spring 2023)

### **Smith School of Business, Queen's University**

1. Business and Corporate Strategy (COMM401), Teaching Assistant (Spring 2020)

## SERVICE

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Ad hoc reviewer, *Journal of the Academy of Marketing Science*, 2025 – present

Ad hoc reviewer, *Journal of Interactive Marketing*, 2024 – present

## INVITED TALKS

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Wilfrid Laurier University, Lazaridis School of Business and Economics, September 2024

Oklahoma State University, Spears School of Business, September 2024

Texas Christian University, Neeley School of Business, September 2024

George Mason University, Costello College of Business, September 2024

University of Alabama, Culverhouse College of Business, August 2024

## CONFERENCE PRESENTATIONS

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\* Denotes presenter

\***Kim, Philip** and Beth L. Fossen (June 2024), "The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?" Marketing Dynamics Conference, Santorini, Greece

\***Kim, Philip** and Beth L. Fossen (June 2023), "Effectiveness of Influencer Marketing for Political Campaigns", INFORMS Marketing Science Conference, University of Miami

\***Kim, Philip** and Beth L. Fossen (March 2023), "Effectiveness of Influencer Marketing for Political Campaigns," Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln

**Kim, Philip** and \*Beth L. Fossen (February 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” AMA Winter Marketing Academic Conference, Nashville TN

**Kim, Philip** and \*Beth L. Fossen (June 2022), “The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?” INFORMS Marketing Science Conference, virtually hosted by University of Chicago, June 2022

\***Kim, Philip** and Beth L. Fossen (June 2022), “Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, virtually hosted by University of Chicago

**Kim, Philip** and \*Beth L. Fossen (June 2022), “The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?” Theory and Practice in Marketing (TPM) Conference, Emory University, May 2022

\***Kim, Philip** Discussant for “Content Creation, Monetary Rewards, and Risk: How Creators Learn to Be Creative,” (April 2022) Haring Symposium, Indiana University

## **INDUSTRY EXPERIENCE**

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### **GoodLife Fitness (HQ), ON, Canada**

*Senior Financial Analyst* (2019) – finance and marketing analytics

*Financial Analyst* (2017-2019) – finance and marketing analytics

### **Brose Group | Brose Canada, ON, Canada**

*Financial Controller* (2016-2017) – finance and operation analytics

## **PUBLISHED CASES**

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1. Pun, Hubert and Philip Kim (2016). “Transfer Value of Soccer Players,” Ivey Management Services [Case No.: 9B16E030, Teaching Note: 8B16E030, Student Spreadsheet: 7B16E030]

## **OTHER INFORMATION**

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Software & Programming: Python, R, Stata

Languages: English (native), Korean (native)

Citizenship: Canada

## REFERENCES

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**Beth L. Fossen (Dissertation Chair)**  
Associate Professor of Marketing  
Eli Lilly and Company Faculty Fellow  
Kelley School of Business  
Indiana University Bloomington  
[bfossen@iu.edu](mailto:bfossen@iu.edu)

**Xian Gu**  
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Kelley School of Business  
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**Krista J. Li**  
Associate Professor of Marketing  
Blanche "Peg" Philpott Professor  
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**Girish Mallapragada**  
Associate Professor of Marketing  
Weimer Faculty Fellow  
Kelley School of Business  
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## APPENDIX – SELECTED ABSTRACTS

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Fossen, Beth L., **Philip Kim**, and Inyoung Chae, “The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?” accepted for publication at *Journal of Marketing*.

**Abstract:** As media viewers continue to shift expectations toward ads, TV advertisers and networks are showing an increased interest in short ad formats, such as micro ads (i.e., ads that are 10 seconds or less). Yet, limited research has considered micro ads on TV. We use a multimethod approach to investigate the effectiveness of micro TV ads and, more broadly, assess the relationship between TV ad length and ad effectiveness. Our analyses of observational data leverage retailers’ TV advertising, web traffic, and online sales. We find that micro TV ads spur more traffic to the retailers’ websites post-ad than longer ads. Micro and non-micro TV ads exhibit similar direct impacts on online sales, but micro ads can indirectly increase online sales more by driving increased traffic. We find that viewers’ impatience for longer ads may explain the effectiveness of micro TV ads. Results from an experiment provide additional support for these findings. Our analyses further probe the impact of ad length on ad effectiveness beyond micro ads and find support for the effectiveness of shorter TV ads more broadly. Our research provides timely insights for advertisers and TV networks seeking economical, attractive ad inventory.

**Keywords:** TV advertising, ad length, ad effectiveness, online shopping behavior

**Kim, Philip** and Beth L. Fossen, “Effectiveness of Influencer Marketing for Political Campaigns,” preparing for submission to *Journal of Marketing Research*.

**Abstract:** Social media influencers are playing an increasingly important role in digital marketing given their ability to affect consumers. Such influence has extended to political campaigns, especially as many social media platforms restrict traditional political advertisements. Consequently, influencer marketing (IM) has emerged as an attractive digital advertising option for political candidates. Yet, little is known about whether IM is effective in impacting voters. We investigate the impact of sponsored influencer activities on Twitter on voter preference and social media engagement, using data from the 2020 U.S. Democratic Party presidential primary. To detect sponsored influencer posts that lack sponsorship disclosures, we employ a text-based machine learning classification method, ensuring that the data comprehensively

captures the IM activities employed during the election. We find that positively valenced IM about the political candidates is associated with increased voter preference for the candidate. We further find that effectiveness of political IM is contingent on emotionality of the IM content. Specifically, the impact of positively valenced IM on voter preference is amplified with low emotional intensity, whereas negatively valenced IM is associated with decreased voter preference for the attacked candidate only when it is highly emotional. Such patterns are also observed when we consider social media engagement as the outcome. Our research provides valuable insights for political marketers on strategizing effective IM campaigns and for voters in understanding the impact of political IM.

**Keywords:** influencer marketing, political marketing, social media, emotionality

**Kim, Philip,** Maximilian Matthe, and Xian Gu, “Dynamics of Influencer Marketing Strategy,” preparing for submission to *Marketing Science*.

**Abstract:** Livestream commerce has emerged as a disruptive retail channel for brands to connect with consumers and drive product sales. Through its immersive, video-based engagement led by sponsored influencers, livestreams facilitate a streamlined customer journey to promote on-the-spot purchases that differ significantly from traditional online shopping. However, livestreams provide fleeting experiences, unlike static social media content which offers enduring engagement and allows consumers to revisit influencer content, thus posing a challenge for facilitating sales beyond the live sessions. In addition, the temporal dynamics of these livestream sessions can differentially impact sales over time. For instance, a brand can choose to employ a burst strategy where an intense concentration of livestreams is hosted within a short timeframe to drive immediate sales. Alternatively, a drip strategy can be used, distributing livestreams consistently over time to mitigate oversaturation and consumer fatigue. We leverage a rich dataset from TikTok (Douyin) spanning over 100,000 products and 7 million livestreams to investigate the impact that livestreams have on post-session sales, specifically the dynamic effects of different temporal distributions of livestreams. Our findings reveal that while a drip strategy leads to diminishing returns on additional livestreams, employing a burst strategy significantly multiplies their impact on sales. This study provides data-driven insights, enabling brands to strategically plan their influencer marketing campaigns and optimize reach through livestream channels.

**Keywords:** livestream, e-commerce, influencer marketing, social media