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EDUCATION

University of Nebraska – Lincoln	May 2023
Doctor of Philosophy, Marketing	(Expected)
Missouri State University	May 2015
Master of Business Administration (MBA)	
Missouri State University	Dec 2013
Bachelor of Science, International Business Management	

DISSERTATION

Every Cloud Has a Silver Lining: Finding the Good Despite Customer Mistreatment

Status: Proposal Defended June 20, 2022

Chair: Ravipreet S. Sohi, Department Chair and Professor of Marketing
Committee: Amit Saini, Professor of Marketing
Blake Runnalls, Assistant Professor of Marketing
Amy Bartels, Assistant Professor of Management

Unruly and rude customer behavior is on the rise. Estimates indicate that frontline employees experience 10 episodes of customer mistreatment daily. Not only is customer mistreatment detrimental for the frontline employee (e.g., higher turnover, lower job satisfaction, lower well-being, and more), but also customers that witness (e.g., emotional contagion) or engage (e.g., loss of moral) in these deviant interpersonal behaviors. Extending the body of research on customer mistreatment, my dissertation seeks to investigate silver linings or a possible functional consequence of customer mistreatment. My dissertation draws from Emotions as Information Theory to investigate the outcomes of mistreatment in addition to moderators that may enhance functional outcomes. I will also examine the transgressor's perspective and how frontline employees may nudge customers into engaging in prosocial behaviors.

I use multiple methodologies to answer my research questions. First, I will conduct a longitudinal survey of frontline employees through Experience Sampling Methodology, a new-to-marketing approach from organizational behavior. Second, I am collecting a dyadic survey from both the customer and the frontline employee by partnering with a restaurant. Finally, I will conduct an experiment in a sales simulation to understand the transgressor's perspective.

Overall, this dissertation aims to contribute to the nascent literature on the functional outcomes of deviant interpersonal behavior. I hope to provide actionable insights for managers and frontline employees when they are faced with customer mistreatment.

RESEARCH INTERESTS

Organizational Frontline
Personal Selling and Sales Management
Marketing Management / Marketing Strategy

METHODOLOGIES

Quantitative

Experimental
Experience Sampling Methodology
Latent Growth Curve Modeling
Multilevel Modeling
Polynomial Regression
Structural Equation Modeling

Qualitative

Depth Interviews
Grounded Theory
Interpretive Design
Theories in Use

PROJECTS IN PROGRESS

“Not all that glitters is gold: How salary can distort LMX agreement and result in salesperson turnover,” Carissa Kim, Artemis Boulamatsi, Blake Runnalls, Nikolaos Dimotakis, and Pinar Kecec.
(Status: Finalizing manuscript for a first submission to the *Journal of the Academy of Marketing Science*)

“The Evolution of Sales Training,” Blake Runnalls, Pinar Kecec, Carissa Kim, Doug Hughes.
(Status: Preparing manuscript for submission to the *Journal of Personal Selling and Sales Management*)

“Relational Identification with Customers: The Investigation of Early Career Salespeople,” Carissa Kim, Ravi Sohi, and Avinash Malshe.
(Status: Completed data collection and started final data analysis)

“Marketplace Paranoia,” Avinash Malshe, Ravi Sohi, and Carissa Kim.
(Status: Completed data collection and started preliminary data analysis)

“Rethinking Direct Selling,” Carissa Kim and Les Carlson.
(Status: Conceptual article. Preparing manuscript for submission to the *Journal of Personal Selling and Sales Management*)

“Temporary Retailing Strategy,” Amit Saini and Carissa Kim
(Status: Designing data collection)

PRESENTATIONS

Conference Proceedings

Kim, Carissa and Les Carlson, (2021). Rethinking Direct Selling. Virtual: AMA Winter Academic Conference.

Runnalls, Blake, Artemis Boulamatsi, Nikos Dimotakis, **Carissa Harris**, and Pinar Kecec, (2020). How Sales Manager and Salesperson Agreement Impacts Employee Satisfaction and Turnover. San Diego, CA: AMA Winter Academic Conference.

Discussant Presentations

“Sustainability in Marketing: Literature Review, New Marketing Centered Definition, and Future Research Agenda,” (2021) by Sean McGrath, Xiaoxu Wu, and Udit Sharma, *Mittlestaedt and Gentry Doctoral Symposium*.

“Cheap Talk: Extracting Rhetorical Markers from Product Descriptions to Identify Counterfeit Products,” (2020) by Arun Sreekumar, *Haring Doctoral Symposium*.

“A Matter of Trust: Conflict Management at the Marketing-Sales Interface,” (2019) by Victor V. Chernetsky and Douglas E. Hughes, *Mittlestaedt Doctoral Symposium*.

Other Presentations

Kim, Carissa and Ravi Sohi, (2022). Relational Identification with Customers: The Investigation of Early Career Salespeople. *Haring Symposium*. Indiana University – Bloomington.

Kim, Carissa and Ravi Sohi, (2021). Relational Identification with Customers: The Investigation of Early Career Salespeople. Online: *USCA Spring Series: Sales Thought Leadership*.

TEACHING INTERESTS (alphabetical)

Digital Marketing	Principles of Marketing
International Marketing	Retailing
Marketing Channels	Sales Communication
Marketing Communications	Sales Management
Personal Selling	Services Marketing

TEACHING EXPERIENCE

University of Nebraska-Lincoln

Course Instructor

Digital Marketing 4.34/5.00	Spring 2022
Marketing Channels (Online) 4.28/5.00	Summer 2021
Marketing Channels 4.14/5.00	Fall 2019
Marketing Channels 4.11/5.00	Summer 2019

Teaching Assistant

Sales Communication	Summer 2019, Summer 2021
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Giving Tree Academy, South Korea
English as a Second Language Instructor

Aug 2015-Jan 2018

Missouri State University
Teaching Assistant
Financial Markets
Operations Management

Spring 2014, Fall 2015
Spring 2014, Fall 2015

PROFESSIONAL EXPERIENCE

University of Nebraska – Lincoln

Research Assistant – Ravipreet S. Sohi, Ph.D.	2019-Current
Research Assistant – Blake Runnalls, Ph.D.	2018-Current
Research Assistant – Huanhuan Shi, Ph.D.	2018-2019

Missouri State University

International Business Programs Graduate Assistant	Spring 2015
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American Eagle

Stock Lead	2010 – 2013
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Abercrombie & Fitch

Lead Stock Associate	2009 – 2010
Brand Representative	2008 – 2013

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Haring Symposium - Selected to Represent the University of Nebraska	2022
University of Nebraska - Marketing Department Graduate Teaching Award	2021 -2022
University of Nebraska - Marketing Department Graduate Service Award	2021 -2022
University Sales Center Alliance (USCA) Research Grant	2020
Direct Selling Education Foundation (DSEF) Research Grant	2019

SERVICE

Reviewer, American Marketing Association, Personal Selling and Sales Management	2023
Judge, Center for Sales Excellence Team Role-Play Competition, University of Nebraska – Lincoln	2022
Assistant, Sales Research Symposium, University Sales Center Alliance	2022
Reviewer, Research Grant Program, University Sales Center Alliance	2021
Reviewer, American Business Review	2021
Reviewer, Academy of Marketing Science Conference, Personal Selling and Sales Management	2019

College Service

President, UNL Department of Marketing Ph.D. Student Association	2021-Present
Marketing Department Representative, UNL Graduate Student Assembly	2019-2021
Diversity and Inclusion Committee Member, UNL Graduate Student Assembly	2019-2021

PROFESSIONAL ASSOCIATIONS

American Marketing Association
Direct Selling Education Foundation

PROFESSIONAL DEVELOPMENT

Search Committee Certification, University of Nebraska-Lincoln	Oct 2021
REACH Suicide Prevention Gatekeeper Training, University of Nebraska – Lincoln	Sep 2021
UNL Summer Institute for Online Teaching, University of Nebraska – Lincoln	May 2020
Journal of Marketing - AMA Research Development Workshop	Feb 2020

REFERENCES

Dr. Ravipreet S. Sohi

Department Chair and Professor of Marketing
Robert D. Hays Distinguished Chair of Excellence
Executive Director of the Center for Sales
Excellence
University of Nebraska – Lincoln
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Dr. Amit Saini

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University of Nebraska – Lincoln
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Dr. Les Carlson

Nathan J. Gold Distinguished Professorship
Professor of Marketing
University of Nebraska – Lincoln
Phone: 402-772-2316
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Dr. Blake Runnalls

Assistant Professor of Marketing
University of Nebraska – Lincoln
Phone: 402-472-2316
brunnalls2@unl.edu

DOCTORAL COURSEWORK (GRADE)

Theory

Issues in Selling and Sales Management (A)
Marketing Management (A)
Social Psychology (A)
Marketing Channels (A)
Marketing and Society (A)
Social Identity and Intergroup Communication (A)

Dr. Ravi Sohi
Dr. Amit Saini
Dr. Cynthia Willis-Esqueda
Dr. Alok Kumar
Dr. Les Carlson
Dr. Jordan Soliz

Methods

Open Science and Research Process (A+)
Research Design & Data Analysis 1 (A+)
Research Design & Data Analysis2 (A)
Interpretive Research Methods (A)
Psychometric Methods (A)
Qualitative Research Methods (A)
Research Methods in Marketing (A)
Structural Equation Modeling (A)
Multilevel Modeling (A)
Mixed Methodology (A)
Longitudinal Structural Equation Modeling (B+)

Dr. Christina Carnes
Dr. Cal Garbin
Dr. Cal Garbin
Dr. Dawn Braithwaite
Dr. Cal Garbin
Dr. Wayne Babchuck
Dr. Lisa Scheer
Dr. Rebecca Brock
Dr. Jim Bovaird
Dr. Mary Zeleny
Dr. Anna Jaffe

APPENDIX: ABSTRACTS

“Relational Identification with Customers: The Investigation of Early Career Salespeople,” Carissa Kim, Ravi Sohi, and Avinash Malshe.
(Data Collection Complete)

A vast body of literature has studied various identities in both the workplace and the marketplace; however, the relational identities as conceptualized by Sluss and Ashforth (2007) has been understudied. As relationships are foundational in sales, this current study clarifies the concept of relational identification. More specifically, we research relational identification among early career salespeople, as they are an important population regarding both identification and turnover. Using grounded theory, this paper uncovers potential antecedents, consequences, and moderators surrounding relational identification. These findings highlight the importance of stigmatization, particular customer orientation, and closeness constructs for early career salespeople.

“Not all that glitters is gold: How salary can distort LMX agreement and result in salesperson turnover,” Carissa Kim, Artemis Boulamatsi, Blake Runnalls, Nikolaos Dimotakis, and Pinar Kekec.
(Manuscript in Preparation for the Journal of the Academy of Marketing Science)

New avenues of research are needed that evaluate more nuanced processes to help organizations address salesperson turnover. Specifically, we aim to answer the research question, how does leader-member exchange (LMX) agreement influence a salesperson’s decision to leave a company. Additionally, we investigate how the salesperson’s salary, a form of economic exchange, can enhance the incongruence in social exchange perceptions. We find that imbalanced LMX is negatively related to job satisfaction. We find that agreement at high levels of LMX between a salesperson and sales manager is not related to job satisfaction. In terms of the indirect effect of LMX on turnover through job satisfaction, we find that imbalanced LMX impacts salesperson turnover through job satisfaction.

“Marketplace Paranoia,” Avinash Malshe, Ravi Sohi, and Carissa Kim.
(Data Collection Completed)

According to ex-CEO of Intel, Andy Grove, “Only the paranoid survive”. Other practitioners also take this paranoid perspective arguing that it is a trademark of successful companies. We aim to better understand marketplace paranoia, the antecedents, and outcomes both short term and over time. Using qualitative depth interviews we define the construct and its boundaries. Second, we test the proposed antecedents that emerged from the interviews using a cross sectional survey. Finally, we supplement the primary data with archival company performance data from COMPUSTAT to understand how paranoia functions over time through various environmental shifts (e.g., great recession and COVID-19). We find that marketplace paranoia gives rise to cognitive rigidity and absorptive capacity through a dual process, which then affects their bottom line over time.

“Temporary Retailing Strategy,” Carissa Kim and Amit Saini.
(Data Collection is Being Planned)

Temporary retailing has become a popular marketing strategy that has not been fully explored. This study qualitatively explores when a marketing manager may choose to implement a temporary retailing location using a theories of mind approach. We seek to uncover what elements are in temporary retailing strategy that cannot be replicated in permanent brick-and-mortar or online channels such as hedonic experiences or feelings of scarcity and when marketing managers choose to engage in this strategy.