Curriculum Vitae – Updated May 2025

JIMIN NAM

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EDUCATION

Harvard Business School, Boston, MA
Ph.D. Business Administration, Concentration: Marketing (2019-2024)

Arizona State University, Tempe, AZ
B.S. Economics from W.P. Carey School of Business (2012-2016)
B.A. Mathematics from College of Liberal Arts & Sciences (2012-2016)

ACADEMIC POSITIONS

Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA
Assistant Professor of Marketing, Tenure-Track (2025 —)

Fisher College of Business, The Ohio State University, Columbus, OH
Assistant Professor of Marketing, Tenure-Track (2024-2025)

JOURNAL PUBLICATIONS (*equal author contribution)

Balakrishnan, M.*, **Nam, J.***, & Buell, R.W. (2024). "Differentiating on Diversity: How Disclosing Workforce Diversity Influences Consumer Choice," *Production and Operations Management,* 1-18.

- *Service Science Best DEIJ Paper Competition Finalist 2023*
- Media Coverage: *HBS Working Knowledge*

Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A.W. (2024). "Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior," *Journal of Consumer Psychology*, 33, 632-644.

- *Top 10 Most Cited JCP Paper in 2023*
- Media Coverage: *Harvard Business Review*

Patel, M.S., Milkman, K.L., *+42 authors including* ***Nam, J.***, Duckworth, A.L. (2022). "A Randomized Trial of Behavioral Nudges Delivered Through Text Messages to Increase Influenza Vaccination Among Patients with an Upcoming Primary Care Visit." *American Journal of Health Promotion*, 37(3), 324-332.

Milkman, K.L., *+42 authors including* ***Nam, J.***, Duckworth, A.L. (2021). "A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor's Appointment." *Proceedings of the National Academy of Sciences*, 118(20): e2101165118.

SELECT WORKING PAPERS

Nam, J., Amano, T., & Shen, L. "The Long and Short of It: Consumers Lose Track of Time While Watching Short-Form Videos," *Reject & Resubmit at Journal of Marketing Research.*

Bunosso, I., **Nam, J.**, Donnelly, G., Malkoc, S. "Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations," *Revise & Resubmit at Journal of Consumer Research*.

Nam, J. and Donnelly, G. "Calculated Complaints: Understanding Mentions of Discrimination in Customer Service," *Preparing for resubmission.*

- *Fox-CARD-Ipsos Dissertation Proposal Runner Up 2024*

Amano, T. & **Nam, J.** "Persistent Racial Disparities in the Consumption of Harmful Products: Investigating the Role of Brand Capital," *Preparing for submission.*

SELECT RESEARCH IN PROGRESS

Mojir, N. & **Nam, J.** "AI-Induced Bias: When Should Sales Agents Reveal the Use of AI Tools?," *field experiment in progress.*

Nam, J., Waytz, A., & Norton, M.I. "Robo-Journalism: A Tool to Reducing Selective Exposure to Partisan News," *Working paper.*

OTHER PUBLICATIONS

Brooks, A.W., **Nam, J.**, Balakrishnan, M., & De Freitas, J. "Research: Speed Matters When Companies Respond to Social Issues." *Harvard Business Review (Website)*. July 2024.

HONORS AND AWARDS

Haring Symposium, Faculty Representative, 2025
Fox-CARD-Ipsos Dissertation Proposal Runner Up. "Calculated Complaints…," 2024
Service Science Best DEIJ Paper Competition Finalist, "Differentiating on Diversity…," 2023
AMA-Sheth Foundation Doctoral Consortium Fellow, 2022
Bidstrup Foundation Fellowship (Senior thesis fellowship), 2015-2016
Regent's High Honors Scholarship (Full in-state university tuition award), 2012-2016

TEACHING EXPERIENCE

The Ohio State University, Columbus, OH

Advertising and Promotional Strategy (Undergraduate), Fisher College of Business (Spring 2025)
Instructor Evaluation: 4.87/5.00 | School Average: 4.42/5.00

Harvard University, Cambridge, MA

Organizational and Consumer Behavior, Harvard Extension School (Fall 2021)
Instructor Evaluation: 4.8/5.0 | School Average: 4.6/5.0

Organizational and Consumer Behavior, Harvard Extension School (Fall 2020)
Instructor Evaluation: 4.8/5.0 | School Average: 4.6/5.0

CONFERENCE PRESENTATIONS (*presenter)

Chaired Symposia:

- Abilova, A. & **Nam, J.** (Oct 2022). "Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa)." *Association for Consumer Research*, Denver, CO.
- Prinsloo, E. & **Nam, J.** (Oct 2021). "Taking the High Ground: Moral Standards in Consumer Judgment and Behavior," *Association for Consumer Research*, Virtual.

Paper Presentations:

- **Nam, J.***, Amano, T., & Shen, L. (Sept 2024). "The Long and Short of It: Consumers Lose Track of Time While Watching Short-Form Videos," *Association of Consumer Research,* Paris, FR.
- Shen, L. **Nam, J.***, Elleithy, T., & Norton, M.I. (Nov 2023). "The Long and Short of It: Consumers Lose Track of Time While Watching Short-Form Videos," *Marketing and the Creator Economy Conference*, Columbia Business School.
- **Nam, J.***, Balakrishnan, M., & Buell, R.W. (Oct 2023). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes," *INFORMS*, Phoenix, AZ.
- **Nam, J.***, Balakrishnan, M.*, & Buell, R.W. (Jun 2023). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes," *Conference in Operational Excellence in Retailing*, Wharton School of the University of Pennsylvania.
- **Nam, J.**, Balakrishnan, M.*, De Freitas, J., & Brooks, A.W. (Jun 2023). "Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior." *Behavioral Operations Conference*, Baltimore, MD.
- **Nam, J.***, Balakrishnan, M., & Buell, R.W. (Jun 2023). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes." *Marketing Science: Diversity, Equity, and Inclusion Conference*, Dallas, TX.
- **Nam, J.**, Balakrishnan, M.*, & Buell, R.W. (May 2023). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes." *Production and Operations Management Society*, Orlando, FL.
- **Nam, J.***, Balakrishnan, M., & Buell, R.W. (Mar 2023). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes." *Society of Consumer Psychology*, San Juan, PR.
- **Nam, J.**, Balakrishnan, M.*, De Freitas, J., & Brooks, A.W. (Mar 2023). "Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior." *Society of Consumer Psychology*, San Juan, PR.
- **Nam, J.***, Norton, M.I., & Waytz, A. (Oct 2022). "Robo-Journalism." *Association for Consumer Research*, Denver, CO.
- **Nam, J.***, Balakrishnan, M., & Buell, R.W. (Oct 2022). "Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes." *INFORMS*, Indianapolis, IN.
- Prinsloo, E.*, **Nam, J.**, & Keenan, E.A. (March 2022). "The Tainted Donor Dilemma." *Society for Consumer Psychology*, Virtual.
- Prinsloo, E.*, **Nam, J.**, & Keenan, E.A. (Feb 2022). "The Tainted Donor Dilemma." *Society for Judgment and Decision Making*, Virtual.
- Prinsloo, E.*, **Nam, J.**, & Keenan, E.A. (Oct 2021). "The Tainted Donor Dilemma." *Association for Consumer Research*, Virtual.
- **Nam, J.***, Balakrishnan, M.*, De Freitas, J., & Brooks, A.W. (Jun 2021). "Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior." *AMA Marketing and Public Policy*, Virtual.

Poster Presentations:

- Shen, L. **Nam, J.***, Elleithy, T., & Norton, M.I. (Nov 2023). "The Long and Short of It: Consumers Lose Track of Time While Watching Short-Form Videos." *Society of Judgment and Decision Making*, San Francisco, CA.
- **Nam, J.***, Balakrishnan, M., De Freitas, J., & Brooks, A.W. (Nov 2022). "Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior." *Society of Judgment and Decision Making*, San Diego, CA.
- **Nam, J.***, Norton, M.I., & Waytz, A. (Feb 2022). "Robo-Journalism." *Psychology of Media & Technology Preconference*, Virtual.
- **Nam, J.***, Norton, M.I., & Waytz, A. (Oct 2021). "Robo-Journalism." *Association for Consumer Research*, Virtual.

RESEARCH POSITIONS

Federal Reserve Bank of Boston, Boston, MA
Senior Research Assistant (2017-2019)
Research Assistant (2016)
Advisors: Anat Bracha and Mary Burke

Arizona State University, Tempe, AZ
Undergraduate Research Assistant, Economics (2015-2016)
Advisors: Gregory Veramendi and Eleanor Dillon

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Consumer Psychology
Society for Judgment and Decision-Making
INFORMS

SERVICE TO PROFESSION

Ad-Hoc Reviewer for:
Production and Operations Management

Conference Reviewer for:
Association for Consumer Research Conference
Society for Consumer Psychology Conference