

Sangmin Kim

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Education

Ph.D. in Marketing, University of Minnesota	2026 (Expected)
M.A. in Psychology, Yonsei University (Seoul, Korea)	2020
B.A. in Economics, Yonsei University (Seoul, Korea)	2010

Research Interests

Missing Information, Trust & Conspiracy Beliefs, Judgment & Decision-Making, Consumer Behavior

My primary research interest is how consumers consume information in various contexts. Specifically, my dissertation examines consumers' response to missing product attribute or products themselves, and how this response influences their product decisions. I am also interested in consumer trust and conspiracy beliefs.

Publications and Submissions (select abstracts attached)

Sangmin Kim, Olga Stavrova, and Kathleen D. Vohs. (2022), "Do Voting and Election Outcomes Predict Changes in Conspiracy Beliefs? Evidence from Two High-Profile U.S. Elections," *Journal of Experimental Social Psychology*, 103 (November). <https://doi.org/10.1016/j.jesp.2022.104396>

Olga Stavrova, Dongning Ren, **Sangmin Kim**, Kathleen D. Vohs. (2026), "Trajectories of Psychological Outcomes during the 2024 U.S. Presidential Election," *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672251412506>

Sangmin Kim and William Hedgcock, "Search Changes Preference: The Impact of Goal-Directed Information Search on Consumer Decisions," *Under Review at Journal of the Academy of Marketing Science*. *[Job Market Paper](#)

Olga Stavrova, Dongning Ren, **Sangmin Kim**, Kathleen D. Vohs, "Psychological Forecasting in the 2024 U.S. Presidential Election: Accuracy and Errors," *Forthcoming at Social Psychological and Personality Science*.

Sangmin Kim and William Hedgcock, "Purchase Now, Own Later: The Desire to Claim Ownership Explains Preordering without Benefits," *Preparing for submission to Journal of Consumer Research*.

William Hedgcock, **Sangmin Kim**, Irwin Levin, Kameko Halfmann, and Natalie Denburg, "Processing Similarities and Differences in Attribute Framing and Risky Choice Framing," *Preparing for submission to Journal of Marketing Research*.

Sangmin Kim (2020). *Understanding Trust as an Adaptive Solution to Increase Social Health. Promoting Social Health: Individuals, Social Relationships, and Society*, Seoul: Yonsei University Press (ISBN 13: 9788968504037), pp. 147-76 ([link](#)).

Working Papers

Sangmin Kim, Zuzanna Jurewicz, Andrea Luangrath, and William Hedgcock, “From Scared to Shared: Recreational Fear Reduces Perceived Crowding,” *Manuscript in Preparation*.
- Research conducted in collaboration with the *Mall of America*, the largest shopping mall in the U.S.
- Media mentions: Over a dozen media coverage, including [FOX 9](#), [KARE 11](#), and [WCCO](#).

Sangmin Kim, Weize Yin, Yi Zhu, and William Hedgcock, “Augmentation or Substitution? Process Information Bolsters Human Contribution Judgment of AI-Human Collaboration,” in *Data Collection*.

Conference/Workshop Presentations

William Hedgcock, **Sangmin Kim**, **Zuzanna Jurewicz**, Andrea Luangrath, “Shared Scares, Stronger Bonds: Recreational Fear and Consumer Behavior,” presentation at the Institute for Research in Marketing Advisory Board Meeting, Minneapolis, MN (2025).

Sangmin Kim, William Hedgcock, “Searching Hard or Hardly Searching? Searching Increases Value of Searched Information,” working paper presentation at the Association for Consumer Research Conference, Paris, France (2024).

Sangmin Kim, William Hedgcock, “Searching Hard, or Hardly Searching? Consumer Search Effort Increases the Value of Searched Information,” working paper presentation at the 54th Annual Haring Symposium, Bloomington, IN (2024).

Sangmin Kim, William Hedgcock, “‘You Will See an Ad’: Prompting Online Ads to Make Them Less Interruptive,” working paper presentation at the Association for Consumer Research Conference, Denver, CO (2022).

Sangmin Kim, Olga Stavrova, Kathleen D. Vohs, “Can Voting Reduce Conspiracy Beliefs? Evidence from Two High-Profile U.S. Elections,” special session presentation at the Association for Consumer Research Conference, Seattle, WA (2021).

Sangmin Kim, Young-Hoon Kim, “Does My Satisfaction Match My Class? Household Income and Financial Satisfaction Showing Distinct Patterns as Predictors of Happiness for Low, Middle, and High Income Group,” presented at the annual Society for Personality and Social Psychology conference, Portland, OR (2019).

Sangmin Kim, Young-Hoon Kim, “Does Concern for Appearance Undermine Morality?” presented at the annual Society for Personality and Social Psychology conference, Atlanta, GA (2018).

Sangmin Kim, “‘Us’ versus ‘Them’—Effect of In-Group Bias on Social Trust,” Interdisciplinary Workshop on Neurological, Psychological, and Economic Research, Seoul, Korea (2018).

Teaching

Instructor	Fall 2023
Course: Principles of Marketing (Undergraduate) SRT: 5.25/6	
Co-Instructor (Teaching Practicum)	Fall 2022
Course: Principles of Marketing (Undergraduate)	
Teaching Assistant	
Marketing Research – Rapid Insights (MBA)	Spring 2023
Buyer Behavior (Undergraduate)	Spring 2022
Advanced Psychological Statistics (Graduate)	Fall 2018

Graduate Positions and Service

SCP 2026 Reviewer Committee Member	2025
Departmental Representative (presenter), 2024 Haring Symposium	2024
CB Student Research Group Organizer	2024-Present
Brownbag Coordinator	2024-2025
Marketing Summer Research Camp Organizer	2024
Student Coordinator, Undergraduate Research Subject Pool	2022-2023
Mentor, McNair Program	2021
<ul style="list-style-type: none">Assisting Professor William Hedgcock, co-advised an undergraduate student during summer on research; the student entered a Ph.D. program at the University of Illinois Urbana-Champaign.	

Awards, Scholarships and Honors

Mike Houston Scholarship Award	2025
James Cross Research Fund	2025
Carlson School Doctoral Dissertation Fellowship	2024
Departmental Representative (presenter), 2024 Haring Symposium	2024
Henrickson Award for High Academic Distinction	2024
Carlson School PhD Student Conference/Travel Fellowship	2024
Carlson School PhD Student Conference/Travel Fellowship	2022
SPSP 2020 Graduate Travel Award	2019
Research Scholarship, Brain Korea 21 Plus, Korea National Research Foundation	2017-2019

Funded Projects

Developing Emotional Intelligence Agent for Human Dialogue Jul 2018-Aug 2019
Funding Agency: Institute for ICT Promotion, Korea Ministry of Science and ICT

Promoting Prosocial Behavior for Healthy Community Nov 2017-Aug 2018
Funding Agency: Korea National Research Foundation, Korea Ministry of Education

Courses Taken & Quantitative Proficiencies

Courses Taken

- Marketing: Consumer Attention & Persuasion, Consumer Behavior Topics, Self & Brands, Consumer Information Processing, Consumer Behavior Research Methods, Structural Modeling, Inter-Organizational Relations in Marketing
- Statistics: Statistical Analysis, Designing Experiments, Analysis of Psychological Data, Statistical Analysis Using Structural Equation Methods
- Other: Advanced Cognitive Psychology, Mathematical Models of Human Behavior, Behavioral Decision Theory, Principles of Social Psychology

Professional Experience & Certification

Certified Financial Risk Manager (FRM) Sep 2016 - Present
Global Association of Risk Professionals (GARP)

Korea Asset Management Corporation 2012-2016
Project Manager / Consultant, South Korea

Republic of Korea Army 2005-2007
Army Sergeant (Interpreter / Translator)

References

Professor William Hedgcock – Advisor
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Professor Kathleen D. Vohs
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Professor Akshay R. Rao
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Appendix – Select Abstracts

Search Changes Preference: The Impact of Goal-Directed Information Search on Consumer Decisions (with William Hedgcock)

Firms routinely decide which product attributes are immediately visible and which require consumers to actively search. This research investigates how this decision can affect subsequent product evaluations and choice. We show that product information has a greater influence on decisions when acquired via search (vs without search) due to its heightened accessibility in memory. One secondary data study and nine pre-registered experiments (N=5,688) demonstrate the robustness of this effect across different product categories, attributes, and search behaviors. The research informs existing theories and models of consumer search to consider not only the question of what, but also how information was searched when examining consumer decisions. Our findings suggest how information is presented systematically affects consumer decisions, providing practical implications regarding information disclosure strategies, channel promotions, and mandated disclosure policies.

Purchase Now, Own Later: The Desire to Claim Ownership Explains Preordering Without Benefits (with William Hedgcock)

Consumers often have the option to pay for a product before its market release—a type of purchase we refer to as a preorder. Preordered products cannot be consumed until release, requiring sellers to provide a stronger draw for the purchase by offering tangible benefits (e.g., discount, hedging stock-out concerns). However, consumers do preorder products in the absence of tangible benefits (e.g., digital products with no discounts or extra perks), posing a compelling question as to why consumers would “pay now to consume later”—an untenable practice when only the product’s instrumental value is concerned. In this paper we argue that preorders, due to their inherent temporal delay until consumption, motivate some consumers to lay a claim on a product they would like to own. Preordering a product satisfies this claim motivation because a preorder purchase increases the certainty of consumers’ future ownership, gratifying their desire to own when legal ownership cannot be attained immediately. We find satisfying claim motivation increases preorder intent, especially for consumers with high psychological ownership of the target product. We also find that the positive link between psychological ownership and purchase intent is stronger in preorder (vs regular order) contexts, providing further support of our claim motivation account.

From Scared to Shared: Recreational Fear Reduces Perceived Crowding (with Zuzanna Jurewicz, Andrea Luangrath, and William Hedgcock)

The recreational fear industry is large and growing, but little research has examined the downstream effects on consumer perceptions and behaviors. This research identifies a novel consequence of recreational fear—consumers’ response to a crowded retail space. Utilizing

field data, in-person shopping behavior, and online experiments, we show that experiencing recreational fear improves consumers' subjective assessment of either an experienced or anticipated in-person shopping experience. This happens because experiencing recreational fear increases consumers' perceived closeness to other shoppers in the same space, reducing their aversive response to a crowded shopping area. Furthermore, we provide evidence that this reduced aversion has consequential consumer outcomes such as longer shopping time, greater purchase amount, and higher shopping satisfaction.

Processing Similarities and Differences in Attribute Framing and Risky Choice Framing (with William Hedgcock, Irwin Levin, Kameko Halfmann, and Natalie Denburg)

We show that emotional processing affects attribute framing – the simplest form of framing that manipulates valence of terms – more than risky choice framing – a more complex form that additionally requires a tradeoff between magnitude and probability of outcome. In Study 1, we show valence framing affects risk seeking in risky choice framing and quality seeking in attribute framing. In Studies 2 and 3, we show risky choice framing and attribute framing effect sizes are not correlated, but that they are both moderated by risk aversion, loss aversion, and neuroticism. In Study 4, we find emotion suppression moderates attribute framing more than risky choice framing. In Study 5, a population that performed poorly on a task developed to study decision emotional processing deficits showed diminished attribute framing while risky choice framing was unaffected. In Study 6, functional magnetic resonance imaging revealed that attribute framing correlated with activity in the amygdala (an area of the brain associated with emotional processing and loss aversion) but risky choice framing did not. Together, the findings suggest that attribute framing and risky choice framing effects share features related to neuroticism, risk aversion, and loss aversion but differ in other emotional and evaluative processes.

Trajectories of Psychological Outcomes during the 2024 U.S. Presidential Election (with Olga Stavrova, Dongning Ren, and Kathleen Vohs)

The 2024 U.S. presidential election seemed to have the potential to profoundly impact the national economy, financial markets, and geopolitics. Did Donald Trump's re-election influence Americans' psychology as well and, if so, in what ways? We conducted a 7-wave longitudinal survey tracking an ideologically balanced sample of Americans from three weeks before the election to 16 weeks after. As the election results came in, Democratic supporters reported a decrease in well-being, optimism and personal control, lower institutional trust, higher cynicism, more experiences of disrespect and a stronger conspiracy mentality – changes that persisted within four months post-election. In contrast, Republican supporters experienced changes in the opposite direction, effectively reversing the previously observed liberal advantage in institutional trust and diminishing the liberal-conservative gap in other psychological outcomes. These results challenge the notion of inherent psychological differences between liberals and conservatives, highlighting how such differences can shift depending on which party holds power.

Psychological Forecasting in the 2024 U.S. Presidential Election: Accuracy and Errors (with Olga Stavrova, Dongning Ren, and Kathleen Vohs)

Can people accurately predict how major political events will affect their psychology? We assessed people's accuracy in forecasting a broad range of psychological reactions to the 2024 U.S. presidential election. In a three-wave longitudinal study, participants made psychological forecasts for the event of Democratic and Republican candidate victory twice: three weeks before the election (remote forecast) and on the election day (immediate forecast). Following the election results being called, participants reported their experienced psychological reactions. Regardless of the temporal distance between the forecast and the event, partisan losers predicted lower self-esteem, optimism, personal control, and institutional trust, as well as higher disrespect and cynicism, than they ultimately experienced. Partisan winners did not display systematic forecasting errors. The results extend the affective forecasting literature to forecasts of changes in enduring psychological traits.