

# MMIS Departmental Research Seminar

## Consumer Behavior Research in Anthropomorphism and Implicit Theories

Date: May 3, 2023 (Wednesday)

Time: 10:30 – 12:00

Venue: WLB 917



**Prof. Sara KIM**  
Professor  
Area Head of Marketing  
Business School  
University of Hong Kong

### Introduction

In this seminar, Prof. Kim will share an overview and specific studies of two major research streams she has developed. One stream of her research examines the role of humanizing non-human entities (i.e. anthropomorphism) in consumer behaviors. Across several papers, Prof. Kim discovered various positive effects of anthropomorphism on prosocial behaviors, savings, and happiness for material consumption. She has also discovered various detrimental effects of anthropomorphism on game enjoyment, student learning, artificial agents' physical safety, gift giving, and job security perceptions. The other stream of her research examines the role of implicit theories and attribution theory. She investigates how holding malleable beliefs about intelligence, achievements, or economic mobility can enhance student learning, customer citizenship behaviors, or subjective well-beings.

### About the Speaker

Sara Kim is a Professor of Marketing at the HKU Business School. She received her BBA and MS from KAIST (Korea Advanced Institute of Science and Technology), as well as her MBA and PhD from Chicago Booth. She joined HKU Business School, The University of Hong Kong in 2012, and she is currently a Professor and the area head of Marketing. Her research interests are humanization (anthropomorphism) and dehumanization of products, artificial agents, service employees, and consumers, as well as implicit theories of intelligence, economic mobility, and personalities. Her work has appeared in renowned publications such as the *Journal of Marketing*, *Journal of Consumer Research*, and *Psychological Science*, and has received media coverage by outlets such as New York Times, The Economist, Time, Science Daily, and Medical News Today. She is currently an Associate Editor of *International Journal of Research in Marketing*, and she is on the editorial review board at *Journal of Marketing* and *Asia Marketing Journal*. She has received several research awards including Faculty Research Postgraduate Supervision Award, University Research Excellence Award (Outstanding Young Researcher Award), and 2016 ACR (*Association for Consumer Research*) Best Working Paper Award.