

KYOUNGNAM CATHERINE HA
ASSISTANT PROFESSOR
MARKETING

Academic Background

PhD, Marketing, Michael G. Foster School of Business, University of Washington, Seattle, 2012

ME, Industrial and Systems Engineering, Texas A&M University, College Station, 2006

MS, Industrial Engineering-Data Mining, Seoul National University, Seoul, South Korea, 2004

BS, Industrial Engineering, Seoul National University, Seoul, South Korea, 2002

Faculty Qualification Status

Scholarly Academic (SA)

Teaching

A. Undergraduate Level:

Principles of Marketing (BUSA 308)

Marketing Research (BUSA 467)

Customer Relationship Management (BUSA 487)

Marketing Management (BUSA 468)

B. Graduate Level:

Marketing Strategy (BMMR 502)

Quantitative Marketing Research (BMMR 504, BMMA 504)

CB& Customer Relationship Management (BMMR 528)

Data Mining (BMMR 530, BMMA 530)

Graduate Research Project in Marketing II (BMMR 599, BMMA 599)

Intellectual Contributions

Refereed Articles (5 Year)

Ha, K.C., Song, R., and Erickson, G. (forthcoming). Multidimensional brand equity and asymmetric risk. *International Journal of Research in Marketing*.

Ha, K.C., & Chung, S.M. (2018). Impacts of Strong Tie and Weak Tie on Network Performance: The Mediating Role of Openness. *Journal of Marketing Thought*, 5(1), pp. 37 – 43.

Lee, H., **Ha, K.C.**, & Kim, Y. (2018). Marketing Expense and Financial Performance in Arts and Cultural Organizations. *International Journal of Nonprofit and Voluntary Sector Market*, 23(3), e1588.

Meyer, J., Song, R., & **Ha, K.** (2016). The effect of product placements on the evaluation of movies, *European Journal of Marketing*, 50(3/4), 530 – 549.

Peer Reviewed Conference Proceedings

Ha, K.C., Song, R., and Erickson, G. (Accepted in 2020-postponed because of the pandemic). Multidimensional Brand Equity and Asymmetric Risk. Proceedings of the AMA Global Marketing SIG Conference: Taormina, Sicily, Italy.

Lee, H. & **Ha, K.** (2016). What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter? Proceedings of American Marketing Association Winter Conference: Las Vegas, NV.

Peer Reviewed Conference Presentations

Ha, K.C. & Lee, H. (2019, November). Dynamic Interactions among Revenue, Saving, and Spending. ARNOVA Conference, San Diego, CA.

Ha, K.C., Bae, Y.H., & Yim, H. (2018, November). Does Corporate Social Performance Work Better in Reducing a Firm's Risk When Market Turns Down? Decision Sciences Institute Conference, Chicago, IL.

Lee, H., **Ha, K.**, & Kim, Y. (2017, November). The Relationship between Product Portfolio Innovation and Marketing in Professional Theater. ARNOVA Conference, Grand Rapids, MI.

Ha, K. & Lee, H. (2017, June). Long-Term Dynamic Interactions between Marketing Expense and Revenue in a Nonprofit Art and Cultural Organization. Marketing Science Conference, Los Angeles, CA.

Lee, H., **Ha, K.**, & Kim Y. (2017, March). Explore Marketing Expense in Arts and Cultural Organizations. NEDSI Conference, Springfield, MA.

Lee, H. & **Ha, K.** (2016, February). What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter? American Marketing Association Winter Conference, Las Vegas, NV.

Non-refereed Presentations

Ha, K.C., Song, R., and Erickson, G. (2020, February). Multidimensional Brand Equity and Asymmetric Risk. 2020 Joint Research Seminar: Milgard School of Business, UW Tacoma, School of business, UW Bothell, School of Pacific Lutheran University, Tacoma, WA.

Grants and Awards (5 year, 2016-21)

Summer Research Grant, School of Business at Pacific Lutheran University, 2019

Karen Hille Phillips Regency Advancement Award, Pacific Lutheran University, 2018

Summer Research Grant, School of Business at Pacific Lutheran University, 2018

Summer Research Grant, Pacific Lutheran University, 2017

Summer Research Grant, Pacific Lutheran University, 2016

Service (5 year period 2016-21)

Service to the Institution (Committees, bringing in resources to the institution, unpaid administrative work, running student programs are some of the examples):

- Wild Hope Center for Vocation Steering Committee, Fall 2020-Present
- Peer Mentoring Cluster, Fall 2019-Present
- Educational Policies Committee, Fall 2019-Spring 2020
- Human Participant Review Board, Unit Designee, Fall 2017-Present
- Library Liaison for School of Business, Pacific Lutheran University, Fall 2016-Spring 2017
- School of Business Graduate Committee, Fall 2016-Spring 2017 (member), Fall 2017-Spring 2018 (chair), Fall 2018-Present (member)
- PLU Chapter President of Beta Gamma Sigma, Fall 2017-Present
- PLU Alumni Panel Discussion, 2018, 2019
- PSRF Career Fair, 2018
- PLUTO SGID consultant, 2020
- Presidential Scholarship Interview, 2019, 2020

Service to the Profession (editorial boards, reviews, conference organization, sitting on review bodies are some of the examples)

- Editorial Review Board for Journal of Marketing Thought, Spring 2017-Present
- Ad-hoc reviewer of International Journal of Nonprofit and Voluntary Sector Marketing, 2018, 2020
- Marketing Science Conference Session Chair, 2017
- Ad-hoc reviewer of European Journal of Marketing, 2017
- Ad-hoc reviewer of Journal of Interactive Marketing, 2016
- Proceeding reviewer, American Marketing Association conference, 2016

Service to the Community (Broad definition including voluntary work)

- Advisory Committee of Zentropy, 2017-Present
- Mentorship, 2017-2019
- Judge at the Puget Sound Future Business Leaders of America Winter Regional Conference, 2018-2019
- Consultation for Key Compounding Pharmacy (student project), 2016-2017
- Volunteer book fair, 2016-2017
- Chaperon for field trip, 2018-2020

Professional Development

- Magna Online Course Developing and Teaching an Online Course, 2020
- NSF-Digital Science and Data Analytics Learning Environments at Small Liberal Arts Schools Workshop, 2019
- Digital Analysis Association Seattle Symposium, 2018, 2019
- AACSB Teaching Effectiveness Seminar, 2018
- New Faculty Development Workshop, 2016-2018
- Puget Sound Research Forum, 2017
- Grant Writing Meeting, 2016

Honors/Awards

- School of Business Service Award, 2019
- Recognition of BGS Honors Chapter, 2019
- Recognition of BGS Honors Chapter, 2018

Miscellaneous

PLU Faculty Spotlight, 2019