

Curriculum Vitae

Updated: November 11, 2025

Olivia Kim

Helleveien 30, 5045 Bergen
Olivia.kim@nhh.no; +47 55 95 94 58

Research Interests

Morality; Happiness; Consumer Well-being; Self vs. Others; I-frame vs. S-frame

Research Methods

Experiments; Survey; Panel Data Analyses

Education

- | | |
|-------------------|---|
| 08.2021 - current | Norwegian School of Economics , PhD-research scholar
PhD student at the department of strategy and management (SOL) <ul style="list-style-type: none">- Dissertation Submitted: June 23, 2025- Dissertation Approved for Defense (December 10, 2025) |
| 04.2025-05.2025 | UC Berkeley Haas School of Business , exchange PhD scholar
Continued to work on the I-frame vs. S-frame project with Professor Leif Nelson and attended journal club meetings. |
| 08.2023- 01.2024 | New York University , exchange PhD scholar
Worked with Minah Jung, and took <i>Experimental Approach to Behavior Research</i> with Prof. Maheswaran (grade: A) |
| 08.2014- 06.2016 | London Business School , London, UK
Master of Marketing (Consumer Behavior) |
| 08.2012- 02.2013 | Seoul National University , Seoul, South Korea
MBA (concentration in Marketing) |
| 09.2004- 06.2008 | Massachusetts Institute of Technology , Cambridge, MA
Bachelor of Science in Management Science
Minor in Brain and Cognitive Science |

Publications

- Martuza, J., & **Kim, O.** (2024). Does Conceptual Abstraction Moderate Whether Past Moral Deeds Motivate Consistency or Compensatory Behavior? A Registered Replication and Extension of Conway and Peetz (2012). *Personality and Social Psychology Bulletin*, 01461672241238420. <https://doi.org/10.1177/01461672241238420>
- Dahlen, M., Colliander, J., Gajic, V., **Kim, O.**, & Thorbjørnsen, H. (2024). How do advertised prices affect consumers' financial well-being and happiness? *Psychology & Marketing*, mar.22026. <https://doi.org/10.1002/mar.22026>

Manuscripts under Review

- US election and happiness and belief in democracy (J. Of Politics)
With Jareef Bin Martuza, Helge Thorbjørnsen, Micael Dahlen, & Peter Esaiasson

Manuscripts in Preparation

- Not all pleasures are created equal: moving beyond the utilitarian and hedonic dichotomy (**Job Market Paper**).
- When Anthropomorphizing Backfires: Being “Human” can benefit the morally good but harm the morally bad?
with Jareef Bin Martuza
- World Happiness Report Project
With Kristina Heinonen, Helge Thorbjørnsen, Jareef Bin Martuza
- Self-evaluation bias: Dunning-Kruger effect in personality traits
with Øyvind Thomassen

Work in Progress

- I-frame vs. S-frame in self/other evaluation and policy implications
With Minah Jung and Leonor Neto
- I-frame vs. S-frame in Norway vs. US
With Minah Jung, Leif Nelson, Helge Thorbjørnsen, and Leonor Neto
- I-frame vs. S-frame in Organizational Behavior
With Jareef Bin Martuza and Silas Braun
- Self-other bias in equality preferences
With Jareef Bin Martuza

Work Experience

- 08.2021 - current **Norwegian School of Economics**, PhD-research scholar
Full-time PhD research scholar at the department of strategy and management (SOL)
- 09.2019- 07.2021 **Amos Education**, Marketing Director
Working on developing a comprehensive website where students can have access to top quality tutors all over the world at any moment they need them.
- 02.2018- 01.2019 **InGenius Prep**, Senior counselor / Business Development
Worked closely with students and Former Admissions Officers (FAO) from top universities to help students find their passion and directionality when applying to colleges to figure out the best match for them.
- 01-2013- 06.2013 **Robert Walters**, Associate
Facilitated recruitment, candidate alignment, coaching, and placement of professional specialists at a leading international recruitment consulting firm, focusing on luxury brand companies.
- 06-2008- 10.2010 **Accenture**, Project Management Analyst
Completed key project and change management initiatives, overseeing cross-functional and international teams.
- 06-2005- 18.2020 **Advanced Counseling & Tutoring**, Founder and President
Founded a tutoring company and served as an advisor after graduating from college.

Other

Languages: English, Korean (native); French, Norwegian (intermediate)
Skills: SPSS, R, C+, Microsoft Office, Change Management

Conferences and Presentations

2026 SCP Conference

- Crowding out Systematic Change: The Appeal of Individual-Level Interventions (working paper)

2025 SJDM Conference

- *Self-evaluation bias: Dunning-Kruger effect in personality traits (poster)*
- *Underestimating Support: People Believe Others Like Government Intervention Less Than They Actually Do (10 minute presentation)*

2025 EMAC Conference

- *Self-evaluation bias: Dunning-Kruger effect in personality traits*
- **Job Market Simulation** *Not all pleasures are created equal: moving beyond the utilitarian and hedonic dichotomy*

2024 SJDM Conference (poster)

Not all pleasures are created equal: the inspiring effect of edifying activities

2024 EMAC Conference

Not all pleasures are created equal: the inspiring effect of edifying activities

2023 AMA Winter Academic Conference (poster)

When Anthropomorphizing Backfires: Being “Human” can benefit the morally good but harm the morally bad?

2023 Johan Arndt Conference

Does Conceptual Abstraction Moderate Whether Past Moral Deeds Motivate Consistency or Compensatory Behavior?

2023 AMS Annual Conference

When Anthropomorphizing Backfires: Being “Human” can benefit the morally good but harm the morally bad?

Teaching/Supervision

- **Marketing for a Better World** (BI Oslo) guest lecturer (2025)
- **SOL21**: Happiness and the Good Life (2025)
- **MAB2**: Marketing Communication (2025)
- **SOL 4**: Strategic Management (2024)
- **SOL 21**: Happiness and the Good Life (2024)
- **MBM400A**: Research for Brand Decisions (Master 7.5 ECTS) (2024)
- **MBM400A**: Research for Brand Decisions (Master 7.5 ECTS) (2023)
- **CEMS** master thesis supervision (2023)
- Master thesis supervision, Yunho Kim (2023)

- CEMS master thesis supervision (2022)

Committee/Board membership

- NHH SOL deputy board member (2024-present)
 - o *Partook in the discussion and decisions of many aspects of the Strategy and Management (SOL) department, such as hiring, coordinating PhD courses and on/off-boarding, etc.*
- Wednesday Seminar committee (2024-present)
 - o *Initiated and in the process of establishing a more regular meetings for the departmental Wednesday seminar to both increase the quality of the speaker and regular attendance.*
- Experimental Group organization (2024-present)
 - o *Systematized the scheduling and coordinating of the bi-weekly experimental group meetings to make it more structured.*
- Johan Arndt conference committee (2023)
 - o *Helped organize and host the nordic marketing conference bringing together the top scandinavian business schools.*
- Strategy and Management course portfolio committee (2022-2023)
 - o *Initiated and partook in re-organizing the PhD level course at the department.*
- NHHdoc board member (2022-2023)
 - o *Started many initiatives to increase both the social and practical aspect of the PhD program at NHH – increasing the voice and influence of the PhDs within NHH, organizing more social activities, and representing NHH in the nordic schools.*

Grants/Awards

- Peder Sather Grant (2024-2026) \$15,000
I-frame vs. S-frame in self/other evaluation and policy implications
- NYU CSB Research Grant Award (2025) \$6,000
Social Percep Gaps in i-Frame and s-Frame policies

Reference

Professor Helge Thorbjørnsen (e-mail: helge.thorbjornsen@nhh.no) co-supervisor 1
Norwegian School of Economics (Rector)

Professor Minah Jung (e-mail: minah.jung@nyu.edu) co-supervisor 2
New York University (Professor of Marketing)

Professor Siv Skard (e-mail: Siv.Skard@nhh.no)
Norwegian School of Economics (Professor of Marketing)