

KYLIE VO

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EMPLOYMENT

West Virginia University – Chambers College of Business and Economics Fall 2023 – present
Assistant Professor of Marketing (TAPSA)

EDUCATION

University of North Texas – Ryan College of Business 2019 – 2023
Ph.D., Marketing
Dissertation Topic: Essays on Ambient Darkness and Consumer Behavior
***Award:** Winner – AMS 2023 Mary Kay Dissertation Proposal Competition

University of North Texas – Ryan College of Business 2015 – 2017
M.B.A., Marketing, Magna Cum Laude

University of Pennsylvania – Wharton 2016
Customer Analytics

Vietnam National University, Ho Chi Minh City, Vietnam 2010 – 2014
Honors B.S., Economics

RESEARCH INTERESTS

Atmospherics, Morality, Gift-Giving, Tipping Behavior, Consumer Well-Being, and Digital Marketing

PUBLICATIONS

Vo, Khue and Yuna Choe (2024), “Fate, Forgiveness, and Brands: How Karmic Belief Impacts Consumer Attitudes towards Transgressing Brands,” *Journal of the Association for Consumer Research*, forthcoming

Malik, Aaminah and **Khue Vo** (2024), “Yes, I’m Worth it!”: How Romantic Breakups Influence Self-Gifting Propensity,” *Psychology and Marketing*, 41(9), 1959–78

Malik, Aaminah, Francisco Guzmán, and **Khue Vo** (2024), “The tip of the tongue: Language-based chronic social exclusion and tipping as a refocusing strategy,” *Psychology and Marketing*, 41(9), 2136–51

MANUSCRIPTS UNDER REVIEW

Vo, Khue and Blair Kidwell, “Darkness and Decision Quality,” under review at the *Journal of Consumer Research*

MANUSCRIPTS IN PREPARATION

Vo, Khue, Blair Kidwell, and Narayanan Janakiraman, “Consumer Emotional Vulnerability Scale,” finalizing for submission, *Journal of Consumer Research*

Vo, Khue, Blair Kidwell, and Yuna Choe, “Darkness and Cost-Benefit Tradeoff Decisions,” finalizing for submission, *Journal of Marketing Research*

Vo, Khue and Priyali Rajagopal, "Gender-Based Ad Congruency in LGBTQ-Inclusive Ads," finalizing for submission, *Journal of Marketing*

Vo, Khue, Aditya Nallaparajau, and Diego Alvarado-Karste, “Systematic Review of Tipping Behavior,” finalizing for submission, *Journal of Business Research*

Vo, Khue and Aaminah Malik, “SMIs and FOMO,” finalizing for submission, *Journal of Business Research*

WORKING PAPERS

Vo, Khue and Laura Pricer, “Try-Hard Brands,” 2 studies, targeted to the *Journal of The Academy of Marketing Science*

Vo, Khue and Blair Kidwell, “Darkness and Persuasion,” 2 studies, targeted to the *Journal of Marketing*

Givi, Julian, **Khue Vo**, Tina Lowrey, Cele Otnes, and Yuna Choe, "Gift-Giving CCT," interviews in progress, targeted to the *Journal of Consumer Research*

Soman, Dilip and **Khue Vo**, “Insecurity and Decision-Making,” conceptualizing, targeted to the *Journal of Consumer Research*

CONFERENCE PRESENTATIONS AND PROCEEDINGS (*denotes presenter)

***Vo, Khue** and Blair Kidwell, “The Bright Side of Darkness: Ambient Darkness Fosters Higher Quality Decision,” competitive paper presented at the *Association for Consumer Research Conference*, Paris, France, Sep. 2024

Malik, Aaminah and ***Khue Vo**, “Yes, I’m Worth it!”: How Romantic Breakups Influence Self-Gifting Propensity,” competitive paper presented at the *Association for Consumer Research Conference*, Paris, France, Sep. 2024

***Vo, Khue**, Blair Kidwell, and Narayanan Janakiraman, “Consumer Emotional Vulnerability,” poster presented at the *Association for Consumer Research Conference*, Paris, France, Sep. 2024

***Vo, Khue** and Yuna Choe, “Fate, Forgiveness, and Brands: How Karmic Belief Impacts Consumer Attitudes towards Transgressions,” competitive paper presented at the *Society for Consumer Psychology Conference*, Nashville, TN, Mar. 2024

***Vo, Khue**, Blair Kidwell, and Yuna Choe, “The Darkside of Ambient Lighting: Darkness on Risk-Taking,” competitive paper presented at the *Association for Consumer Research Conference*, Seattle, WA, Oct. 2023

***Vo, Khue** and Yuna Choe, “Fate, Forgiveness, and Brands: How Karmic Belief Impacts Consumer Attitudes towards Transgressions,” poster presented at the *Association for Consumer Research Conference*, Seattle, WA, Oct. 2023

***Vo, Khue**, “Essays on Ambient Darkness and Consumer Behavior,” dissertation essays presented at the *Academy of Marketing Science Conference*, New Orleans, LA, May 2023

Winner of the Mary Kay Dissertation Proposal Competition

***Vo, Khue**, Blair Kidwell, and Yuna Choe, “The Darkside of Ambient Lighting: Darkness on Financial Risk,” poster presented at the *Society for Consumer Psychology Conference*, Puerto Rico, Mar. 2023

***Vo, Khue** and Laura Pricer, “Meme It and I’ll Buy It: How Internet Memes Influences Consumer Intention,” poster presented at the *Society for Consumer Psychology Conference*, Puerto Rico, Mar. 2023

***Vo, Khue** and Blair Kidwell, “Deliberating in the Dark: Ambient Lighting on Decision Quality,” poster presented at the *Association for Consumer Research Conference*, Denver, CO, Oct. 2022

***Vo, Khue** and Blair Kidwell, “In Darkness We See Light: How Darkness Affects Financial Decisions,” poster presented at the *Society of Consumer Psychology Conference*, virtual, Mar. 2022

***Vo, Khue** and Priyali Rajagopal, “How Far Is Too Far? Consumers’ Responses to LGBTQ-Inclusive Ads and the Role of Gender-Based Ad Congruency,” poster presented at the *Association for Consumer Research Conference*, virtual, Oct. 2021

***Vo, Khue** and Nancy Spears, “I’ll Have What She’s Having: Identifying Diffusion Patterns of the Followers of Mass-Mediated Influencers,” competitive paper presented at the *American Marketing Association Summer Conference*, virtual, Aug. 2020