

# EUNSOO KIM

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## EDUCATION

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**University of Michigan, Stephen M. Ross School of Business**, Ann Arbor, MI  
Ph.D. Candidate in Business Administration (Marketing), Expected 2017

**Korea Advanced Institute of Science and Technology (KAIST)**, Seoul, Korea  
Master of Science in Management Engineering, 2011

**Sogang University**, Seoul, South Korea  
Bachelor of Business Administration, 2009  
Early Graduation of Academic Excellence, *Summa Cum Laude*

## RESEARCH INTERESTS

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Quantitative modeling of social influence, Matching models, Business network, Multilevel (Network) marketing, Entertainment industry, Bayesian statistics and econometrics, Physiological measures.

## WORKING PAPERS - Latest version available on website

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Kim, Eunsoo and Puneet Manchanda (2016), "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multi-level Marketing Industry," *Job Market Paper*.

Kim, Eunsoo, Natasha Zhang Foutz, and Anocha Aribarg (2016), "Arousal Sustainability in Shared Experiential Consumption," *Submitted to the Journal of Marketing Research*.

- Featured in *Marketing Science Institute (MSI) Working Paper Series*, Report No. 16-126

## WORK IN PROGRESS

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"Identifying Influential Distributors in Multi-level Marketing" (with Puneet Manchanda). *Model development in process.*

"Is There Any Goal Premium on Billboards? - Examining the Effectiveness of Sports Sponsorship?" (with Anocha Aribarg and Peter Stüggen). *Experiment design in process.*

## DISSERTATION CHAPTERS

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### **Dissertation: "Essays on Business Networks in the Multilevel Marketing Industry"**

Multi-level Marketing (MLM) firms are usually organized as tree networks with each distributors, or independent business owner (IBO), developing multiple "lower" level IBOs. Each IBO earns revenue in the following two ways: commission on product sales (to lower level IBOs or to end users) and/or commissions based on product sales carried out by lower level IBOs. This latter revenue stream is unique to this industry and puts a huge premium on each IBO to grow his/her network. Exploiting the unique industry set-up, the first chapter in my dissertation focuses on *network formation* (from the IBO's viewpoint) while the second focused on *whom to target in order to grow the network* (from the firm's viewpoint).

**Committee:** Puneet Manchanda (Chair), Anocha Aribarg, Peter Lenk, Yves Atchadé

### **Essay 1: "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multi-level Marketing Industry"**

Unlike social networks, where relationships are mainly driven by homophily or by social motives, Multi-level Marketing (MLM) networks are unique as existing distributors (IBOs) and new joiners expect economic returns from the relationship. We leverage a novel dataset provided to us by a large MLM firm to examine the importance of economic returns versus that of social motives in determining the network formation. We also examine the role of the current network structure in network formation. In order to reflect disparate perspectives in relationship creation across the two sides (new joiners and current distributors), we use a two-sided matching model estimated via Hierarchical Bayesian methods. Our results suggest that network formation is determined broadly by two different factors representing the potential economic returns for both sides. For a new joiner, business support related information (including economic hierarchy) mattered in network formation. IBOs, on the other hand, placed a lot of importance on information that could signal the future potential income of new joiners.

Demographic homophily and geographic distance also had a significant impact on matching. These results are novel in the sense that they shed light on network formation in business settings in general and in the multi-level marketing industry in particular.

## **Essay 2: "Identifying Influential Distributors in Multi-level Marketing Business Networks"**

Despite the importance placed on recruiting IBOs and expanding the network, the MLM industry does not rely on a systematic selection process of IBOs. At the core of the recruiting strategy for many MLM firms is a tendency to accept all the people who appear interested in the product and/or personal selling, without a firm-driven screening rule. This stems from the unique characteristic of an MLM, that it's run by 'independent' distributors, in contrast with conventional firms that rely on their own sales force. The reason that the "no screening" rule in the MLM industry exists is due to the fact that no real cost on the firm's side is incurred when errors are made in the distributor selection process. However, MLM firms face a high turnover rate. What MLM firms can do to tackle this issue is to use indirect ways of compensating potentially influential IBOs who have shown the ability to develop and retain distributors. However, little is known about what makes distributors in MLM settings successful. Previous literature suggests that besides economic success, social influence could also play a role in performance. This paper proposes a model to identify successful distributors using the past performance of a large number of distributors. The implications of the results for the firm are also discussed.

## **OTHER WORK**

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**"Take Me Out to the Ballgame: Arousal Sustainability in Shared Experiential Consumption"** (with Natasha Zhang Foutz and Anocha Aribarg, *Submitted to the Journal of Marketing Research*.)

Experiential consumption is affective-driven, shared, and dynamic often with decreased arousal over time. This research examines two aspects of moment-to-moment (MTM) arousal - arousal trend and arousal spillover - and factors that help sustain arousal in shared consumption settings. These factors include consumption goal (entertainment versus socialization) and relationship distance (close versus distant). We conducted studies in two sports spectating contexts: a field study where participants self-reported their arousal levels viewing Super Bowl 2016 and a lab experiment where we measured participants' skin conductance while watching a college basketball video. Both studies reveal novel and consistent findings. Shared experiences help mitigate the downward trend of arousal as compared to solo ones, endorsing the strategic value of advocating shared experiential consumption. Interestingly, while dis-

tant co-experiencers with a common goal of entertainment (i.e., core customers) enjoy the strongest arousal spillover, co-experiencers holding diverse goals benefit from better maintaining arousal trend. The latter suggests that shared experience among entertainment-driven core customers and socialization-driven potential customers (often core customers? families and friends) can offer win-win retention and acquisition strategies.

**"Is There Any Goal Premium on Billboards? - Examining the Effectiveness of Sports Sponsorship"** (with Anocha Aribarg and Peter Stüggen, *Experiment design in process.*)

Often times, consumers face both focal stimuli (e.g., sports game, TV drama, movies) and peripheral stimuli (e.g., billboards, product placements). Under such circumstances, if we can understand how the valence and arousal induced by the focal stimuli can possibly shift the consumers' attention toward the peripheral stimuli - leading to a higher brand recall, marketers can strategically place their product in the show, knowing what will happen in the focal stimuli beforehand. But prior research does not clearly inform us about how the arousal/valence of the focal stimuli affects individual attitude towards the peripheral stimuli. We aim to examine how consumers process sports sponsorship information through degree of attention placed on focal vs peripheral stimuli and how it influences the effectiveness of the sponsorship in terms of aided/unaided recall of sponsoring brand. In particular, we explore how consumers' arousal and emotional valence induced by sponsored events, moderates the attention leading to different level of effectiveness of sports sponsorship. We have run a survey study using the FIFA World Cup video stimuli (the goal being made for or against the rooting team, with the same billboard ads). With the training on eye tracker at hand, for the next step, we are planning for a controlled experiment using an eye tracker in order to better understand the mechanism.

## HONORS AND AWARDS

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Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium, University of Notre Dame, 2016

Doctoral Fellow, Haring Symposium, Indiana University Bloomington, 2016

MSI Research Initiative on Customer Experience, 2016 (Pending - first screening passed.)

Doctoral Fellow, ISMS Marketing Science Doctoral Consortium, Emory University, 2014

Milton G. Kendrick and Josephine H. Kendrick Award, University of Michigan, 2015 - 2016  
(Award of \$7,000 for "overall excellence in the PhD program")

PhD Office Travel Grant, 2016

Doctoral Fellow, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Workshop, Duke University, 2013

Doctoral Fellow, Quantitative Marketing and Economics Conference, University of Chicago, 2013

Doctoral Fellow, Quantitative Marketing and Economics Conference, Duke University, 2012

Stephen M. Ross School of Business Fellowship, University of Michigan, 2011 - Present

Rackham Conference Travel Grant, 2014

KAIST Scholarship, 2009

Sogang Honors Scholarships, 2005 - 2007

## CONFERENCE AND SEMINAR PRESENTATIONS

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**"Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multi-level Marketing Industry"**

Marketing Research Camp, University of Michigan, May 2016

**"Take Me Out to the Ballgame: Arousal Sustainability in Shared Experiential Consumption"**

Haring Symposium, Indiana University Bloomington, April 2016

INFORMS Marketing Science Conference, Emory University, 2014

Marketing Research Camp, University of Michigan, May 2014

**"Is There Any Goal Premium on Billboards? - Examining the Effectiveness of Sports Sponsorship"**

Marketing Research Camp, University of Michigan, May 2015

## TEACHING INTEREST

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Marketing analytics, Marketing research, Retailing, Marketing management

## TEACHING EXPERIENCE

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### Lecturer

University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI

Marketing Management (Undergraduate), Winter 2014 (14 weeks)

(Teaching Evaluation: 4.6/5.00, Department average: 4.3, School average: 4.3)

### Teaching Assistant

Strategic Brand Management (MBA) with Rajeev Batra, Fall 2013

Marketing Research Design and Analysis (MBA) with Anocha Aribarg, Winter 2012

### **Doctoral Fellow**

MMA Doctoral Student Teaching Consortium, University of Texas at San Antonio, 2014

### **Courses**

Teaching Fundamentals (Winter 2013) / Teaching Practice (Winter 2014)

## **INDUSTRY EXPERIENCE**

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**Intern**, Ford Motor Company Research Innovation Center, Dearborn, MI, March 2013 - Dec. 2014

Impact of Social Media Activity on Automobile Sales

## **OTHER ACADEMIC EXPERIENCE**

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### **Graduate Student Research Assistant (Marketing)**

University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI

for Prof. Puneet Manchanda, Aug. 2012 - 2015

for Prof. Anocha Aribarg, Sept. 2011 - 2015

for Prof. Srinivasaraghavan Sriram, Sept. 2011 - Aug. 2012

## **SERVICE**

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**PhD Forum Officer**, 2014 - 2015

Student government for Ross School of Business doctoral program

**Vice President**, KSAG, 2013 - 2014

Student government for Korean Graduate Student Association

## **COMPUTER SKILLS**

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R, SAS, Matlab, SPSS, STATA, Affectiva Q, Tobii Studio eye tracking, Vegas Pro, and Gephi

## **LANGUAGE SKILLS**

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English (fluent), Korean (native), Chinese (intermediate, HSK level 6)

## GRADUATE COURSEWORK

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### Marketing Courses

Structural Models in Marketing I (Puneet Manchanda)  
Structural Models in Marketing II (Srinivasaraghavan Sriram)  
Empirical Modeling using Bayesian Methods (Anocha Aribarg)  
Choice Theory and Modeling (Fred Feinberg)  
Self-Presentation and Social Influence on Consumer Behavior (David Wooten)  
Consumer Information Processing (Carolyn Yoon)  
Behavioral Research in Branding (Rajeev Batra)  
Consumer Judgement and Decision Making (Katherine Burson/Scott Rick)

### Economics Courses

Empirical Industrial Organizations I (Natalia Lazzati/Dan Akerberg)  
Empirical Industrial Organizations II (Jeremy Fox/Dan Akerberg)  
Topics in IB-BE II: Applied Econometrics (Dan Akerberg)  
Econometrics I (Yoonseok Lee)  
Econometrics II (Yoonseok Lee)  
Microeconomic Theory I (Natalia Lazzati)  
Microeconomic Theory III (Stephen Salant)  
Applied Microeconometrics (Jeffrey Smith)

### Statistics & Computing Courses

Applied Bayesian Inference (Veronica Berrocal)  
Applied Stochastic Processes (Xiaoquan (William) Wen)  
Applied Spatial Statistics (Veronica Berrocal)  
Advanced Bayesian Models  
(ICPSR Summer program-Summer program in Quantitative methods of social research)  
Programing for Science & Engineering (Andrew Morgan)

## REFERENCES

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**Puneet Manchanda** (Dissertation Committee Chair)

Isadore and Leon Winkelman Professor of Marketing,  
Stephen M. Ross School of Business  
University of Michigan  
701 Tappan Street, R5490  
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**Natasha Zhang Foutz**

Associate Professor of Commerce (Marketing)  
McIntire School of Commerce  
University of Virginia  
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Charlottesville, VA 22903  
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Email: nfoutz@virginia.edu