EUNSOO KIM

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ACADEMIC POSITION

Nanyang Technological University, Nanyang Business School, Singapore
>	Assistant Professor of Marketing, 2017 – present

EDUCATION

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

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

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

RESEARCH INTERESTS

Quantitative modeling of social influence, Firm/User-generated content, Bayesian statistical inference, Machine learning, Business networks, Entertainment industry

ACCEPTED/PUBLISHED PAPERS (Peer Reviewed)

^ denotes supervised PhD students; + denotes student collaborators

Kim, Eunsoo, Julia Lee Cunningham and Anocha Aribarg. "The Moral Significance of Aesthetics in Nature Imagery," *Psychological Science*, 33, no. 9 (2022): 1372-1385. https://doi.org/10.1177/09567976221083543
  - Nominated and covered in the university-wide NTU research magazine, *Pushing Frontiers, Issue 22 (p. 7, Discoveries section) - "AI and Marketing: People Care When Faced With Nature's Beauty" https://ebook.ntu.edu.sg/pushing-frontiers-issue-22.html*

Kim, Eunsoo, MengQi Annie Ding+, Xin Shane Wang and Shijie Lu. "Does Topic Consistency Matter? A Study of Critic and User Reviews in the Movie Industry," *Journal of Marketing* (2023). https://doi.org/10.1177/00222429221127927
  - Covered in NTU/NBS Newsletters: Thought Leadership & NBS Highlights (Graduate Studies) and Research Highlights (NBS Research & Insights)

Chao, Qin+, **Eunsoo Kim** and Boyang Li. "Movie Box Office Prediction with Self-Supervised and Visually Grounded Pretraining," *Proceedings IEEE ICME*, arXiv preprint arXiv:2304.10311 (2023). https://arxiv.org/abs/2304.10311

PAPERS UNDER REVIEW

Xie, Peiwen^, **Eunsoo Kim**, Shun Yin Lam and Sadat Reza. "Herding in NFT Auction: The Role of Visual Complexity and Familiarity," invited for 2nd round review at the *International Journal of Research in Marketing* (special issue).

Chao, Qin+, **Eunsoo Kim** and Boyang Li. "Be a Copycat or Be Original? Box-office Prediction Using Self-supervised Multi-modal Pretraining," under review at the *Information Sciences.*
- Joint work with School of Computer Science and Engineering, NTU

Wang, Ruoding^, **Eunsoo Kim** and Xinlong Li, "# Gifted: The Impact of Non-monetary Sponsorship in Influencer Marketing," under review at the *International Journal of Advertising* (special issue).
- Received an invitation to submit the paper to the journal for the special issue (GMC)

WORKING PAPERS

Kim, Eunsoo, Puneet Manchanda and Xu Zhang (2023), "Personal versus Business Factors in Network Formation: An Empirical Analysis of the Network Marketing Industry," Working Paper, University of Michigan.
- Preparing for submission to the *Journal of Marketing Research*
- Honorable mention, Clayton Doctoral Dissertation Proposal Competition 2016

Lee, Yeonsoo+*****, **Eunsoo Kim*** and Hye-jin Kim*****, "The Body Speaks: The Effects of Machine-Extracted Body Pose in Image Contents"
- Preparing for submission to the *Journal of Marketing Research* by the end of Nov.
- * denotes equal authorship

Kim, Eunsoo and Puneet Manchanda, "The Impact of Network and Spatial Embeddedness on Salespeople Inactivity in Direct Selling Organizations"

RESEARCH IN PROGRESS

"The Impact of Exoticness of Human Images on Social Media Engagement and Cultural Respect" with Anocha Aribarg and Julia Lee Cunningham

"Which Consumer Reviews Are More Influential: The Effects of Friendship and Home Bias on Subsequent Reviews" with Xinlong Li and Ruoding Wang^

"Managing Customer Complaints in Social Media Platforms" with Elison Lim and Xinran Liu+

OTHER PUBLICATIONS

Kim, Eunsoo and Puneet Manchanda (2020), "The Impact of Network and Spatial Embeddedness on Salespeople Inactivity in Direct Selling Organizations," Available at SSRN: https://ssrn.com/abstract=3725697 or http://dx.doi.org/10.2139/ssrn.3725697

Kim, Eunsoo, Anocha Aribarg, and Natasha Zhang Foutz (2016), "Arousal Sustainability in Shared Experiential Consumption," *MSI Working Paper Series,* https://www.msi.org/working-paper/arousal-sustainability-in-shared-experiential-consumption/

MEDIA COMMENTARY/INDUSTRY ARTICLES

"Talking Point Documentary about MLMs" a TV interview with **CNA** (Channel News Asia) July 27 (Thurs.) Ch5 9:30 - 10:00 pm, July 30 (Sun.) CNA 10:30-11pm, https://youtu.be/9bSV4HbpKfw (from 6:53 -)

"The Big Read: Retail workers not allowed to sit? Customers can be the ones to change longstanding practice" (Jan 7, 2023), media comment in **TODAY** and **CNA** (Channel News Asia), https://www.todayonline.com/big-read/retail-workers-not-allowed-sit-

longstanding-practice-2085746; https://www.channelnewsasia.com/singapore/no-sitting-policy-retail-staff-customers-change-big-read-3189656

"E-commerce sites woo S'pore shoppers with faster delivery, easier returns for 11.11 sales" (Nov 10, 2022), Media comment in **Strait Times**, https://www.straitstimes.com/singapore/e-commerce-sites-woo-s-pore-shoppers-with-faster-delivery-easier-returns-for-1111-sales

A live radio interview on warranty issues with CNA 938, 5:20 pm – **Singapore Today** (with Lance Alexander and Melanie Oliveiro) (Dec 07, 2021)

"Does Apple's new self-repair policy bring a Genius Bar in Singapore's homes and heartlands?" (Dec 06, 2021), Featured in Top Commentaries in **CNA** (Channel News Asia) https://www.channelnewsasia.com/commentary/apple-iphone-self-repair-void-warranty-2351541

PRESENTATIONS

Conference Presentations:
^ denotes supervised PhD students. + denotes a student collaborator.

Global Marketing Conference, Seoul, Korea, July 2023, "Is the Product Gifted? The Impact of Non-monetary Sponsorship in Influencer Marketing" ^

INFORMS Marketing Science Conference, Miami, USA, June 2023, "An Exploration of the Effects of Machine-Extracted Body Pose in Image Contents" +

IEEE International Conference on Multimedia and Expo, Brisbane, Australia, July 2023, "Movie Box-Office Prediction Using a Self-Supervised Learning Transformer Encoder" +

International Conference on Crypto-Marketing, Columbia University, December 2022, "Herding and Its Determinants in NFT Auction" ^

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2021, "The Moral Significance of Aesthetics in Nature Imagery"

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2021, "Which Consumer Reviews Are More Influential: The Effects of Friendship and Home Bias on Subsequent Reviews" ^

INFORMS Marketing Science Conference, June 2021, Session chair for Machine Learning 1 Track, "The Moral Significance of Aesthetics in Nature Imagery"

INFORMS Marketing Science Conference, June 2020, Session chair for Reviews IV Track, "Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry"

INFORMS Marketing Science Conference, Rome, June 2019, Session chair for Sales Force 1 Track, "The Impact of Network Participants on Independent Contractors' Inactive Behaviour in the MLM Industry"

AI + X Symposium, Nanyang Technological University, May 2019, Presenter

Marketing Insights and New Investigations (MINI) Conference, National University of Singapore, February 2019, "The Impact of Network Participants on Independent Contractors' Inactive Behaviour in the MLM Industry"

Haring Symposium, Indiana University Bloomington, April 2016, "How Shared Consumption Enhances Experiences"

INFORMS Marketing Science Conference, Emory University, June 2014, "How Shared Consumption Enhances Experiences"

Invited Presentations:

Marketing Insights and New Investigations (MINI) Conference, National University of Singapore, February 2019, "The Impact of Network Participants on Independent Contractors' Inactive Behavior in the MLM Industry"

China India Insights Conference, INSEAD, Singapore, July 2018, Discussant

Nanyang Technological University, Nanyang Business School, September 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

University College London, UCL School of Management. October 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

Texas A& M University, Mays Business School, October 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

University of Iowa, Tippie College of Business, October 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

Bocconi University, Bocconi School of Management, October 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

National University of Singapore, NUS Business School, November 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

Erasmus University, Erasmus School of Economics, November 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry"

Internal Presentations:
Nanyang Technological University, Marketing Brown-Bag Seminar, November 2019, "Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry"

University of Michigan, Marketing Research Camp, May 2016, "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing

Industry"

University of Michigan, Marketing Research Camp, May 2015, "Is There Any Goal Premium on Billboards? - Examining the Effectiveness of Sports Sponsorship"

University of Michigan, Marketing Research Camp, May 2014, "How Shared Consumption Enhances Experiences"

HONORS AND AWARDS

Best Reviewer Award, Global Marketing Conference at Seoul (2023)

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable mention, Marketing Science Institute (2016: US$1,500)

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

Doctoral Fellow, Haring Symposium, Indiana University Bloomington (2016)

Milton G. Kendrick and Josephine H. Kendrick Award for Outstanding Doctoral Work, Ross School of Business, University of Michigan (2015 – 2016: US$7,000)

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

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

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

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

Stephen M. Ross School of Business Fellowship (2011 – 2017)

KAIST Scholarship (2009)

Sogang Honors Scholarships (2005 – 2007)

RESEARCH GRANTS

Tier-1 Grant, Singapore Ministry of Education (MOE), PI (2021 – 3 years: SGD$44,180)

Start-up Grant, Nanyang Technological University, PI (2017 – 2022: SGD$100,000)

PhD Office Travel Award, Doctoral Studies Program, Ross School of Business, University of Michigan (2016: USD: $500)

Rackham Conference Travel Grant, Rackham Fellowships Office, Rackham Graduate School, University of Michigan, (2014: USD: $700)

CERTIFICATES

Certificate of Excellence on "AI Art Generation for Everyone (DALLE, MidJourney & Stable Diffusion)" (OpenCV.org, 9185e08677cb459eb752c5c010bf7eb5), May 22, 2023

Psychological First Aid Certificate (Singapore Red Cross Academy, CP-CPSS-74659), January 18, 2023

TEACHING INTERESTS

Marketing channels, Channel value creation, Marketing research, Marketing management, Marketing analytics

TEACHING EXPERIENCE

Nanyang Technological University

Channel Value Creation, Course coordinator/Sole lecturer, Undergraduate, Fall 2019, Fall 2020,
    Spring 2021, Fall and Spring 2022 (2 – 3 sections; 40 students each section)
- Outcomes-Based Teaching and Learning (OBTL) complied course.

Marketing Channels, Course coordinator/Sole lecturer, Undergraduate, Fall 2018 (2 sections: total
    76 students)

Marketing, Tutor, Undergraduate, Fall 2017 (2 sections: total 60 students)

University of Michigan

Marketing Management (BBA Core), Lecturer, Undergraduate, Winter 2014 (63 students)

Strategic Brand Management (Rajeev Batra), Teaching Assistant, MBA, Fall 2013

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

TEACHING-RELATED ACTIVITIES

Nanyang Technological University

NTU Learn assessment tool workshop (from the Teaching, Learning and Pedagogy Division), July 2019

Foundations in University Learning and Teaching (FULT) Workshop, December 2018

Outcomes-based Teaching and Learning (OBTL) Workshop, April 2018

University of Michigan

Courses: Teaching Fundamentals (Winter 2013), Teaching Practice (Winter 2014)

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

ACADEMIC SUPERVISION & MENTORING

PhD Students:

Ruoding Wang, Marketing, Nanyang Business School, Nanyang Technological University
- Main supervisor; Co-supervising with Xinlong Li (2020 – present)
- Faculty mentor (2018 – 2020)

Peiwen Xie, Marketing, Nanyang Business School, Nanyang Technological University
- Co-supervisor (with Sadat Reza) (2021 – present)
- Faculty mentor (2019 – 2021)

Qin Chao, School of Computer Science and Engineering, Nanyang Technological University
- Collaborator (2021 – present); Supervisor: Boyang (Albert) Li

Jiayi Ge, Interdisciplinary Graduate Programme - Global Asia (IGP-GA), College of Humanities, Arts

and Social Sciences & Nanyang Business School, Nanyang Technological University
- Co-supervisor (with Hyunjin Kang)
- AY2023/24 August Intake

PhD Thesis Advisory Committees:
Sihan Fang, Nanyang Technological University (ITOM) (June 2021 – present)
- External member

Xueli Zhang, Nanyang Technological University (Marketing), Nanyang Business School, Nanyang
  Technological University (November 2019 – 2020)
- Internal member
- Placement: Xiamen University

Master's student:
Yeonsoo Lee, School of Business and Technology Management, College of Business, KAIST
- Collaborator (2022 – present); Supervisor: Hye-jin Kim

Faculty Mentor for URECA (Undergraduate Research Experience on Campus) program:
Liu Xinran, School of Computer Science and Engineering, Nanyang Technological University (August
  2020 – present)
- Co-supervisor (with Elison Lim)
- Placement: Master of Science in Financial Engineering (MFE) program, NUS

PROFESSIONAL SERVICE

Academia
- Ad hoc reviewer for *Management Science*
- Ad-hoc reviewer for a track (New Developments in Digital Promotion) for *International Journal of Advertising* in Global Marketing Conference
- Ad hoc reviewer for the *International Journal of Research in Marketing*
- Ad hoc reviewer for the *Journal of Academy of Marketing Science*
- Ad hoc reviewer for the *Journal of Interactive Marketing*
- Ad-hoc reviewer for the *International Journal of Consumer Studies*

Nanyang Technological University
  Division-level
- Industry relations committee, Nanyang Centre for Marketing and Technology (NCMT)
- Social committee member, September 2020 – present
- PhD committee member, April 2018 – September 2021
- Interviewer for Marketing PhD student recruiting, January 2018
- Panel member for the Intake Comprehensive Exam (Qualification Examination) and Confirmation Hearing, September – November 2017, 2019

  School/University-level
- Nominated Committee Panel for Khosla Innovation Scholarship, Nanyang Technological University, September 2022
- Nominated Committee Panel for Tan Teo Scholarship, Nanyang Technological University, September 2021
- Thesis Advisory Committee Member for Xueli Zhang and Sihan Fang
- Faculty Supervisor, Nanyang Business School Undergraduate Students' Professional Attachment Program (Internship), 2017 – present

- Interview Panel, Nanyang Business School undergraduate programs admission/ scholarship, 2017 – present

University of Michigan
- PhD Forum, Communications Chair, 2014 – 2015

INDUSTRY EXPERIENCE

Intern, Ford Motor Company Research Innovation Center, Dearborn, MI, March 2013 – December 2014