

EUNSOO KIM

Nanyang Business School, Nanyang Technological University
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ACADEMIC POSITION

Nanyang Business School, Nanyang Technological University, Singapore
Assistant Professor of Marketing, Sept. 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, 2009
Early Graduation of Academic Excellence, *Summa Cum Laude*

RESEARCH INTERESTS

Quantitative modeling of social influence and shared consumption, Business networks, Bayesian statistical inference, Biometrics measurement, Machine learning, Entertainment industry

WORKING PAPERS

"Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multi-level Marketing Industry" with Puneet Manchanda
- 2016 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable mention

"How Shared Consumption Enhances Experiences" with Natasha Zhang Foutz and Anocha Aribarg, invited for the 2nd round review at *Journal of Consumer Research*

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

"Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry" with Xin (Shane) Wang and Shijie Lu

RESEARCH IN PROGRESS

"The Impact of Network Participants on Independent Contractors' Inactive Behavior in the MLM Industry" with Puneet Manchanda

"The Impact of Consumer Expertise on Shared Consumption Experience" with Anocha Aribarg, Natasha Zhang Foutz and Tom Meyvis

"Beauty, Sentiment, and Remembrance of Image on Customer Engagement (a tentative title)" with Anocha Aribarg and Julia Lee Cunningham

HONORS AND AWARDS

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable mention, 2016
(Award of \$1,500 honorarium to assist the completion of the dissertation work)

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

Doctoral Fellow, Haring Symposium, Indiana University Bloomington, 2016

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

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")

Ph.D. 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 - 2017

Rackham Conference Travel Grant, 2014

KAIST Scholarship, 2009

Sogang Honors Scholarships, 2005 - 2007

PRESENTATIONS & RESEARCH VISITS

"Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry"

- Brown-bag seminar, NTU, Nov. 2019
- INFORMS Marketing Science Conference, Duke University, June 2020 (Scheduled)

"The Impact of Network Participants on Independent Contractors' Inactive Behavior in the MLM Industry"

- Marketing Insights and New Investigations (MINI) Conference, National University of Singapore, February 2019
- INFORMS Marketing Science Conference, University of Roma Tre, June 2019

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

- Marketing Research Camp, University of Michigan, May 2016
- Nanyang Technological University, Nanyang Business School, September 2016
- University College London, UCL School of Management. October 2016
- Texas A& M University, Mays Business School, October 2016
- University of Iowa, Tippie College of Business, October 2016
- Bocconi University, Bocconi School of Management, October 2016
- National University of Singapore, NUS Business School, November 2016
- Erasmus University, Erasmus School of Economics, November 2016

"How Shared Consumption Enhances Experiences"

- Haring Symposium, Indiana University Bloomington, April 2016
- INFORMS Marketing Science Conference, Emory University, June 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

Other Presentations

- "AI+X" Symposium, Presenter, NTU, May 2019
- Discussant at China India Insights Conference, INSEAD, Singapore, July 2018

Research Visits

- University of Michigan, Ann Arbor, July 18th - 27th, 2018
- University of Michigan, Ann Arbor, May 12th - 24th, 2019

TEACHING INTEREST

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

TEACHING EXPERIENCE AND RELATED ACTIVITIES

Nanyang Technological University

- **Channel Value Creation**, Course coordinator/Lecturer, Two sections, Undergraduate, Semester 1, 2019/2020 (40 students each). OBTL compliance.
- **Channel Management**, Course coordinator/Lecturer, Two sections, Undergraduate, Semester 1, 2018/2019 (36 students, 40 students each)
- **Marketing**, Tutor, Two sections, Undergraduate, Semester 2, 2017/2018 (13 weeks, total 60 students)

University of Michigan

- Lecturer, Marketing Management, Undergraduate, Winter 2014 (14 weeks, 63 students)
- Teaching Assistant, Strategic Brand Management (Rajeev Batra), MBA , Fall 2013
- Teaching Assistant, Marketing Research Design and Analysis (Anocha Aribarg), MBA, Winter 2012

Teaching related activities

- NTU learn assessment tool workshop (from the Teaching, Learning and Pedagogy Division), July. 2019
- Foundations in University Learning and Teaching (FULT) Workshop, Dec. 2018, Nanyang Technological University
- Outcomes-based Teaching and Learning (OBTL) Workshop, April 2018, Nanyang Technological University
- Courses taken: Teaching Fundamentals (Winter 2013), Teaching Practice (Winter 2014) at University of Michigan, Ann Arbor
- Doctoral Fellow, MMA Doctoral Student Teaching Consortium, University of Texas at San Antonio, 2014

OTHER ACADEMIC EXPERIENCE

Graduate Student Research Assistant (Marketing)

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

for Puneet Manchanda, Aug. 2012 - 2015

for Anocha Aribarg, Sept. 2011 - 2015

for Srinivasaraghavan Sriram, Sept. 2011 - Aug. 2012

ACADEMIC SERVICE

Thesis Advisory Committee (TAC) member for Zhang Xueli, 2019 -

Ph.D. committee member in Marketing Department, April, 2018 -

Faculty Supervisor, NBS Students' Professional Attachment (Internship), 2017 -

Qualification Examination (QE) committee, A panel member for Intake Comprehensive Exam and Confirmation Hearing

- for a Ph.D. Student, Wang Ruoding (Sept. - Nov. 2019)

- for a Ph.D. Student, Zhang Xueli (Sept. - Nov. 2017)

Faculty interviewer, Admission interviews for potential Ph.D. students, 2018 -

INDUSTRY EXPERIENCE

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

Involved in a research on "Impact of Social Media Activity on Automobile Sales"