

# Baek Jung Kim

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## Employment

**Sauder School of Business, University of British Columbia.**

Assistant Professor of Marketing, July 2019 - Present.

## Education

**Leonard N. Stern School of Business, New York University**, New York, NY.

Ph.D. in Marketing, 2019.

Committee: Vishal Singh (co-chair), Masakazu Ishihara (co-chair), Russell S. Winer, Maxime Cohen.

**Duke University**, Durham, NC.

M.A. in Economics, 2013.

**Korea University**, Seoul, Korea.

B.A. in English Language and Literature, 2011.

B.B.A. in Business Administration, 2011.

## Research Interests

*Substantive:* New Technology/Product Adoption, Peer/Network Effects, Public Policy.

*Methodological:* Causal Inference, Structural Models, Applied Econometrics.

## Publication & Working Papers

1. Peer Effects in Adoption and Usage of Crowdfunding Platforms: Evidence from United States Public School Teachers (2019).  
with Masakazu Ishihara and Vishal Singh.
2. Frustration-Based Promotions: Field Experiments in Ride-Sharing (2018).  
with Maxime Cohen and Michael Fizner, *Revise and Resubmit at Management Science*.  
  
First Place in the 2018 Best Cluster Paper Award - INFORMS Service Science; Finalist in the 2018 INFORMS M&SOM student paper competition; Accepted to 2018 M&SOM Service SIG Conference; 2018 INFORMS Revenue Management and Pricing Conference (Marketplace Innovation Workshop track).
3. Is Early Product Release Preannouncement a Signal for High Product Quality? (2018).  
with Masakazu Ishihara, Working Paper.
4. The Impact of Service Experience on Engagement: Empirical Evidence from Ride-Sharing (2018).  
with Maxime Cohen, Working Paper.
5. The Pareto Rule for Frequently Purchased Packaged Goods: An Empirical Generalization (2017).  
with Vishal Singh and Russell S. Winer, 28(4), 491-507, *Marketing Letters*.

## Work in Progress

1. A Structural Demand Model with Signaling Games of New Product Preannouncements.  
with Masakazu Ishihara.
2. Cross-media Synergy Effects and Marketing ROI Optimization.  
with Masakazu Ishihara, Henry Assael, and Russell S. Winer.
3. A Dynamic Structural Model of Adoption and Usage of Crowdfunding Platforms.  
with Masakazu Ishihara and Vishal Singh.
4. Social Consumption, Learning, and Product Completeness in TV Drama Live and Time-Shifted Viewing: Implications for Drama Producers and Advertisers.  
with Masakazu Ishihara and Hiroshi Kumakura.

## Honors & Awards

First Place in the Japan Institute of Marketing Science Data Analysis Competition, 2019.

First Place in the INFORMS Service Science Best Cluster Paper Award, 2018.

Finalist in the INFORMS M&SOM Student Paper Competition, 2018.

American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2018.

New York University Stern Ph.D. Director's Fellowship, 2017-2018.

Commendation for Teaching Excellence (Outstanding Teaching Award), NYU Stern, 2016.

Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015.

INFORMS Marketing Science Doctoral Consortium Fellow, 2014, 2017.

Recipient of a Wharton Customer Analytics Initiative (WCAI) Data Grant, 2014.

New York University Stern Doctoral Fellowship, 2013-2017.

Merit-based Full Scholarship, Mirae Asset Foundation, 2008-2009.

Academic Excellence Scholarship/Dean's List, Korea University, 2004, 2007.

## Invited Seminars

**2019:** Nielsen Catalina Solutions; Sauder School of Business, University of British Columbia (IS group).

**2018:** Carroll School of Management, Boston College; Chinese University of Hong Kong; University of Hong Kong; University of Hawaii at Manoa; American University; University of Miami; Booth School of Business, University of Chicago; Sauder School of Business, University of British Columbia; Nanyang Technological University.

## Conference Presentations

"Peer Effects in Adoption and Usage of Crowdfunding Platforms: Evidence from United States Public School Teachers"

INFORMS Marketing Science Conference, Rome, Italy, June 2019.

Marketing Dynamics Conference, Dallas, TX, July 2018.

INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.

Rutgers Business School Symposium, Newark, NJ, March 2018.

INFORMS Marketing Science Conference, Los Angeles, CA, June 2017.

"Social Consumption, Learning, and Product Completeness in TV Drama Live and Time-Shifted Viewing: Implications for Drama Producers and Advertisers"

Marketing Dynamics Conference, College Park, MD, June 2019.

Japan Institute of Marketing Science, Tokyo, Japan, December 2018.

"Frustration-Based Promotions: Field Experiments in Ride-Sharing"

INFORMS M&SOM Student Paper Competition, Phoenix, AZ, November 2018.

"Is Early Product Release Preannouncement a Signal for High Product Quality?"

INFORMS Marketing Science Conference, Shanghai, China, June 2016.

"Do Default Effects Continue in Repeated Choice Settings?: Evidence from Software Subscription Behavior"

Wharton Customer Analytics Initiative Symposium (WCAI), San Francisco, CA, March 2016.

## Teaching Experience

### *Instructor*

Introduction to Marketing (Undergraduate Core 3 credits), Summer 2016, NYU Stern.

**Evaluation: 6.6/7.0** (department average: 6.1).

*Commendation for Teaching Excellence* (Outstanding Teaching Award), NYU Stern.

### *Teaching Fellow*

Data-Driven Decision Making, MBA/Undergraduate, Professors Vishal Singh / Xiao Liu, NYU Stern.

Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017.

Customer Research Insights, MBA, Professors Vishal Singh / Xiao Liu, NYU Stern.

Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017.

## Work Experience

Arthur D. Little Management Consulting, Analyst, Seoul, Korea, 2008.

Republic of Korea Army (ROKA), Korea, 2005-2007.

## Selected Media Mentions

Quartz, September 2018; Oversharing, September 2018; NYU Stern Research Highlights, May 2018; Stern Alumni Magazine, May 2018.