Chul Kim

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(updated: 9/28/23)

EMPLOYMENT

Assistant Professor (2017 – Present) Marketing, Baruch College, City University of New York (CUNY)
Lecturer (2015 – 2017) Marketing, University of Maryland

EDUCATION

Ph.D. (2013) Management Engineering, KAIST, Seoul, Korea
B.S. (2007) Industrial Engineering, KAIST, Daejeon, Korea

PROFESSIONAL EXPERIENCE

Data Scientist (2013 – 2015) Samsung Economic Research Institute, Seoul, Korea
Research Assistant (2006) Bain & Company, Seoul, Korea
Research Assistant (2005) ETRI (Electronics and Telecom. Research Institute), Daejeon, Korea

RESEARCH INTEREST AND SKILLS

Substantive	Crowdfunding, Social Media, Digital Marketing, Attribution, Two-sided Markets
Methodology	Dynamic Structural Models, Optimal Sequential Search Models, Choice and Demand models, Bayesian Statistics in Marketing Research
Machine Learning	Deep Learning, Random Forest, Gradient Boosting Trees, Dimension Reduction, Topic Modeling, Latent Dirichlet Allocation
Programming	R, Python, C##, MATLAB, SAS, SQL, PHP, Spark, Hadoop

PUBLICATIONS

"Outside Good Utility and Substitution Patterns in Direct Utility Models", Chul Kim, Adam Smith, Greg Allenby, and Jaehwan Kim (2023), *Journal of Choice Modeling*, 49

"Copula-based Direct Utility Models for Correlated Choice Alternatives", Chul Kim, D.B. Jun, and Sungho Park (2022), *Quantitative Marketing and Economics,* 20, 69-99

"The Secret to Finding a Match: A Field Experiment on Choice Capacity Design in an Online Dating Platform", Jaehwuen Jung, Hyungsoo Lim, Dongwon Lee, and Chul Kim (2022), *Information Systems Research,* 33(4)

"Modeling Dynamics in Crowdfunding", Chul Kim, PK Kannan, Michael Trusov, and Andrea Ordanini (2020), *Marketing Science*, 39(2)

"Capturing Flexible Correlations in Multiple-Discrete Choice Outcomes using Copulas", Chul Kim, D.B. Jun, and Sungho Park (2018), *International Journal of Research in Marketing*, 35(1)

"Modeling Structural Heterogeneity in Reference Price Formation", Chul Kim and Youngju Kim (2016), *Journal of Korean Marketing Association*, 31(3)

TEACHING EXPERIENCE

Baruch College, City University of New York
   - Instructor, Internet Marketing, since Fall 2017
Robert H. Smith School of Business, University of Maryland
   - Instructor, Digital Marketing, Fall 2016

HONORS AND AWARDS

Teaching Excellence Award, Zicklin School of Business, Baruch College, CUNY, 2019

PSC-CUNY Research Award, 2020, Cycle 51-A

PSC-CUNY Research Award, 2019, Cycle 51-A

PSC-CUNY Research Award, 2018, Cycle 50-B

Best Consulting Award, *Samsung Economic Research Institute*, Seoul, Korea, Dec. 2013

Best Dissertation Award, *Gallup Ph.D. Research Award*, Seoul, Korea, May 2013

Best Dissertation Award, *KAIST College of Business*, Seoul, Korea, Feb. 2013

Best Paper Award, *Korean Operations Research and Management Science Society*, Seoul, Korea, Sep. 2012

Travel Grant Award, *32nd International Symposium on Forecasting*, Boston, MA, Jun. 2012

Ph.D. Excellent Research Award, *KAIST College of Business*, Seoul Korea, 2009 – 2012 (4 consecutive years)

3rd Prize, *Social Venture Competition Korea*, Seoul, Korea, Sep. 2008

Korea Representative, *Social Venture Competition Global*, UC Berkeley, CA, Apr. 2008

Social Impact Award, *Social Venture Competition Korea,* Seoul, Korea, Sep. 2007

Winner, *Hyundai Motor Car Marketing Forum,* 2007; *LG Global Challenger*, 2004; *KIIE Competition*, 2005