

Chul Kim

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EMPLOYMENT

Associate Professor (2026 – present)	Marketing, Baruch College, City University of New York (CUNY) Director of Online MS, Digital Marketing, and Analytics Programs
Assistant Professor (2017 – 2026)	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

PUBLICATIONS

- “Customer Relationship Management in the AI Era: A Framework for Intelligent and Ethical Service Management Systems”, P. K Kannan, Hyoryung Nam, Chul Kim, and Gauri Kulkarni (2026). *Journal of Service Research*
- “Theory-Regularized Deep Learning for Demand Curve Estimation and Prediction”, Chul Kim, Dong Soo Kim, Mingyu (Max) Joo, and Hai Che (2024). *Proceedings of the IEEE International Conference on Artificial Intelligence X Business 2024*
- “Unveiling the web of interactions: Analyzing dynamic customer engagements across multiple websites”, Hyungsoo Lim, Chul Kim, and P.K. Kannan (2024). *Journal of Business Research*, 183
- “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

- Under: Internet Marketing (since Fall 2017), Advanced Digital Marketing (since Fall 2023), Social Media Marketing
- Graduate: Marketing Research (since Fall 2023), Digital Marketing (since Fall 2024), Digital Marketing Strategy (Fall 2025)

Robert H. Smith School of Business, University of Maryland: Digital Marketing (Fall 2016)

HONORS AND AWARDS

Best Paper Award, KRAIS, 2024

Research Award, Baruch College Faculty Research Symposium, 2024

Best in Track Paper Award, 2024 Winter AMA, 2024

Best Paper Award, International Conference on Information Systems, 2020

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