

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

- “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)
- 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

- Under: 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

