

Dong Soo Kim

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ACADEMIC POSITIONS

Fisher College of Business, Ohio State University

Columbus, OH

- Assistant Professor of Marketing
- Visiting Assistant Professor of Marketing
- Post-Doctoral Visiting Scholar in Marketing

September 2018 - Present
September 2016 - August 2018
July 2013 - August 2016

EDUCATION

Ph.D. in Management Engineering, KAIST, Seoul, South Korea

February 2012

M.S. in Management Engineering, KAIST, Seoul, South Korea

February 2007

B.S. in Management Engineering, KAIST, Daejeon, South Korea

February 2005

RESEARCH INTERESTS

Quantitative Marketing, Choice and Demand Models, Bayesian Estimation, Machine Learning, Entertainment Markets

PUBLICATIONS

Kim, D.S., S. Lee, T. Hur, J. Kim, G.M. Allenby. 2023. A Direct Utility Model for Access Costs and Economies of Scope. *Management Science*, published online.

Kim, H., **D.S. Kim**, G.M. Allenby. 2020. Benefit Formation and Enhancement. *Quantitative Marketing and Economics*, 18(4), 419-468.

Kim, D.S., R.A. Bailey, N. Hardt, G.M. Allenby. 2017. Benefit-Based Conjoint Analysis. *Marketing Science*, 36(1), 54-69.

- Media: "[Can benefit-based conjoint analysis benefit product design?](#)" by Rene Befurt, Vice President at Analysis Group.

Kim, Y., **D.S. Kim**, J. Kim. 2014. Non-compensatory Decision Making for Movie Choice: Role of Genre and Online Word of Mouth. *Journal of Korean Marketing Association*, 29(February), 1-20. (manuscript in Korean)

Jun, D.B., **D.S. Kim**, S. Park, M.H. Park. 2012. Parameter Space Restrictions in State Space Models. *Journal of Forecasting*, 31(2), 109-123.

WORKING PAPERS

Kim, D.S., M. Joo. 2023. Quality-Adjusted Reference Price for Differentiated Goods. In preparation for resubmission to *Management Science*.

Kim, D.S., C. Kim, M. Joo, H. Che. 2023. Counterfactual Demand Prediction by Theory-Regularized Deep Learning (Previous titles: Counterfactual Demand Predictions: Deep Learning with Microeconomic Structure, A Hybrid Approach to Counterfactual Demand Predictions Using Machine Learning Methods). In preparation for resubmission to *Marketing Science*.

WORK IN PROGRESS

Kim, D.S., J. Park, J. Kim. Identifying the Effect of a Star Player in Sports Demand: Evidence from KBO Data. *empirical analysis*

Kim, D.S., T. Hur, C. Kim. Manufactured Content Shrinkage: The Effect of Popularity-Based Recommender Systems on Content Diversity. *experiment design and data collection*

SEMINARS AND PRESENTATIONS

Identifying the Effect of a Star Player in Sports Demand: Evidence from KBO Data

- An online lecture from OSU supported by Eurasia Foundation, Ohio State University, Columbus, OH, December 15, 2022

Theory, Data, AI and International Marketing

- A special lecture in “Global Competitive Advantages: Asian Community Focus” course by Prof. Jaebeom Suh at Kansas State University, Online, March 11, 2021

Counterfactual Demand Predictions: Deep Learning with Microeconomic Structure

(Previous title: A Hybrid Approach to Counterfactual Demand Predictions Using Machine Learning Methods)

- Korea University Bayesian Econometrics Research Group Seminar, Online, December 18, 2020
- 2019 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML), Temple University, Philadelphia, PA, December 2019
- 2021 Ohio Marketing Academics Colloquium (OMAC), Ohio State University, Columbus, OH, April 2021 (accepted but cancelled due to the COVID-19 pandemic)
- 2020 The 22nd Conference of the International Federation of Operational Research Societies (IFORS), Seoul, South Korea, June 2020 (accepted but cancelled due to the COVID-19 pandemic)
- 2020 Advanced Research Techniques (ART) Forum, University of Rochester, Rochester, NY, June 2020 (accepted but cancelled due to the COVID-19 pandemic)

An Economic Model of Price Comparison with Consumers’ Internal Standards

- Seoul National University Marketing Research Group Seminar, Online, August 25, 2021
- Symposium on Consumer Analytics and Data Science in Marketing, Online, June 23, 2020
- Arizona State University, Tempe, AZ, November 9, 2018
- INFORMS Annual Meeting, Phoenix, AZ, November 2018
- Ohio State University, Columbus, OH, October 20, 2017
- INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017

A Direct Utility Model for Economies of Scope and Access

- Syracuse University, Syracuse, NY, January 28, 2016

Benefit-Based Conjoint Analysis

- Illinois State University, Normal, IL, September 12, 2016
- Syracuse University, Syracuse, NY, February 20, 2015
- College of Business, KAIST, Seoul, South Korea, May 27, 2015

Recovering the Actual Impact of Word-of-Mouth and Biases in Suppliers’ Expectations Based on Extreme Behaviors and Information Symmetry

- INFORMS Marketing Science Conference, Boston University, Boston, MA, June 2012

A Bayesian DYMIMIC Model for Forecasting Movie Viewers

- INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011

Parameter Space Restrictions in State Space Models

- International Symposium on Forecasting, San Diego, CA, June 2010
- International Symposium on Forecasting, Nice, France, June 2008

Endogeneity of Ticket Availability in the Movie Industry

- INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 2009

TEACHING

Instructor at Fisher College of Business, Ohio State University

- BUSML4210 *Advanced Marketing Research* (Undergraduate, elective, 7-week course)
 - SP 2016 Term 1 (4.44/5.0), Term 2 (4.33/5.0)
 - SP 2017 Term 1 (4.59/5.0, 4.55/5.0)
 - AU 2017 Term 1 (4.27/5.0), Term 2 (4.70/5.0)
 - SP 2018 Term 1 (4.89/5.0, 4.58/5.0)
 - SP 2019 Term 1 (4.54/5.0, 4.44/5.0)
 - AU 2019 Term 2 (4.23/5.0)
 - SP 2020 Term 1 (4.58/5.0, 4.77/5.0)
- BUSML4212 *Customer Relationship Management* (Undergraduate, elective, 7-week course)
 - SP 2018 Term 2 (4.10/5.0, 3.57/5.0)
 - SP 2019 Term 2 (4.35/5.0, 3.48/5.0)
 - AU 2019 Term 2 (4.27/5.0, 3.72/5.0)
 - SP 2020 Term 1 (4.42/5.0)
 - AU 2020 Term 2 (4.52/5.0, 4.50/5.0) - Online format due to the COVID-19 pandemic
 - SP 2021 Term 1 (4.77/5.0, 4.68/5.0) - Online format due to the COVID-19 pandemic
 - AU 2021 Term 2 (4.35/5.0, 4.30/5.0) - Online format due to the COVID-19 pandemic
 - SP 2022 Term 1 (4.13/5.0, 4.38/5.0) - Hybrid format
 - AU 2022 Term 2 (4.58/5.0, 3.67/5.0)
 - SP 2023 Term 1 (4.46/5.0, 4.24/5.0)
- BUSML7230 *Customer Analytics* (MBA, elective, 7-week course)
 - AU 2022 Term 2 (4.75/5.0)
 - AU 2022 Term 2 (4.43/5.0) - Online format for Working Professional (WP) MBA
 - AU 2023 Term 2 - for Working Professional (WP) MBA
- BUSML7247 *Analytics for Macro-Marketing Data* (Specialized Master in Business Analytics, elective, 7-week course)
 - SU 2020 (4.00/5.0) - Online format due to the COVID-19 pandemic
 - SU 2022 (3.89/5.0) - Hybrid format
 - SU 2023 (4.40/5.0) - Hybrid format
- BUSML8252 *Ph.D. Seminar in Marketing Models* (Ph.D. seminar, co-teach with Prof. Alice Li)
 - SP 2022 (5.00/5.0)

Guest Speaker at Fisher College of Business, Ohio State University

- “Discrete Choice Dynamic Models”, *Ph.D. Seminar in Marketing Models* (by M. Joo and N. Hardt), December 9, 2015
- “Multiple-Constraint Choice Models”, *Ph.D. Seminar in Marketing Models* (by M. Joo and N. Hardt), October 28, 2015
- “Direct Utility Models”, *Ph.D. Seminar in Marketing Models* (by M. Joo and N. Hardt), April 8, 2014

Instructor at Korea University Business School, Korea University

- *Marketing Management* (Undergraduate), Summer 2012

Instructor at Dongduk Women's University

- *Principles of Marketing* (Undergraduate), Spring 2012, Spring 2013

Instructor at Sookmyung Women's University

- *Management Science: Linear Programming* (Undergraduate), Spring 2012

Instructor at KAIST Business School, KAIST

- *Time Series Analysis and Forecasting* (Ph.D.), Spring 2012

SERVICE**Editorial Review Board:**

Decision Sciences, reviewer, 2020 - Present

Ad-hoc Reviewer:

Management Science (Marketing), *Information Systems Journal*, *Journal of Korean Marketing Association*, *The Journal of Internet Electronic Commerce Research*

Reproducibility Project Reviewer:

Management Science Reproducibility Project (ManSciReP)

Fisher College of Business, Ohio State University:

- Undergraduate Program Committee (Marketing), 2019 - 2021
- Faculty Search Committee (Marketing), 2018, 2021

THESIS COMMITTEES**Ph.D. Thesis**

- Hyowon Kim (Committee Member, Initial Placement: Case Western Reserve University, 2020)
- Taegyu Hur (Committee Member, Initial Placement: Iowa State University, 2022)
- Judy (Zijing) Zhang (Committee Member)

Master Thesis

- Jeong Seung Park at Korea University (Co-advising with Prof. Jaehwan Kim, Ph.D. student at Washington University at Saint Louis, 2023)

HONORS AND AWARDS

Ford Motors Research Grant (with Greg M. Allenby and Hyowon Kim), \$300,000.00, 2016 - 2018

Haring Symposium Faculty Fellow, Indiana University, 2016

Ph.D. Excellent Dissertation Award, KAIST, 2012

Ph.D. Excellent Research Award, KAIST, 2010, 2011

Student Travel Grant Award, International Symposium on Forecasting, 2010

Doctoral Fellowship, KAIST, 2007 - 2009