

Kevin Chung

Wisconsin School of Business
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ACADEMIC POSITIONS

Wisconsin Business School, University of Wisconsin-Madison
Associate Professor (with tenure), 2022~present
David J. Lesar Professor in Business, 2024~present
Assistant Professor, 2013~2022

EDUCATION

Tepper School of Business, Carnegie Mellon University
Ph.D. in Marketing, 2013

University of Chicago
M.S. in Statistics, 2008

University of Pennsylvania
B.A. in Economics (w/Honors), 2006
B.A.S. in Biomedical Engineering, 2006

RESEARCH INTERESTS

Social Influence Process, Behavioral Biases, Endorsement/Influencer Marketing, Third-Party Review Systems, Sales/Group Incentives, Credence Goods, Physical AI

RESEARCH PUBLICATIONS

- Hua Chen, Kevin Chung (2021) “Increasing Team Performance by Sharing Success” Journal of Marketing Research 58 (4), 662-685
- Kevin Chung (2020) “Incorporating a ‘Better’ Behavioral Bias for Both Consumers and Firms in Rebate Programs” Management Science 66 (4), 1627-1646
- Kevin Chung, Keehyung Kim, Noah Lim (2020) “Social Structures and Reputation in Expert Review Systems” Management Science 66 (7), 3249-3276
- Keehyung Kim, Kevin Chung, Noah Lim (2019) “Third-Party Reviews and Quality Provision” Management Science 65 (6), 2695-2716
- Kevin Chung, Timothy Derdenger, Kannan Srinivasan (2013) “Economic Value of Celebrity Endorsement: Tiger Woods’ Impact on Sales of Nike Golf Balls” Marketing Science 32 (2), 271-293

WORKING PAPERS/WORK IN PROGRESS

- “Behavior-Based Contests in Three-Tier Organizational Structure”
- “Goal, Motivation and Effort Provision: Evidence from Influencer Marketing”
- “Blessing and a Curse: Impact of Audience on Performance and Efficiency”
- “Delegation to AI”

BOOK CHAPTERS

- Chapter 8 - “The Making of National Economic Forecasts” Edited by Lawrence R. Klein, 1980 Nobel Laureate in Economics, Edward Elgar Publishing, UK, 2009
- *Derived from Undergraduate Honors Thesis at the University of Pennsylvania*

TEACHING INTERESTS

Marketing Research, Endorsement/Influencer Marketing, Marketing/Sales Management, Marketing/Sales/Digital Analytics

TEACHING EXPERIENCE

Wisconsin School of Business

- Marketing Research (Undergraduate) Fall 2013,2014,2016 Spring 2016,2018~ 2025
- Marketing Research (MBA/ PMBA) Fall 2013,2014,2016, Spring 2023~2025
- Seminar in Marketing (PhD) Fall 2022, Spring 2025
- Sobiech Sales Career Workshop/Bootcamp, Lead Fall 2017~present

HONORS & AWARDS

- Appointed as David J. Lesar Professor in Business 2024
- Wisconsin Alumni Research Foundation (\$47,943 as co-PI with Ishita Chakraborty) 2022
- Erwin A. Gaumnitz Junior Faculty Research Award (Wisconsin School of Business) 2019
- *Awarded to one junior faculty per year selected by Wisconsin School of Business*
- University Housing Honored Instructor (UW-Madison) 2018
- BRITE Lab Grant (\$2,400) 2018
- American Family Insurance Research Support (\$45,900) 2017
- Wisconsin Naming Partner's Fellow 2016
- Wisconsin Alumni Research Foundation (\$34,009) 2016
- BRITE Lab Grant (\$2,100) 2016
- AMA Sheth Foundation Doctoral Consortium Fellow 2011
- Columbia-UCLA-Duke workshop on Quantitative Marketing and Structural Econometrics Fellow 2010
- Department of Statistics Funding Award, University of Chicago 2006~2008
- Harvard Prize Book 2001

FELLOWSHIPS

- Living Analytics Research Center Fellowship 2011~2012
- William Larimer Mellon Fellowship, Carnegie Mellon University 2008~2011
- KEF Fellowship- Full Scholarship for Undergraduate Studies 2002~2006

CONFERENCE PRESENTATIONS

- Does Information Matter: Contests In A Complex Structure* Summer 2023
- *Marketing Science Conference Miami, FL*
- Special Session Chair/Organizer "*Behavioral Bias in Marketing*" Summer 2021
- *Marketing Science Conference (virtual)*
- Reference Points and Asymmetric Effort Summer 2021
- *Marketing Science Conference (virtual)*
- Panel Discussion Chair "*Behavioral Bias in Marketing*" Spring 2021
- *Association of Marketing Theory & Practice (virtual)*
- Firm's Voice and Brand Perception Spring 2021
- *Association of Marketing Theory & Practice (virtual)*
- Home Field Advantage, Reference Points and Asymmetric Effort Spring 2021
- *Rays of Research Workshop an internal presentation at Wisconsin School of Business (virtual)*
- Examining the Objectivity of Expert Review Systems: An Experimental Study Summer 2018
- *Marketing Science Conference Philadelphia, PA*
- Third-Party Reviews and Quality Provision Summer 2016
- *Marketing Science Conference Shanghai, China*
- The Prestige and Informative Effects in Celebrity Endorsement: Theory and Empirical Evidence Summer 2012
- *Marketing Science Conference Boston, MA*
- Economic Value of Celebrity Endorsement: Tiger Woods' Impact on Sales of Nike Golf Balls
- *Marketing Academic Research Colloquium Poster Session – University of Pittsburgh* Spring 2012
- *Marketing Science Conference Houston, TX.* Summer 2011

*=Co-author presentation

DOCTORAL DISSERTATION COMMITTEES

Wisconsin School of Business

- Keehyung Kim (Operations and Information Management), 2016, Committee Member, Placement: Assistant Professor at CUHK
- Ingrid Koch (Marketing), 2019, Committee Member, Placement: Assistant Professor at UNC Kenan-Flagler
- Srinivas Tunguntla (Marketing), 2022, Committee Member, Placement: Assistant Professor at Duke Fuqua School of Business
- Nathan Huang (Marketing), 2022, Co-Chair, Placement: Google

- Sriniketh Vijayaraghavan (Marketing), 2024, Committee Member, Placement: Assistant Professor at Texas A&M Mays Business School

University of Wisconsin-Madison

- Heewoo Kang (Economics), 2014, Committee Member, Placement: Research Associate fellow at KIPF Korea
- Zhentong Lu (Economics), 2015, Committee Member, Placement: Assistant Professor at SUFE China
- Zichen Qiu (Economics), 2017, Committee Member, Placement: Industry

PROFESSIONAL SERVICE

Reviewer:

Management Science

Journal of Marketing

Information Systems Research

Production and Operations Management

Journal of Retailing

UNIVERSITY, SCHOOL AND DEPARTMENTAL SERVICE

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|--|-------------------|
| ▪ Chair, RISE-AI Recruiting Committee, Marketing Department | Fall 2024 |
| ▪ Member, Recruiting Committee Faculty III Hire | Fall 2023 |
| ▪ Brite Lab Advisory Board Member | Fall 2020~present |
| ▪ American Marketing Association (UW-Madison Collegiate Chapter) Faculty Advisor | 2018~present |
| ▪ Ph.D. and Research Committee, Wisconsin School of Business | 2018~2020 |
| ▪ Undergraduate Curriculum Committee, Wisconsin School of Business | 2016~2018 |
| ▪ Chair, Marketing Department PhD Committee | 2017~2020 |
| ▪ Member, Marketing Department PhD Committee | 2013~present |
| ▪ Member, Marketing Department PhD Admissions Committee | 2013~present |
| ▪ Member, Marketing Department Faculty Recruiting Committee | 2014, 2019 |
| ▪ Haring Symposium, Faculty Representative | Spring 2015, 2020 |
| ▪ Mittelstaedt Symposium, Faculty Representative | Spring 2017 |