

SUNG JOO KIM

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Mitchell E. Daniels, Jr. School of Business, Purdue University

EDUCATION

Purdue University - West Lafayette, IN

2019 - Present

Ph.D. Candidate, Management Information Systems

Minor in Electrical Computer Engineering

MS in Economics

Korea University - Seoul, Korea

2013 - 2019

BBA and BE in Statistics, *Graduated with Great Honor*

University of Illinois at Urbana-Champaign - IL

2017 - 2017

Exchange Program, *Dean's List Fall*

RESEARCH INTERESTS

- Substantive
 - Economics of Information Systems, AI and Application, Platform Economics, Technology and Real Estate, Technology and Healthcare, Gig Economy
- Methodology
 - Causal Inference, Machine Learning, Structural Modeling

PAPERS UNDER REVIEW

(* Indicates first author or co-first author. Co-first authors listed in alphabetic order.)

- Shimao, H.*, Kim, S.J.*, Khern-am-nuai, W., and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens"
 - Major revision at *Management Science*
- Kim, S.J.*, Xie K., Chen, W., Wei Z. "Beyond the Stay: How Short-term Rentals Reshape Residential Real Estate Investment"
 - Under Review at *Information Systems Research*

WORKING PAPERS

- Does Robot-Assisted Surgery Improve Healthcare Delivery?
 - with Jianing Ding and Susan Feng Lu
 - (INFORMS Annual Meeting 2023, 2024)
 - (POMS Annual Conference 2024)
- The Spillover Effect of a Minimum Wage Increase on Multi-level Marketing Firm and Its "Uncovered" Sales Agents
 - with Dinesh Puranam, Wreeto Kar, and S. Siddarth
 - (ISMS Marketing Science 2023)
- Does the "Going Solo" Relationship Trend have an Effect on the Real Estate Market?
 - with Ralph Siebert and Zaiyan Wei
 - (POMS Annual Conference 2022)

- How the Compensation Plan of a Multilevel Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking
with Wreeto Kar and S. Siddarth
(ISMS Marketing Science 2022)
(Korea University Business School 2021)
- Should Digital Platforms Share Data with Governments? Evidence from Airbnb
with Hongchang Wang, Karen Xie, Wei Chen and Zaiyan Wei

WORK IN PROGRESS

- How Does a Sales-agent's Network Structure Impact her Sales Performance? Evidence from a Multi-level Marketing Firm
with Wreeto Kar, S. Siddarth, and Byungyeon Kim

CONFERENCE PRESENTATIONS

- Kim, SJ., Ding, J., Lu F., "Does Robot-Assisted Surgery Improve Healthcare Delivery?", INFORMS Annual Meeting, Seattle, WA, October 2024
- Kim, SJ., Chen, W., Wei Z., Xie K., "Impacts of Short-term Rentals on Real Estate Investment: Evidence from Airbnb and Zillow", SCECR, Lisbon, Portugal, June 2024
- Kim, SJ., Ding, J., Lu F., "Does Robot-Assisted Surgery Improve Healthcare Delivery?", POMS Annual Conference, Minneapolis, MN, April 2024
- Kim, SJ., Puranam, D., Kar, W., Siddarth, S. "The Spillover Effect of a Minimum Wage Increase on Multil-level Marketing Firm and Its "Uncovered" Sales Agents", Krannert PhD Research Symposium, West Lafayette, IN, November 2023.
–**Awarded Winner of Best Paper and Presentation**
- Kim, SJ., Chen, W., Wei Z., Xie K., "Impacts of Home Sharing Regulation on Housing Investment: Evidence from Airbnb and Zillow", CIST, Pheonix, AZ, October 2023
- Kim, SJ., Ding, J., Lu F., "Racial Health Inequality: Does Robot-Assisted Surgery Play A Role?", INFORMS Annual Meeting, Pheonix, AZ, October 2023
- Kim, SJ., Puranam, D., Kar, W., Siddarth, S. "The Spillover Effect of a Minimum Wage Increase on Multil-level Marketing Firm and Its "Uncovered" Sales Agents", ISMS Marketing Science, Miami, FL, June 2023
- Kim, SJ. and Siebert, R. "The Effect of Relationship Status on House Purchases: Evidence From Orange County", Krannert PhD Research Symposium, West Lafayette, IN, October 2022
- Kim, SJ., Kar, W., Siddarth, S. "How the Compensation Plan of a Multi-level Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking", ISMS Marketing Science, Chicago, IL, June 2022
- Kim, SJ. and Siebert, R. "The Effect of Relationship Status on House Purchases: Evidence From Orange County", POMS Annual Conference, Orlando, FL, April 2022
- Kim, SJ., Kar, W., Siddarth, S. "How the Compensation Plan of a Multi-level Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking", Krannert PhD Research Symposium, West Lafayette, IN, October 2021.
–**Awarded Runners-up of Best Paper and Presentation**
- Kim, SJ. "Understanding the Behaviors of University Dropout: Approach Using Agent Based Simulation", Krannert PhD Research Symposium, West Lafayette, IN, October 2019

HONORS & AWARDS

Doctoral Consortium

- Fellow, INFORMS Information Systems Society (ISS) Doctoral Consortium, 2024

Purdue University

- Krannert Certificate for Distinguished Teaching, 2023, 2024
- Daniels School of Business Spring Distinguished Instructor, 2024
- Daniels School of Business Doctoral Research Funds, 2024
- Krannert Doctoral Research Symposium Winner, 2023
- Krannert Certificate for Outstanding Teaching, 2023
- Krannert Doctoral Research Funds, 2022, 2023
- Krannert Doctoral Research Symposium Runners-Up, 2021
- Krannert Summer Research Grant Awards, 2021

University of Illinois at Urbana Champaign

- Dean's List Fall, 2017

Korea University

- Best Academic Awards, 2016
- Honors Scholarship, 2014

TEACHING EXPERIENCE

Purdue University

2019 - present

- Instructor
 - MGMT 544: Database Management Systems (Spring 2024)
(Instructor Evaluation: 4.8/5.0)
Daniels School of Business Spring 2024 Distinguished Instructor
Krannert Certificate for Distinguished Teaching
 - MGMT 382: Management Information Systems (Fall 2022)
(Instructor Evaluation: 4.6/5.0, 4.3/5.0)
Krannert Certificate for Distinguished Teaching
Krannert Certificate for Outstanding Teaching
- Teaching Assistant
 - MGMT 590: Visual Analytics
 - MGMT 382: Management Information Systems
 - MGMT 683: Information Technology for Innovation and Competitive Advantage
- Certificate in Foundations of College Teaching

Korea University

2019

- Teaching Assistant
 - Technological Innovation Management (GMBA)

- IT Innovation Convergence and Smart Business (KMBA)
- Management Information Systems (AMBA)
- IT Innovation Management: Issues and Trends
- Introduction to Management Information Systems

PROFESSIONAL EXPERIENCE

Amway, West Lafayette, IN

2020-2023

Data Scientist (Worked through Krenicki Center for Data Analytics at Purdue University)

- Leveraged multi-thread computation on AWS EMR and Google Cloud Platform Dataproc, handling big data through BigQuery SQL.
- Predicted customer lifetime value and early agent churn using machine learning methods including XGBoost, Random Forest and LGBM.
- Extracted important features using SHAP values to derive managerial insights.

SERVICES

Conference Reviewer

- Conference on Information Systems and Technology (CIST) *2021, 2022, 2024*
- International Conference on Information Systems (ICIS) *2021, 2022, 2023, 2024*
- Pacific Asian Conference on Information Systems (PACIS) *2023, 2024*
- China Summer Workshop on Information Management (CSWIM) *2024*
- Workshop on Information Technologies and Systems (WITS) *2021, 2023*
- Academy of Management Annual Conference (AOM) *2023*

Conference Volunteer

- Conference on Information Systems and Technology (CIST) *2022*

ADDITIONAL

- Technical skills: R, Python, SQL, Matlab, Stata, Mathematica, Google Cloud Platform, AWS, Tableau
- Languages: Korean (Native), English (Fluent), Spanish (Intermediate), Japanese (Intermediate)
- Miscellaneous: Runner up on national collegiate badminton tournament. First place in national astronomical observation competition.

REFERENCE

Dr. Zaiyan Wei

Associate Professor of Management
Daniels School of Business
Purdue University
Email: zaiyan@purdue.edu

Dr. Karthik Kannan

Dean and Halle Chair of Leadership
Eller College of Management
The University of Arizona
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