

SUNG JOO KIM

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Kogod School of Business, American University

EMPLOYMENT

Kogod School of Business, American University

2025 - Present

Assistant Professor of Information Technology and Analytics

EDUCATION

Purdue University - West Lafayette, IN

2019 - 2025

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 Applications, Platform Economics, Technology and Real Estate, Technology and Healthcare, Gig Economy
- Methodology
 - Causal Inference, Machine Learning, Structural Modeling

ACCEPTED/PUBLISHED PAPERS

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

- Shimao, H.*, Kim, SJ.*, Khern-am-nuai, W., and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens." *Management Science*

PAPERS UNDER REVIEW/REVISION

- Wang, H., Kim, SJ., Xie, K., Chen, W., Wei, Z. "Should Digital Platforms Share Data with Governments? Evidence from Airbnb"
 - Invited to Revise and Resubmit at *Information Systems Research*
- Kim, SJ., Puranam, D., Kar, W., and S. Siddarth. "Spillover Effects of Minimum Wage Policies on Gig-Workers: Evidence from Multi-level Marketing"
 - Invited to Revise and Resubmit at *Journal of Marketing*

- Kim, SJ., Siebert, R. “Going Solo: How Single-Person Households Shape the Housing Market”
 - Under Review at *American Economic Journal: Microeconomics*
- Kim, SJ., Xie, K., Chen, W., Wei, Z. “Beyond the Stay: How Short-term Rentals Reshape Residential Real Estate Investment”
 - Reject and Resubmit at *MIS Quarterly*

WORKING PAPERS

- Does Robot-Assisted Surgery Improve Healthcare Delivery?
with Jianing Ding and Susan Feng Lu
 - In preparation for submitting to *Management Science*
 - Presented at INFORMS Annual Meeting (2023, 2024), POMS Annual Conference (2024)
- To Sell or to Buy? A Structural Analysis of Multi-Level Marketing Compensation
with Byungyeon Kim, Wreeto Kar, and S. Siddarth
 - In preparation for submitting to *Marketing Science*
 - Presented at ISMS Marketing Science (2025)

CONFERENCE PRESENTATIONS

- Kim, SJ., Kim, B., Kar, W., Siddarth, S., “To sell or to buy? A structural analysis of Multi-Level Marketing Compensation”, ISMS Marketing Science, Washington DC, June 2025
- 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, Phoenix, AZ, October 2023
- Kim, SJ., Ding, J., Lu F., “Racial Health Inequality: Does Robot-Assisted Surgery Play A Role?”, INFORMS Annual Meeting, Phoenix, 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

INVITED TALKS

• The George Washington University	<i>Oct. 2025</i>
• Nanyang Technological University	<i>Nov. 2024</i>
• Chinese University of Hong Kong	<i>Nov. 2024</i>
• University of Washington	<i>Nov. 2024</i>
• American University	<i>Nov. 2024</i>
• University of Tennessee at Knoxville	<i>Nov. 2024</i>
• Southern Methodist University	<i>Nov. 2024</i>
• Colorado State University	<i>Nov. 2024</i>
• University of Georgia	<i>Oct. 2024</i>
• Florida State University	<i>Oct. 2024</i>
• Oregon State University	<i>Oct. 2024</i>
• University of Hong Kong	<i>Oct. 2024</i>
• IS Student Presentations Over the Cloud (ISPOC)	<i>Aug. 2024</i>
• Korea University Business School	<i>Apr. 2022</i>

HONORS & AWARDS

Doctoral Consortium

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

Purdue University

- Krannert Certificate for Distinguished Teaching *2023, 2024, 2025*
- Krannert Certificate for Outstanding Teaching *2023, 2025*
- Daniels School of Business Spring Distinguished Instructor *2024*
- Daniels School of Business Doctoral Research Funds *2024*
- Krannert Doctoral Research Symposium Winner *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 - 2025

- Instructor

- MGMT 479: Data Visualization
(Instructor Evaluation: 4.8/5.0)

Spring 2025

Krannert Certificate for Distinguished Teaching

- MGMT 382: Management Information Systems
(Instructor Evaluation: 4.6/5.0, 4.3/5.0, 4.3/5.0)

Fall 2022, Fall 2024

Krannert Certificate for Outstanding Teaching (Fall 2024)

Krannert Certificate for Distinguished Teaching (Fall 2022)

Krannert Certificate for Outstanding Teaching (Fall 2022)

- MGMT 544: Database Management Systems
(Instructor Evaluation: 4.8/5.0)

Spring 2024

Daniels School of Business Spring 2024 Distinguished Instructor

Krannert Certificate for Distinguished 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

Journal Reviewer

- Management Information Systems Quarterly (MISQ)
- Journal of the Association for Information Systems (JAIS)

Conference Reviewer

- Conference on Information Systems and Technology (CIST)
- Workshop on Information Technologies and Systems (WITS)
- International Conference on Information Systems (ICIS)
- Pacific Asian Conference on Information Systems (PACIS)
- China Summer Workshop on Information Management (CSWIM)
- Academy of Management Annual Conference (AOM)
- The Workshop on e-Business (WeB)

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: Runners-up on national collegiate badminton tournament. First place in national astronomical observation competition.

REFERENCE

Dr. Zaiyan Wei

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Dr. Karthik Kannan

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