

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 - 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 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, S.J.*, Khern-am-nuai, W., and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens." *Management Science*

PAPERS UNDER REVIEW/REVISION

- Kim, S.J., 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*
- Wang, H., Kim, S.J., Xie, K., Chen, W., Wei, Z. "Should Digital Platforms Share Data with Governments? Evidence from Airbnb"
 - Under Review at *Information Systems Research*

- Kim, S.J., Siebert, R. “Going Solo: How Single-Person Households Shape the Housing Market”
– Under Review at *American Economic Journal: Microeconomics*
- Kim, S.J., 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)
- How the Compensation Plan of a Multilevel Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking
with Byungyeon Kim, Wreeto Kar, and S. Siddarth
– In preparation for submitting to *Marketing Science*
– Presented at ISMS Marketing Science (2025)

CONFERENCE PRESENTATIONS

- Kim, S.J., 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, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, INFORMS Annual Meeting, Seattle, WA, October 2024
- Kim, S.J., 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, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, POMS Annual Conference, Minneapolis, MN, April 2024
- Kim, S.J., 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, S.J., 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, S.J., Ding, J., Lu F., “Racial Health Inequality: Does Robot-Assisted Surgery Play A Role?”, INFORMS Annual Meeting, Pheonix, AZ, October 2023
- Kim, S.J., 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, S.J. 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, S.J., 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

- Nanyang Technological University *Nov. 2024*
- Chinese University of Hong Kong *Nov. 2024*
- University of Washington *Nov. 2024*
- American University *Nov. 2024*
- University of Tennessee at Knoxville *Nov. 2024*
- Southern Methodist University *Nov. 2024*
- Colorado State University *Nov. 2024*
- University of Georgia *Oct. 2024*
- Florida State University *Oct. 2024*
- Oregon State University *Oct. 2024*
- University of Hong Kong *Oct. 2024*
- IS Student Presentations Over the Cloud (ISPOC) *Aug. 2024*
- Korea University Business School *Apr. 2022*

HONORS & AWARDS

Doctoral Consortium

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

Purdue University

- Krannert Certificate for Outstanding Teaching *2023, 2025*
- 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 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 479: Data Visualization *Spring 2025*
(Instructor Evaluation: 4.8/5.0)
Krannert Certificate for Distinguished Teaching
 - MGMT 382: Management Information Systems *Fall 2022, Fall 2024*
(Instructor Evaluation: 4.6/5.0, 4.3/5.0, 4.3/5.0)
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 *Spring 2024*
(Instructor Evaluation: 4.8/5.0)
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)

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)

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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Daniels School of Business
Purdue University
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Dr. Karthik Kannan

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