HYUNJIN KIM

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ACADEMIC APPOINTMENT

INSEAD   Singapore
Assistant Professor of Strategy (August 2020 - Present)

EDUCATION

Harvard Business School   Boston, MA
Doctor of Business Administration in Strategy (May 2020)

London School of Economics   London, U.K.
M.Sc in Economics and Management (May 2014)

University of Oxford   Oxford, U.K.
M.Sc in Environmental Change and Management (September 2011)

Harvard University   Cambridge, MA
A.B. in Social Studies with high honors, Phi Beta Kappa (May 2010)

PUBLICATIONS AND ACCEPTED PAPERS

[1] "The Value of Competitor Information: Evidence from a Field Experiment." (Sole-authored).
Management Science, *forthcoming.*
   - *Industry Studies Giarratani Rising Star Award (2021)*
   - *Competitive Dynamics Conference Curtis M. Grimm Memorial Best Paper Award (2021)*
   - *Strategic Management Society Best Proposal Award for Creativity in Research (2020)*
   - *Strategic Management Society Best Conference Paper Prize Honorable Mention (2020)*
   - *Strategic Management Society Best Proposal Award for Rigor in Research Finalist (2020)*

[2] "Decision Authority and the Returns to Algorithms" (with Edward L. Glaeser, Andrew Hillis, Scott Duke Kominers, and Michael Luca). ***Strategic Management Journal,*** *forthcoming.*

[3] "Which Firms Gain from Digital Advertising? Evidence from a Field Experiment" (with Daisy Dai and Michael Luca). ***Marketing Science*** 42(3), May 2023: 429-439.

[4] "Nowcasting the Local Economy: Using Yelp Data to Measure Economic Activity" (with Edward L. Glaeser and Michael Luca). ***Big Data for Twenty-First Century Economic Statistics*** (NBER Vol. 79). University of Chicago Press, February 2022.

[5] "Product Quality and Entering through Tying: Experimental Evidence" (with Michael Luca). ***Management Science*** 65(2), February 2019: 596-603.
  - Extended Abstract "The Costs of Entering through Tying: Experimental Evidence" published in *Proceedings of the ACM Conference on Economics & Computation.*

[6] "Nowcasting Gentrification: Using Yelp Data to Quantify Neighborhood Change" (with Edward L. Glaeser and Michael Luca). ***American Economic Review P&P*** 108 (May 2018): 77–82.

WORKING PAPERS

[7] "The Impact of Communicating Multiple Goals: Evidence from a Field Experiment" (Sole-authored). *2nd R&R at* ***Strategic Management Journal****.*

[8] "AI and Strategic Decision-making: Evidence from Entrepreneurs and Investors" (with Felipe Csaszar and Harsh Ketkar). *Working Paper. Invited R&R at* ***Strategy Science****.*

[9] "Machine Predictions and Causal Explanations: Evidence from a Field Experiment" (with Xi Kang). *Working Paper.*

[10] "Frameworks and Strategic Options: Experimental Evidence" (with Nety Wu). *Working Paper.*

[11] "Shifting Online Platform Content by Communicating Purpose" *Working Paper.*

[12] "The Rise of Experiments as a Managerial Tool" (with Michael Luca, Sarah Moshary). *Working Paper.*

[13] "Aligning Employee Effort to Strategic Change: The Role of Managerial Gift Exchange" (with Michael Norton). *Working Paper.*

[14] "Measuring Gentrification: Using Yelp Data to Quantify Neighborhood Change" (with Edward L. Glaeser and Michael Luca). NBER Working Paper Series, No. 24952. *Working Paper.*

PRACTITIONER-ORIENTED PUBLICATIONS

[15] "Testing Google's Claim of Quality." INSEAD Knowledge. April 1, 2021. https://knowledge.insead.edu/strategy/testing-googles-claim-of-quality-16381

[16] "What Yelp Reviews Can Tell Us About the State of the Economy." INSEAD Knowledge. March 17, 2021. https://knowledge.insead.edu/strategy/what-yelp-reviews-can-tell-us-about-state-economy

[17] "Designing Better Online Review Systems" (with Geoff Donaker and Michael Luca). ***Harvard Business Review***, November-December 2019 Issue.
  - Reprinted in a ***Harvard Business Review Special Issue*** (Winter 2022)

[18] "How Companies Can Use the Data They Collect to Further the Public Good" (with Edward L. Glaeser

and Michael Luca). **Harvard Business Review**, May 2018.
   - Reprinted in **Insights You Need from HBR: Strategic Analytics**

[19] "Using Traditional and Digital Data Sources Together in Economic Research" (with Edward L. Glaeser and Michael Luca). **VOX, CEPR Policy Portal**. January 2018.

CASE STUDIES

[20] Fertile Ground for Expansion: Nabta Health's Global Reach. INSEAD Case, 2022.

[21] "Rated: In Search of Strategic Options." INSEAD Case, 2021.

[22] "Racial Discrimination on Airbnb: The Role of Platform Design" (with Devin Cook, Michael Luca, and Scott Stern). Harvard Business School Case 920-051, March 2020.

[23] "Advertising Experiments at Restaurant Grades" (with Daisy Dai and Michael Luca). Harvard Business School Case, Exercise and Teaching Note 916-039, March 2016.

[24] "Coursera" (with Ramon Casadesus-Masanell). Harvard Business School Case 714-412, August 2013.

[25] "Patagonia" (with Ramon Casadesus-Masanell and Forest L. Reinhardt). Harvard Business School Case and Teaching Note 711-020, August 2010.

AWARDS, GRANTS, AND HONORS

2023	Dean's Commendation for Excellence in MBA Teaching, Best Teaching Award nominee
2022	SSHRC Insight Development Grant (with Kristina McElheran)
2022	Bocconi Junior Faculty Researcher Grant (with Harsh Ketkar)
2021	Dean's Commendation for Excellence in MBA Teaching Award
2021	Competitive Dynamics Conference Curtis M. Grimm Memorial Best Paper Award
2021	Industry Studies Giarratani Rising Star Award
2021	Industry Studies Association Dissertation Award Second Place
2021	Michigan Institute for Teaching and Research in Economics grant (with Ashley Craig)
2021	Technology and Innovation Management Best Dissertation Award Finalist (1 of 5)
2021	Wiley Blackwell Outstanding Dissertation in Strategy Award Finalist (1 of 5)
2021	Research grant from the Patrick Cescau / Unilever Endowed Fund; the Desmarais Fund for Research in Artificial Intelligence, INSEAD
2020	Strategic Management Society Competitive Strategy Best Proposal Award for Creativity in Research
2020	Finalist, Strategy Management Society Competitive Strategy Best Proposal Award for Rigor in Research
2020	Strategic Management Society Best Paper Award Honorable Mention
2018	Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation
2017	Foundations of Human Behavior Research Grant, Harvard University

2017	Behavioral Insights Group Research Grant, Harvard University
2017	Behavioral Insights Group Experimental Pitch Innovation Award
2017	Certificate of Distinction in Teaching Award, Harvard University
2011	Magdalen College Research Grant, University of Oxford
2011	Environmental Change Institute Grant, University of Oxford
2009	Phi Beta Kappa, Harvard University
2009	Williams/Lodge Government and Public Affairs Research Fellowship, Harvard University
2009	University Committee on Human Rights Scholarship, Harvard University
2007 – 2009	John Harvard Scholarship for Academic Distinction, Harvard University
2007	Harvard College Scholarship for Academic Distinction, Harvard University
2007	Detur Prize for Academic Excellence, Harvard University

INVITED SEMINARS (INCLUDES ALL SCHEDULED/INVITED, *CANCELLED)

2023
Bocconi University (ION lab)
University of Michigan Ross School of Business (Strategy)
University of Utah (Strategy)

2022
USC (Data Science & Operations)
UCSD Rady School of Management (Strategy)
Boston College Carroll School of Management (Information Systems*)
Chapman University (Business and Economics)
Tel Aviv University (Information Systems)
Virtual Digital Economics Seminar
KAIST (Organization & Strategy)
Strategy, Innovation, and Entrepreneurship (SIE) Workshop
University of Southern Denmark (Business & Management)

2021
Rotterdam School of Management Seminar (Strategy & Entrepreneurship)
University of Hong Kong (Management & Strategy)
Paris Digital Economics Seminar
Korean Economist Network Seminar Series

2020
UCLA Anderson School of Management (Strategy)
Columbia Business School (Management*)

2019
Harvard Business School (Entrepreneurial Management)
Wharton School of the University of Pennsylvania (Management – Strategy)
London Business School (Strategy and Entrepreneurship)
Dartmouth Tuck School of Business (Strategy and Management*)

INSEAD (Strategy)

Georgetown McDonough School of Business (Strategy)

Boston College Carroll School of Management (Information Systems)

National University of Singapore (Strategy & Policy)

UCL School of Management (Strategy & Entrepreneurship)

HKUST Business School (Management*)

HKUST Business School (Information Systems*)

CONFERENCE PRESENTATIONS (INCLUDES ALL SCHEDULED/INVITED, *CANCELLED)

2024 DRUID, Academy of Management.

2023 HEC Paris Inclusive Economy Day, Academy of Management, DRUID, Strategy Research Forum, Strategy Science, Sumantra Ghoshal Strategy Conference on Managerially Relevant Research at London Business School, Experimental Organization Science, Strategic Management Society, Conference on Field Experiments in Strategy, Dartmouth Tuck Summer Camp, Harvard Business School Strategy Alumni Conference, Theory-based View in Strategy & Entrepreneurship at Bocconi University, Bocconi Assembly for Innovation and Cooperation (BAIC), HEC Paris AI and Entrepreneurship Conference.

2022 Harvard Business School Data Science in a Digital World Conference, Wharton/Columbia Management, Analytics, and Data Conference, University of Texas Austin Technology & Entrepreneurship Conference, Academy of Management, Strategic Management Society, Society for Institutional and Organizational Economics (SIOE), ZEW Conference on the Economics of Information and Communication Technologies, Conference on Field Experiments in Strategy, Digitization, Competition, and Platforms Conference (USC and NUS), Field Experiments in Singapore Workshop at NUS.

2021 Strategy Science Conference at Harvard Business School, Sumantra Ghoshal Strategy Conference on Managerially Relevant Research at London Business School, Workshop on Field Experiments in Strategy, Innovation, and Entrepreneurship, AI in Strategy Research Workshop at NYU Stern, Strategy Research Forum, Competitive Dynamics Conference, Industry Studies Association Annual Conference, Academy of Management, AI & Strategy Consortium, Strategic Management Society, HBS Alumni Conference, SMS Workshop on Best Practices for Reliable Quantitative Research in Strategy, INFORMS, INSEAD Tech Talk, INSEAD Roundtable on Future of Work.

2020 Wharton People & Organizations Conference Plenary Series, Advances with Field Experiments Conference, NBER Summer Institute (IT and Digitization), Strategic Management Society Special Conference in Hangzhou, China*, Strategic Management Society Conference, Academy of Management, Harvard Law School Working Conference on AI, Technology, and Negotiation.

2019 Conference on Digital Experimentation (CODE@MIT), Academy of Management, Consortium for Cooperation and Competition, Western Economics Association International (WEAI) Annual Conference, Harvard Business School Internal Brownbag (Strategy).

2018 Behavioural Insights Team (Singapore), Workshop on Information Systems and Economics (WISE), Tech Economics Conference (TEC), Conference on Digital Experimentation (CODE@MIT), INFORMS,

Urban Economics Association Meeting, Society of Labor Economists Annual Meeting, Organization Science Winter Conference (Poster), EC '18 ACM Conference on Economics and Computation, International Industrial Organization Conference, Trans-Atlantic Doctoral Conference.

ACADEMIC SERVICE

2023 – Present	AOM TIM Representative-at-large
2022 – Present	AOM TIM Research Committee Member
2023 – Present	INSEAD Strategy Area Recruitment Committee
2022 – Present	Co-chair, AOM STR Dissertation Consortium
2022 – Present	Co-organizer, AI and Strategy Workshop Series
2022 – Present	INSEAD Strategy Area committee for research assistance
2021 – Present	Co-organizer, RCT Seminar Series
2020 – Present	Co-organizer, annual Conference on Field Experiments in Strategy (CFXS)
2020 – 2023	Co-organizer, INSEAD STR/EFE Seminar Series
2020 – 2022	Representative-at-large, Competitive Strategy, Strategic Management Society
2018 – 2020	Student Advisory Board, The Digital Initiative, Harvard Business School
2018 – 2020	Organizer, Harvard Business School Digital Initiative Doctoral Workshop
2017 – 2018	Research Chair, Behavioral Insights Student Group, Harvard University
2015 – 2018	Organizer, Harvard Business School Strategy Doctoral Workshop

Reviewing: Editorial Board at Strategic Management Journal, Organization Science, and Strategic Entrepreneurship Journal.

Ad hoc reviewer for Management Science, Strategic Management Journal, Journal of Political Economy, Strategic Management Society annual conference, Academy of Management Annual Conference, Committee for the Academy of Management's Technology and Innovation Management Division Best Dissertation Award 2022, Strategic Management Society Best PhD Paper Award 2021, 2022, Strategic Management Society Best Paper Award 2023.

PhD Advising: Dissertation committee member for Xi Kang (placement: Vanderbilt University), Research Practicum advisor for Constantin Prox, Nety Wu, Ronak Mogra.

TEACHING

Instructor	**Introduction to Strategy** (Spring 2021 – Present)
	MBA Core course in Strategy, INSEAD
	Teaching evaluations: *4.6/5 average across terms; 4.8/5 in latest teaching*
Instructor	**Special Topics in Strategy** (Spring 2022)
	Ph.D class on Data, AI, and Strategy, INSEAD
Instructor	**Economics 970**: **Purpose and Strategy in the Online Economy** (Spring 2017)
	Department of Economics, Harvard University

| *Facilitator* | **Leading Change and Organizational Renewal** (Spring 2016) |
| | Executive Education, Harvard Business School |

| *Teaching* | **HBS 6022: UK Behavioral Insights** (Fall 2017 and 2018) |
| *Fellow* | MBA Elective Curriculum, Harvard Business School |

| | **HBS 4430: Field Experiments** (Spring 2018) |
| | PhD Course, Harvard Business School |

INDUSTRY EXPERIENCE

Emerge Venture Lab   London, U.K.
Co-founder, Director, and Advisor (2010 – 2014)

Knewton, Inc.   New York, NY
Product Management (2011-2013)

McKinsey & Company   New York, NY
Business Analyst (2009)

RESEARCH EXPERIENCE

Stanford University (SIEPR)   Palo Alto, CA
Visiting Student Researcher (2016)

Massachusetts Institute of Technology   Cambridge, MA
Research Assistant for Daron Acemoglu (2013)

Harvard Business School   Cambridge, MA
Research Assistant for Ramon Casadesus-Masanell (2013), Forest Reinhardt (2010)

OTHER

Languages: English (fluent), Korean (fluent), Spanish (conversational), French (conversational)
Programming: Python, SQL, Stata, R, Matlab

SELECTED MEDIA COVERAGE

Bloomberg, Wall Street Journal, Forbes, Washington Post, TIME Magazine, BusinessWire, The Atlantic's CityLab, Harvard Business Review, Vox

Last updated: March 2024