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)
Committee: Dennis Yao, Rebecca Henderson, Michael Luca, Amanda Pallais

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, Varsity Sailing Team (May 2010)

PUBLICATIONS

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

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

"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.

WORKING PAPERS

"The Value of Competitor Information: Evidence from a Field Experiment." Working Paper, October 2021. *Reject & Resubmit at* **Management Science**.
- *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)*

"Decision Authority and the Returns to Algorithms" (with Edward L. Glaeser, Andrew Hillis, Scott Duke Kominers, and Michael Luca). Working Paper, December 2021. *Revise & Resubmit at **Strategic Management Journal**.*

"The Impact of Communicating Multiple Goals." Working Paper, March 2022. *Revise & Resubmit at **Strategic Management Journal**.*

"Which Firms Gain from Digital Advertising? Evidence from a Field Experiment" (with Daisy Dai and Michael Luca). Working Paper, March 2022. *Revise & Resubmit at **Marketing Science**.*

"Aligning Employee Effort to Strategic Change: The Role of Gift Exchange" (with Michael Norton). Working Paper, September 2019. *In preparation for submission.*

"Measuring Gentrification: Using Yelp Data to Quantify Neighborhood Change" (with Edward L. Glaeser and Michael Luca). NBER Working Paper Series, No. 24952, August 2018.

OTHER PUBLICATIONS

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

"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-the-state-of-the-economy-16266

"Rated: In Search of Strategic Options." INSEAD Case, January 2021.

"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.

"Designing Better Online Review Systems" (with Geoff Donaker and Michael Luca). **Harvard Business Review**, November-December 2019 Issue.

"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.

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

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

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

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

AWARDS, GRANTS, AND HONORS

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	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 Best Proposal Award for Creativity in Research
2020	Finalist, Strategy Management Society 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 PRESENTATIONS (INCLUDES ALL SCHEDULED/INVITED, *CANCELLED)

2023 University of Michigan Ross School of Business (Strategy)

2022 USC (Data Science & Operations), UCSD Rady School of Management (Strategy), Harvard Business School Data Science in a Digital World Conference, Wharton/Columbia Management, Analytics, and Data Conference, University of Texas Austin Technology & Entrepreneurship Conference, Virtual Digital Economics Seminar, Boston College Carroll School of Management (Information Systems)*, Academy of Management, Strategic Management Society, Chapman University (Business and Economics), Tel Aviv University (Information Systems), Society for Institutional and Organizational Economics (SIOE), ZEW Conference on the Economics of Information and Communication Technologies.

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, Rotterdam School of Management Seminar (Strategy & Entrepreneurship), Paris Digital Economics Seminar, AI & Strategy Consortium, Strategic Management Society, HBS Alumni Conference, Korean Economist Network Seminar Series, INFORMS, University of Hong Kong (Management & Strategy), INSEAD Tech Talk, INSEAD Roundtable on Future of Work.

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

2019 Harvard Business School (Entrepreneurial Management), London Business School (Strategy and Entrepreneurship), Dartmouth Tuck School of Business (Strategy and Management)*, Georgetown McDonough School of Business (Strategy area), HKUST Business School (Management; Information Systems)*, Boston College Carroll School of Management (Information Systems), INSEAD (Strategy), National University of Singapore (Strategy & Policy), UCL School of Management (Strategy & Entrepreneurship), Wharton School of the University of Pennsylvania (Management – Strategy), Harvard Business School Internal Brownbag (Strategy), Conference on Digital Experimentation (CODE@MIT), Academy of Management, Consortium for Cooperation and Competition, Western Economics Association International (WEAI) Annual Conference.

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.

Invited Consortia/Workshops/Panels

Aug 2022	Panelist, TIM Dissertation Consortium
Sep 2021	Panelist, Strategic Management Society Panel on AI, Decision-making, and Competitive Strategy
Sep 2021	Presenter, Strategic Management Society Workshop on Best Practices for Reliable Quantitative Research in Strategy
Aug 2021	Panelist, Academy of Management PDW, "Strategy and Innovation Field Experiments: How to Design and Run Experiments with Firms"
Aug 2021	Faculty Panel for AOM STR Doctoral Consortium
May 2021 - Present	Strategy Research Forum
Sep 2020	Panelist, Strategic Management Society Workshop on Field Experiments in Strategy: Challenges and Promises

Aug 2020	Panelist, Academy of Management PDW, "Strategy and Innovation Field Experiments: How to Design and Run Experiments in Firms and Markets"
Sep 2019	National Bureau of Economic Research (NBER) Economics of Artificial Intelligence Workshop
Aug 2019	STR Dissertation Consortium, Academy of Management
Mar 2017/8	NBER Economics of Digitization PhD Workshop
Aug 2017	BPS Doctoral Consortium, Academy of Management
June 2016	Strategy Research Initiative PhD Workshop

TEACHING

Instructor	**Introduction to Strategy** (Spring 2021 – Present) MBA Core course in Strategy, INSEAD
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 Fellow	**HBS 6022: UK Behavioral Insights** (Fall 2017 and 2018) MBA Elective Curriculum, Harvard Business School **HBS 4430: Field Experiments** (Spring 2018) PhD Course, Harvard Business School

ACADEMIC SERVICE

2021 – Present	Representative-at-large, Competitive Strategy, Strategic Management Society
2020 – Present	Co-organizer, Conference on Field Experiments in Strategy
2020 – Present	Co-organizer, INSEAD STR/EFE Seminar Series
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

Ad hoc reviewer for Management Science, Strategic Management Journal, Organization Science, Journal of Political Economy, Experimental Economics, Journal of Public Economics, Journal of Development Economics, Journal of Economics and Management Strategy, Editorial Board Member of Strategic Entrepreneurship Journal

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.

INDUSTRY EXPERIENCE

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

Knewton, Inc.   New York, NY
Product Manager (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 (proficient), French (proficient)
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: July 2022