

HYUNJIN KIM

Harvard Business School | Strategy
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EDUCATION

Harvard Business School Boston, MA
Doctoral Candidate in Strategy (Expected May 2020)

- Committee: Dennis Yao (chair), 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)

RESEARCH AND TEACHING INTERESTS

Research Interests: information strategy, competitive strategy, economics of digitization, behavioral strategy and economics, field experiments

Teaching Interests: strategic management, technology and innovation management, experimentation and data-driven decision-making, data science/analytics and econometric methods, behavioral science

JOB MARKET PAPER

“Learning to Position from Competitor Information: Evidence from a Field Experiment.”

- In recent years, it has become increasingly easy for firms to see what their competitors are doing. To explore what the implications may be, I study whether and how information on competitor positions impacts firms’ own strategic positioning. While traditional models have depicted positioning decisions as a rational process of evaluating competitor positions and weighing the opportunities and threats, a long-standing behavioral literature shows that firms exhibit bounded rationality. To what extent do firms pay attention to competitor positions, and how does information on competitor positions shape how they adjust their own positioning? I empirically explore this question by running a field experiment in collaboration with Yelp across 3,218 businesses in the personal care industry. All businesses receive a marketing visit, and treatment firms receive additional information on the price positions of their nearest competitors. I find that over 46% of treatment firms are not aware of their competitor positions prior to receiving competitor information. However, once firms receive the information, they change their positioning in a performance-enhancing way. Treatment firms who receive competitor information appear to learn their distinctive position and sharpen it through internally aligning their quality and price decisions.

Ultimately, this results in improved proxies of performance as measured by calls, map directions views, and page views on the Yelp platform. Given this large positive impact of competitor information, why had firms not invested in this information on their own? Evidence from interviews and a follow-up experiment suggests that attentional costs and sticky information may have been the most important factor: managers appear to have underestimated the value of this information because they falsely believed that they were already aware of it. These findings suggest that inattention is a key barrier that may lead firms to fail to learn from even readily accessible information.

ACADEMIC PUBLICATIONS

[“Product Quality and Entering through Tying: Experimental Evidence”](#) (with Michael Luca). *Management Science* 65(2), February 2019: 596-603. Extended Abstract in *EC’18*.

[“Nowcasting Gentrification: Using Yelp Data to Quantify Neighborhood Change”](#) (with Edward L. Glaeser and Michael Luca). *American Economic Association Papers and Proceedings* 108 (May 2018): 77–82.

[“Nowcasting the Local Economy: Using Yelp Data to Measure Economic Activity”](#) (with Edward L. Glaeser and Michael Luca). Accepted in *NBER/CRIW Volume for Big Data for 21st Century Statistics (forthcoming)*.

WORKING PAPERS

“How Does Compliance Affect the Returns to Algorithms? Evidence from Boston’s Restaurant Inspectors” (with Edward L. Glaeser, Andrew Hillis, Scott Duke Kominers, and Michael Luca). Working Paper, May 2019. *Under review at American Economic Review: Insights*.

“Aligning Employee Effort to Strategic Change: The Role of Gift Exchange” (with Michael Norton). Working Paper, May 2019. *In preparation for submission to Organization Science*.

“The Informative Role of Online Advertising: Evidence from a Field Experiment” (with Daisy Dai and Michael Luca). Working Paper, August 2018. *In preparation for submission to Marketing Science*.

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

WORKS IN PROGRESS

“Analytics and the Transfer of Best Practices.” *Analysis of field experiment in progress*.

“Enacting a Shared Corporate Purpose: The Role of Executive Communication.” *Analysis of field experiment in progress*.

“The Returns to Data-driven Decision-making” (with Ashley Craig and Nataliya Wright). *Field experiment in progress*.

OTHER PUBLICATIONS

[“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 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 711-020, August 2010.

AWARDS, GRANTS, AND HONORS

2018	Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation
2018	0213eight Research Fellow
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

TEACHING EXPERIENCE

Instructor	Economics 970: Purpose and Strategy in the Online Economy (Spring 2017) Department of Economics, Harvard University <ul style="list-style-type: none">▪ Sole instructor and course designer for undergraduate class▪ Mixture of cases, lectures, discussions, and guest speakers from industry (including Partner at General Catalyst, former President & CEO of ACCION, Vice President at Bain Capital, Head of Data Science at Pinterest)▪ Recipient, Harvard University Certificate of Distinction in Teaching<ul style="list-style-type: none">– <u>Teaching rating</u>: 4.9/5.0
Facilitator	Leading Change and Organizational Renewal (Spring 2016) Executive Education, Harvard Business School <ul style="list-style-type: none">▪ Facilitated and led four 1.5hr-long discussions with 12 executives in an Executive Education program on strategic change
Teaching Fellow	HBS 6022: UK Behavioral Insights (Fall 2017 and 2018) MBA Elective Curriculum, Harvard Business School

- Teaching Fellow for project-based MBA/MPP course on designing field experiments using behavioral insights with clients
- Led sessions on methods, assisted in designing and preparing course materials, and advised student groups and clients

HBS 4430: Field Experiments (Spring 2018)

PhD Course, Harvard Business School

- Teaching Fellow for PhD course on designing and running field experiments
- Led sessions on methods, assisted in designing and preparing course materials, advised students on final research projects

HBS 1760: The Online Economy (Spring 2016, Methods Session)

MBA Elective Curriculum, Harvard Business School

- Led session on methods (experimental and regression analysis)

PRESENTATIONS

Learning to Position from Competitor Information: Evidence from a Field Experiment

2019 Academy of Management. Boston, MA (Planned).

2019 Consortium for Cooperation and Competition. Durham, NC.

2018 Behavioural Insights Team. Singapore

How Does Compliance Affect the Returns to Algorithms? Evidence from Boston's Restaurant Inspectors.

2019 Academy of Management. Boston, MA (Planned).

2019 WEAI. San Francisco, CA.

2018 Workshop on Information Systems and Economics (WISE). San Francisco, CA.

2018 Tech Economics Conference (TEC). San Francisco, CA.

2018 Conference on Digital Experimentation (CODE@MIT). Boston, MA.

Nowcasting the Local Economy: Using Yelp Data to Measure Economic Activity at Scale

2018 INFORMS. Phoenix, AZ.

2018 Urban Economics Association Meeting. New York, NY.

2018 Society of Labor Economists Annual Meeting. Toronto, CA.

2018 Organization Science Winter Conference (Poster). Park City, UT.

2017 Conference on Digital Experimentation (CODE@MIT, Poster). Boston, MA.

2017 Stanford Institute for Economic Policy Research Economics Experiments in the Tech Industry (Poster). Palo Alto, CA.

Product Quality and Entering through Tying: Experimental Evidence

2018 EC '18 ACM Conference on Economics and Computation. Ithaca, NY.

2018 International Industrial Organization Conference. Indianapolis, IL.

Aligning Employee Effort to Strategic Change: The Role of Gift Exchange.

2017 Trans-Atlantic Doctoral Conference. London, United Kingdom.

2016 Behavioral Insights Student Group, Harvard University. Boston, MA.

INVITED CONSORTIA/WORKSHOPS

Sep 2019 NBER Economics of Artificial Intelligence PhD Workshop (Planned)

Aug 2019 STR Dissertation Consortium, Academy of Management (Planned)

Mar 2017/8	NBER Economics of Digitization PhD Workshop
Aug 2017	BPS Doctoral Consortium, Academy of Management
June 2016	Strategy Research Initiative PhD Workshop

SERVICE

2018 – Present	Student Advisory Board, The Digital Initiative, Harvard Business School
2018 – Present	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

INDUSTRY EXPERIENCE

Emerge Venture Lab

London, U.K.

Co-founder, Director, and Advisor (2010 – 2015)

- Co-founded and managed an early-stage venture accelerator for technology start-ups working on environmental and education issues, providing seed funding and mentorship
- Raised funding and fostered partnerships from various sources including high net worth individuals, Barclays Capital, Chelwood Capital, Boston Consulting Group, Deloitte, Ashoka, UnLtd, and the Skoll Centre for Social Entrepreneurship

Knewton, Inc

New York, NY

Product Manager (2011-2013)

- Built the vision and launched the first version of a direct-to-consumer adaptive learning platform personalizing the delivery of education using machine learning models trained on student data
- Developed long-term product goals and key performance indicators across the company

McKinsey & Company

New York, NY

Business Analyst (Summer 2009)

- Conducted due diligence on proposed transaction for leading private equity firm with \$25bn assets under management
- Analyzed financial valuations and revenue forecasts of independent broker-dealer businesses

RESEARCH EXPERIENCE

Yelp

San Francisco, CA

Economics Research Intern (2016 – Present)

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 (basic proficiency), French (basic proficiency)
Programming: Stata, Python, SQL, R, Matlab

SELECTED MEDIA COVERAGE

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

REFERENCES

Dennis A. Yao (*chair*)

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