

# HYUNJIN KIM

Harvard Business School | Strategy  
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## EDUCATION

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**Harvard Business School** Boston, MA  
Doctor of Business Administration in Strategy (Expected 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

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“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 Association 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). *Accepted in NBER/CRIW Volume for Big Data for 21<sup>st</sup> Century Statistics (forthcoming)*.

## WORKING PAPERS

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“The Value of Competitor Information: Evidence from a Field Experiment.” Working Paper, April 2020.

“Compliance and the Returns to Algorithms” (with Edward L. Glaeser, Andrew Hillis, Scott Duke Kominers, and Michael Luca). Working Paper, April 2020.

“Which Firms Gain from Digital Advertising? Evidence from a Field Experiment” (with Daisy Dai and Michael Luca). Working Paper, March 2020.

“Aligning Employee Effort to Strategic Change: The Role of Gift Exchange” (with Michael Norton). Working Paper, September 2019.

“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

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“Analytics and the Transfer of Best Practices.” *Draft in progress.*

“The Returns to Data-driven Decision-making” (with Ashley Craig). *Fieldwork in progress.*

## OTHER PUBLICATIONS

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“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

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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

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#### INVITED PRESENTATIONS (INCLUDES ALL SCHEDULED/INVITED)

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2020 NBER Summer Institute (IT and Digitization). Boston, MA.  
 2020 Strategic Management Society Special Conference. Hangzhou, China  
 2020 Strategic Management Society Conference, London, U.K.  
 2020 Academy of Management. Vancouver, CA.  
 2020 Harvard Law School Working Conference on AI, Technology, and Negotiation. Boston, MA.  
 2020 Columbia Business School (Management). New York, NY.  
 2019 Dartmouth Tuck School of Business (Strategy and Management). Hanover, NH.  
 2019 Harvard Business School (Entrepreneurial Management). Boston, MA.  
 2019 London Business School (Strategy and Entrepreneurship). London, U.K.  
 2019 Georgetown McDonough School of Business (Strategy area). Washington D.C.  
 2019 HKUST Business School (Management; Information Systems). Hong Kong.  
 2019 Boston College Carroll School of Management (Information Systems). Chestnut Hill, MA.  
 2019 INSEAD (Strategy). Singapore.  
 2019 National University of Singapore (Strategy & Policy). Singapore.  
 2019 UCL School of Management (Strategy & Entrepreneurship). London, U.K.  
 2019 Wharton School of the University of Pennsylvania (Management – Strategy). Philadelphia, PA.  
 2019 Harvard Business School (Strategy).  
 2019 Conference on Digital Experimentation (CODE@MIT). Boston, MA.  
 2019 Academy of Management. Boston, MA.  
 2019 Consortium for Cooperation and Competition. Durham, NC.  
 2019 Western Economics Association International (WEAI) Annual Conference. San Francisco, CA.  
 2018 Behavioural Insights Team. Singapore  
 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.  
 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.  
 2018 EC '18 ACM Conference on Economics and Computation. Ithaca, NY.  
 2018 International Industrial Organization Conference. Indianapolis, IL.  
 2017 Conference on Digital Experimentation (CODE@MIT, Poster). Boston, MA.  
 2017 Stanford Institute for Economic Policy Research Economics Experiments in Tech (Poster). Palo Alto, CA.  
 2017 Trans-Atlantic Doctoral Conference. London, United Kingdom.  
 2016 Behavioral Insights Student Group, Harvard University. Boston, MA.

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#### INVITED CONSORTIA/WORKSHOPS

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Sep 2019	NBER Economics of Artificial Intelligence PhD 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

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<i>Instructor</i>	<p><b>Economics 970: Purpose and Strategy in the Online Economy</b> (Spring 2017) Department of Economics, Harvard University</p> <ul style="list-style-type: none"> <li>– Sole instructor and course designer for undergraduate class</li> <li>– Mixture of cases, lectures, discussions, and guest speakers from industry (including Partner at General Catalyst, former President &amp; CEO of ACCION, Vice President at Bain Capital, Head of Data Science at Pinterest)</li> <li>– Recipient, Harvard University Certificate of Distinction in Teaching</li> </ul>
<i>Facilitator</i>	<p><b>Leading Change and Organizational Renewal</b> (Spring 2016) Executive Education, Harvard Business School</p> <ul style="list-style-type: none"> <li>– Facilitated and led four 1.5hr-long discussions with 12 executives in an Executive Education program on strategic change</li> </ul>
<i>Teaching Fellow</i>	<p><b>HBS 6022: UK Behavioral Insights</b> (Fall 2017 and 2018) MBA Elective Curriculum, Harvard Business School</p> <ul style="list-style-type: none"> <li>– Teaching Fellow for project-based MBA/MPP course on designing field experiments using behavioral insights with clients</li> <li>– Led sessions on methods, assisted in designing and preparing course materials, and advised student groups and clients</li> </ul> <p><b>HBS 4430: Field Experiments</b> (Spring 2018) PhD Course, Harvard Business School</p> <ul style="list-style-type: none"> <li>– Teaching Fellow for PhD course on designing and running field experiments</li> <li>– Led sessions on methods, assisted in designing and preparing course materials, advised students on final research projects</li> </ul> <p><b>HBS 1760: The Online Economy</b> (Spring 2016, Methods Session) MBA Elective Curriculum, Harvard Business School</p> <ul style="list-style-type: none"> <li>– Led session on methods (experimental and regression analysis)</li> </ul>

## SERVICE

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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

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## INDUSTRY EXPERIENCE

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### **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)*

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## RESEARCH EXPERIENCE

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### **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)*

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## OTHER

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*Languages:* English (fluent), Korean (fluent), Spanish (proficient), French (proficient)

*Programming:* Python, SQL, Stata, R, Matlab

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## SELECTED MEDIA COVERAGE

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

*Last updated: May 2020*