Jongho Kim

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Cornell Johnson Graduate School of Management   https://jonghkim.github.io

Education

Cornell University, SC Johnson Graduate School of Management   Aug 2021–Present
Ph.D. in Marketing
Committee: Vrinda Kadiyali, Emaad Manzoor, Omid Rafieian, Dan Kowal

Korea Advanced Institute of Science and Technology   Feb 2015–Feb 2017
M.S. in Management Engineering

Ulsan National Institute of Science and Technology   Mar 2010–Aug 2014
B.S. Computer Science and Engineering, Minor in Finance and Accounting

Journal Publications

Park, J. and **Kim, J.**, 2022. "A Data-Driven Exploration of the Race between Human Labor and Machines in the 21st Century," *Communications of the ACM* [Manuscript] [SSRN] [Website] [Video] [Code]

Choi, S., Kim, W. and **Kim, J.**, 2016. "Compression of Hamiltonian Matrix: Application to Spin-1/2 Heisenberg Square," *AIP Advances* (**Editor's Pick**) [Manuscript]

Working Papers

Kim, J. and Kowal, D., "Statistical Inference with Large Language Models: A Bayesian Framework for Measurement Errors"

Kim, J., Anand, P., and Kadiyali, V., "The Effects of Rent Control on Renter Experience and Consumption"

Conference Presentations

Kim, J., Anand, P., and Kadiyali, V., 2025, "The Effects of Rent Control on Consumer Reviews on Rental Housing," *ISMS Marketing Science Conference*, Washington, D.C., USA

Boughanmi, K., **Kim, J.**, and Park, Y, 2022. "Uncovering Successful Narratives in Super Bowl Ads," *ISMS Marketing Science Conference*, Chicago, Illinois, USA

Park, J. and **Kim, J.**, 2019. "Evolution of Task Automation in the 21st Century: A Data-Driven Exploration of the Race between Man and Machine," *International Conference on Information Systems (ICIS)*, Munich, Germany

Ko, Y., **Kim, J.** and Chung, M., 2019. "Reaping What You Sow: Social Networks and Success of Serial Entrepreneurs in Crowdfunding," *Academy of Management (AOM)*, Boston, Massachusetts, USA [Manuscript]

Park, J. and **Kim, J.**, 2018. "Leveraging Machine Learning to Reduce Racial Bias on Online Platforms: A Neural Machine Translation Approach," *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, USA

Park, J. and **Kim, J.**, 2018. "Fixing Racial Discrimination through Analytics on Online Platforms: A Neural Machine Translation Approach," *International Conference on Information Systems (ICIS)*, San Francisco, California, USA [Manuscript] [Poster]

Kim, J. and Lee, J., 2018. "An Empirical Study of the Stages of New Product Development on Gender Difference," *The Korea Academic Society of Industrial Organization (KASIO)*, Seoul, Korea

Kim, J. and Park, J., 2017. "Does Facial Expression Matter Even Online? An Empirical Analysis of Facial Expression of Emotion and Crowdfunding Success," *International Conference on Information Systems (ICIS)*, Seoul, Korea [Manuscript] [Poster]

Park, J., **Kim, J.** and Lee, B., 2017. "Are All Faces Created Equal? An Empirical Analysis of Face Disclosure and Facial Expression in Crowdfunding," *Post-ICIS KrAIS Research Workshop*, Seoul, Korea (**Best Student Paper Award**)

Park, J., **Kim, J.** and Lee, B., 2017. "Face Premium or Discount? The Contingent Effects of Face Disclosure and Facial Expression in Crowdfunding," *Workshop on Information Systems and Economics (WISE)*, Seoul, Korea

Jung, H., **Kim, J.**, Cho, D. and Han, Q., 2017. "Disagreement Spillovers on Social Platform," *Korea Derivatives Association (KDA)*, Seoul, Korea

Kim, J. and Park, J., 2017. "The Anatomy of Facial Expression in Online Crowdfunding Platform: A Machine Learning Approach," *International Conference on Electronic Commerce (ICEC)*, Pangyo, Korea

Kim, J., Lee, M., Cho, D. and Lee, B., 2016. "Mining the Crowdfunding: An Empirical Analysis of Market Structure in Kickstarter," *International Conference on Electronic Commerce (ICEC)*, Suwon, Korea [Manuscript]

Kim, J., Lee, M., Cho, D. and Lee, B., 2016. "Are All Spillovers Created Equal? The Impact of Blockbusters and the Composition of Backers in Online Crowdfunding," *International Conference on Information Systems (ICIS)*, Dublin, Ireland [Manuscript] [Presentation]

Kim, J., Cho, D. and Lee, B., 2016. "The Mind Behind Crowdfunding: An Empirical Study of Speech Emotion in Fundraising Success," *International Conference on Information Systems (ICIS)*, Dublin, Ireland (**Most Innovative Research-in-Progress Paper Runner-up**) [Manuscript] [Poster]

Park, J., **Kim, J.** and Lee, B., 2016. "Which Tasks Will Technology Take? A New Systematic Methodology to Measure Task Automation," *International Conference on Information Systems (ICIS)*, Dublin, Ireland [Manuscript] [Poster]

Professional Experience

December & Company Asset Management, Seoul, South Korea   Apr 2019–Jul 2021

Quantitative Portfolio Manager, Portfolio Research Team
- Develop Generative Models for Textual Factors to Predict Asset Returns based on SEC-10X (10-K, 10-Q, 10-KSB and 10-QSB)
- Implement a Sector Rotation Strategy through Cross-Sectional Variation over Data-driven Economic Cycles
- Construct Alternative Investment Strategies, especially for Commodity, REITs, Infrastructure and High Dividend-Paying ETFs
- Work as a Substitute for Mandatory Military Service

NICE Pricing and Information, Seoul, South Korea   Aug 2016–Apr 2019

Quantitative Researcher, Financial Engineering Center
- Develop Non-Homogeneous Time Markov Chain Models (NHCTMC) for Forward Looking Probability of Default under IFRS9 based on Sparse Transition Matrix of Credit Ratings
- Estimate Maximum Likelihood Proxy Portfolio of Fixed-Income Portfolio via Return based Style Analysis (RBSA)
- Implement Implied Volatility Surface of Index Futures Options via Heston Stochastic Volatility Model
- Work as a Substitute for Mandatory Military Service

Digital Economics and Enterprise Research Lab, KAIST, Seoul, Korea   May 2015–Feb 2017

Research Assistant

Employ both ML and Econometrics to Explore Researches in Information Systems and Economics of IS (Advisor: Dr. Byungtae Lee)
- Accepted Three Conference Papers in ICIS 2016 and Awarded for the Most Innovative Research-in-Progress Paper Award (Runner-Up) in ICIS 2016
- Industrial Projects

  Strategies for Online to Offline (O2O) Transport Services, The Korea Transport Institute (Advisor: Dr. Lee, B.), Sep 2016–Nov 2016

  The Effect of Model-Driven Development (MDD) on Information Systems Maintenance, LG CNS (Advisor: Dr. Lee, B.), Sep 2015–Dec 2015

Computational Mathematical Science Lab, UNIST, Ulsan, Korea   Sep 2011–Feb 2015

Research Assistant

Research and Study for Complex Network Theory and Numerical Methods for Differential Equations (Advisor: Dr. Bongsoo Jang)
- Published a Paper in AIP Advances (Compressed Representation of the Hamiltonian Matrix) and Selected as a Undergraduate Research Opportunity Program (Optimal Control Strategies of Lotka–Volterra Equation)

Honors & Awards

AMA-Sheth Doctoral Consortium Fellow   2026

ISMS Doctoral Consortium Fellow   2025

FinTech@Cornell Student Fellowship   2022
Cornell SC Johnson College Doctoral Fellowship   2021–current
Best Student Paper Award, Post-ICIS 2017 KrAIS Research Workshop   2017
Best Graduate Student Paper Award, KAIST   2017
Most Innovative Research-in-Progress Paper Runner-Up, International Conference on Information Systems (ICIS), Dublin, Ireland   2016
Editor's Picks from the American Institute of Physics, AIP Advances   2016
Scholarship for Academic Excellence among 2015 Entering Class, KAIST   2015
Excellence Prize (Top 1%, 3rd Place over 322 teams) at Hackathon for Big Data, Ministry of Science, ICT and Future Planning   2014
Dean's List for Four Semesters, UNIST   2010, 2012–2014
Undergraduate Research Opportunity Program, Korea Foundation for Advancement of Science & Creativity   2013
National Natural Science and Engineering Scholarship, Korea Student Aid Foundation   2010–2014

Invited Talks

Guest Lecturer, Applications of Machine Learning in Marketing, Korea Summer Session on Causal Inference 2021 (Prof. Park, J.) [Link]   Jul 2021
Guest Lecturer, Scientific Investment Philosophy, KAIST MBA Lecture (Prof. Lee, B.) [Link]   Mar 2021
Guest Lecturer, Intelligent Video Analytics with Deep Learning, KAIST MBA Lecture - Business Analytics (IM561) (Prof. Oh, W.) [Link]   Apr 2019
Online Lecturer, Online Lectures about Deep Learning Models for Time Series Prediction, StudyPie [Link]   Oct 2018–Apr 2019
Guest Lecturer, Open Lectures about Machine Learning APIs and Crawling for Researchers in KAIST IT Management Summer Research Workshop, KAIST [Link]   Aug 2017

Teaching

Instructor *Cornell University*
BANA 5440 Introduction to Data Programming, MSBA   Fall 2025
Teaching Assistant *Cornell University*
NCCT 5030/5031 Marketing Management   Spring, Fall 2023
AEM 4435 / NBA 6390 Data Driven Marketing   Fall 2022
NCC 5030 Marketing Management   Summer 2022

Other Information

Language: Korean (Native), English (Fluent)
Programming: Python, C/C++, Java, R, STATA, Matlab, SQL, JavaScript, HTML, CSS