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# Jongho Kim

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Cornell Johnson Graduate School of Management

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## Education

|   |                   |
|---|-------------------|
| <b>Cornell University, SC Johnson Graduate School of Management</b>       | Aug 2021–Present  |
| Ph.D. Candidate in Marketing  |                   |
| Committee: Vrinda Kadiyali, Emaad Manzoor, Omid Rafieian, Dan Kowal       |                   |
| <b>Korea Advanced Institute of Science and Technology</b>                 | Feb 2015–Feb 2017 |
| M.S. in Management Engineering, Information Systems                       |                   |
| <b>Ulsan National Institute of Science and Technology</b>                 | Mar 2010–Aug 2014 |
| B.S. in 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  
*Senior Researcher / Quantitative Portfolio Manager, Portfolio Research Team*

- Develop Generative Models for Textual Factors to Predict and Explain 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

- Empirical Research in Information Systems using Machine Learning and Econometrics (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 and Study for Complex Network Theory and Numerical Methods for Differential Equations

- 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

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|--|-------------------|
| 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

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|--|-------------------|
| <b>Instructor Cornell University</b>             |                   |
| BANA 5440 Introduction to Data Programming, MSBA | Fall 2025         |
| <b>Teaching Assistant Cornell University</b>     |                   |
| 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