SEUNG HYUN KIM

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EDUCATION

University of California, San Diego, Rady School of Management 2017 - Present
Ph.D., Quantitative Marketing

Duke University 2014 - 2016
M.A., Department of Economics

Hankuk University of Foreign Studies 2013
B.A., Department of Economics

RESEARCH

Publications

Mingyu Joo, **Seung Hyun Kim**, Anindya Ghose & Kenneth C. Wilbur (2022). Designing Distributed Ledger Technologies, Like Blockchain, for Advertising Markets. *International Journal of Research in Marketing*

Working Papers

Seung Hyun Kim, On Amir, & Kenneth C. Wilbur. Gratuities in a Digital Services Marketplace

CONFERENCE PRESENTATIONS

Conference on AI, ML, and Business Analytics @ Harvard Dec 2022
Presented: *Tipping in a Digital Services Marketplace*
Conference on Digital Experimentation @ MIT Nov 2021
Presented: *Tipping in a Digital Services Marketplace*
INFORMS Marketing Science Conference Rome, Italy June 2019
Presented: *Tipping in a Digital Services Marketplace*

TEACHING EXPERIENCE

Teaching Assistant at Rady School of Management Aug 2017 - Present

· Introduction to Computing Technologies (Summer 2019)

· MGTA 455/ MGT 100 - Consumer Analytics

· MGT 475 - Research for Marketing Decisions

· MGT 407 - Marketing

· MGT 208C - Topics in Business

· MGT 128R - Innovation in Service Enterprises

Research Assistant at Duke University May 2015 - May 2016

WORK EXPERIENCE

Korea Trade Insurance Corporation   Dec 2010 - Mar 2011
Intern, Project Financing Coordination Department

· Collected and analyzed data on the project financing of overseas firms
which invest on Energy Section

AWARDS AND HONORS

Rady Academic Year Fellowship, University of California, San Diego   *Aug 2017 - Present*

Second Distinction Scholarship, Hankuk University of Foreign Studies   *2011*

First Distinction Scholarship, Hankuk University of Foreign Studies   *2011*

SKILLS

Programming : R, Python, SQL, STATA, SAS
Languages: Korea (native), English (fluent)