SEUNG HYUN KIM

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EDUCATION

University of California, San Diego, Rady School of Management   Expected 2024
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

Seung Hyun Kim, Daniel Minh McCarthy, & Kenneth C. Wilbur. How did ChatGPT-4 Subscriptions Change Early Adopters' Other Digital Expenditures?

CONFERENCE PRESENTATIONS

- *Gratuities in a Digital Services Marketplace*
  - California Quantitative Marketing Ph.D. Student Conference, Stanford, May 2023
  - Workshop on Platform Analytics, UCSD, April 2023
  - Conference on AI, ML, and Business Analytics, Harvard, Dec 2022
  - Marketing Analytics Symposium Sydney 2022, Virtual, May 2022
  - Conference on Digital Experimentation, Virtual, Nov 2021
  - INFORMS Marketing Science Conference, Virtual, June 2020

TEACHING EXPERIENCE

Teaching Assistant at Rady School of Management   Aug 2017 - Present

- Introduction to Computing Technologies
- MGTA 455/ MGT 100 - Consumer Analytics
- MGT 475 - Research for Marketing Decisions
- MGT 407 - Marketing
- MGT 208C - Topics in Business
- MGT 102 - E-Commerce
- MGT 128R - Innovation in Service Enterprises

- MGT 121A/121B - Innovation to Market A/B

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)