

# SUNG JOO KIM

Mitchell E. Daniels, Jr. School of Business, Purdue University

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## EDUCATION

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### **Purdue University - West Lafayette, IN**

*2019 - Present*

Ph.D. Candidate, Management Information Systems

Minor in Electrical Computer Engineering

MS in Economics

### **Korea University - Seoul, Korea**

*2013 - 2019*

BBA and BE in Statistics, *Graduated with Great Honor*

### **University of Illinois at Urbana-Champaign - IL**

*2017 - 2017*

Exchange Program, *Dean's List Fall*

## RESEARCH INTERESTS

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- Substantive
  - Economics of Information Systems, AI and Application, Platform Economics, Technology and Real Estate, Technology and Healthcare, Gig Economy
- Methodology
  - Causal Inference, Machine Learning, Structural Modeling

## PAPERS UNDER REVIEW

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(\* Indicates first author or co-first author. Co-first authors listed in alphabetic order.)

- Shimao, H.\*, Kim, S.J.\*, Khern-am-nuai, W., and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens"
  - Major revision at *Management Science*
- Kim, S.J.\*, Xie K., Chen, W., Wei Z. "Beyond the Stay: How Short-term Rentals Reshape Residential Real Estate Investment"
  - Under Review at *Information Systems Research*
- Kim, S.J.\*, Puranam, D., Kar, W., Siddarth, S. "The Spillover Effect of a Minimum Wage Increase on Multil-level Marketing Firm and Its "Uncovered" Sales Agents"
  - Under Review at *Marketing Science*

## WORKING PAPERS

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- Does Robot-Assisted Surgery Improve Healthcare Delivery?
  - with Jianing Ding and Susan Feng Lu
  - (INFORMS Annual Meeting 2023, 2024)
  - (POMS Annual Conference 2024)
- Does the "Going Solo" Relationship Trend have an Effect on the Real Estate Market?
  - with Ralph Siebert and Zaiyan Wei
  - (POMS Annual Conference 2022)

- How the Compensation Plan of a Multilevel Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking  
with Wreeto Kar and S. Siddarth  
(ISMS Marketing Science 2022)  
(Korea University Business School 2021)
- Should Digital Platforms Share Data with Governments? Evidence from Airbnb  
with Hongchang Wang, Karen Xie, Wei Chen and Zaiyan Wei

## WORK IN PROGRESS

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- How Does a Sales-agent's Network Structure Impact her Sales Performance? Evidence from a Multi-level Marketing Firm  
with Wreeto Kar, S. Siddarth, and Byungyeon Kim

## CONFERENCE PRESENTATIONS

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- Kim, SJ., Ding, J., Lu F., "Does Robot-Assisted Surgery Improve Healthcare Delivery?", INFORMS Annual Meeting, Seattle, WA, October 2024
- Kim, SJ., Chen, W., Wei Z., Xie K., "Impacts of Short-term Rentals on Real Estate Investment: Evidence from Airbnb and Zillow", SCECR, Lisbon, Portugal, June 2024
- Kim, SJ., Ding, J., Lu F., "Does Robot-Assisted Surgery Improve Healthcare Delivery?", POMS Annual Conference, Minneapolis, MN, April 2024
- Kim, SJ., Puranam, D., Kar, W., Siddarth, S. "The Spillover Effect of a Minimum Wage Increase on Multil-level Marketing Firm and Its "Uncovered" Sales Agents", Krannert PhD Research Symposium, West Lafayette, IN, November 2023.  
–**Awarded Winner of Best Paper and Presentation**
- Kim, SJ., Chen, W., Wei Z., Xie K., "Impacts of Home Sharing Regulation on Housing Investment: Evidence from Airbnb and Zillow", CIST, Pheonix, AZ, October 2023
- Kim, SJ., Ding, J., Lu F., "Racial Health Inequality: Does Robot-Assisted Surgery Play A Role?", INFORMS Annual Meeting, Pheonix, AZ, October 2023
- Kim, SJ., Puranam, D., Kar, W., Siddarth, S. "The Spillover Effect of a Minimum Wage Increase on Multil-level Marketing Firm and Its "Uncovered" Sales Agents", ISMS Marketing Science, Miami, FL, June 2023
- Kim, SJ. and Siebert, R. "The Effect of Relationship Status on House Purchases: Evidence From Orange County", Krannert PhD Research Symposium, West Lafayette, IN, October 2022
- Kim, SJ., Kar, W., Siddarth, S. "How the Compensation Plan of a Multi-level Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking", ISMS Marketing Science, Chicago, IL, June 2022
- Kim, SJ. and Siebert, R. "The Effect of Relationship Status on House Purchases: Evidence From Orange County", POMS Annual Conference, Orlando, FL, April 2022
- Kim, SJ., Kar, W., Siddarth, S. "How the Compensation Plan of a Multi-level Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking", Krannert PhD Research Symposium, West Lafayette, IN, October 2021.  
–**Awarded Runners-up of Best Paper and Presentation**
- Kim, SJ. "Understanding the Behaviors of University Dropout: Approach Using Agent Based Simulation", Krannert PhD Research Symposium, West Lafayette, IN, October 2019

## HONORS & AWARDS

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### Doctoral Consortium

- Fellow, INFORMS Information Systems Society (ISS) Doctoral Consortium, 2024

### Purdue University

- Krannert Certificate for Distinguished Teaching, 2024
- Daniels School of Business Spring Distinguished Instructor, 2024
- Krannert Certificate for Distinguished Teaching, 2024
- Daniels School of Business Doctoral Research Funds, 2024
- Krannert Doctoral Research Symposium Winner, 2023
- Krannert Certificate for Distinguished Teaching, 2023
- Krannert Certificate for Outstanding Teaching, 2023
- Krannert Doctoral Research Funds, 2023
- Krannert Doctoral Research Funds, 2022
- Krannert Doctoral Research Symposium Runners-Up, 2021
- Krannert Summer Research Grant Awards, 2021

### University of Illinois at Urbana Champaign

- Dean's List Fall, 2017

### Korea University

- Best Academic Awards, 2016
- Honors Scholarship, 2014

## TEACHING EXPERIENCE

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### Purdue University

*2019 - present*

- Instructor
  - MGMT 544: Database Management Systems (Spring 2024)  
(Instructor Evaluation: 4.8/5.0)  
**Daniels School of Business Spring 2024 Distinguished Instructor**  
**Krannert Certificate for Distinguished Teaching**
  - MGMT 382: Management Information Systems (Fall 2022)  
(Instructor Evaluation: 4.6/5.0, 4.3/5.0)  
**Krannert Certificate for Distinguished Teaching**  
**Krannert Certificate for Outstanding Teaching**
- Teaching Assistant
  - MGMT 590: Visual Analytics
  - MGMT 382: Management Information Systems
  - MGMT 683: Information Technology for Innovation and Competitive Advantage
- Certificate in Foundations of College Teaching

- Teaching Assistant
  - Technological Innovation Management (GMBA)
  - IT Innovation Convergence and Smart Business (KMBA)
  - Management Information Systems (AMBA)
  - IT Innovation Management: Issues and Trends
  - Introduction to Management Information Systems

## PROFESSIONAL EXPERIENCE

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**Amway**, West Lafayette, IN

*2020-2023*

*Data Scientist* (Worked through Krenicki Center for Data Analytics at Purdue University)

- Leveraged multi-thread computation on AWS EMR and Google Cloud Platform Dataproc, handling big data through BigQuery SQL.
- Predicted customer lifetime value and early agent churn using machine learning methods including XGBoost, Random Forest and LGBM.
- Extracted important features using SHAP values to derive managerial insights.

## SERVICES

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### Conference Reviewer

- Conference on Information Systems and Technology (CIST) *2021, 2022, 2024*
- International Conference on Information Systems (ICIS) *2021, 2022, 2023, 2024*
- Pacific Asian Conference on Information Systems (PACIS) *2023, 2024*
- China Summer Workshop on Information Management (CSWIM) *2024*
- Workshop on Information Technologies and Systems (WITS) *2021, 2023*
- Academy of Management Annual Conference (AOM) *2023*

### Conference Volunteer

- Conference on Information Systems and Technology (CIST) *2022*

## ADDITIONAL

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- Technical skills: R, Python, SQL, Matlab, Stata, Mathematica, Google Cloud Platform, AWS, Tableau
- Languages: Korean (Native), English (Fluent), Spanish (Intermediate), Japanese (Intermediate)
- Miscellaneous: Runner up on national collegiate badminton tournament. First place in national astronomical observation competition.

## REFERENCE

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**Dr. Zaiyan Wei**

Associate Professor of Management  
Daniels School of Business  
Purdue University  
Email: [zaiyan@purdue.edu](mailto:zaiyan@purdue.edu)

**Dr. Karthik Kannan**

Dean and Halle Chair of Leadership  
Eller College of Management  
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Desautels Faculty of Management  
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