

SUNG JOO KIM

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Kogod School of Business, American University

CURRENT POSITIONS

Kogod School of Business, American University - Washington DC

2025 - Present

Assistant Professor of Information Technology and Analytics

Faculty Affiliate:

–Institute for Applied Artificial Intelligence

2025 - Present

EDUCATION

Purdue University - West Lafayette, IN

2019 - 2025

Ph.D. in Management (Management Information Systems Area)

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

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

ACCEPTED/PUBLISHED PAPERS

(* 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.” *Management Science*

PAPERS UNDER REVIEW/REVISION

- Shimao, H., Khern-am-nuai, W., and Kim, S.J. “Collective AI can Amplify Tiny Perturbations into Divergent Decisions”
 - Under Review at *Science*
- Wang, H., Kim, S.J., Xie, K., Chen, W., Wei, Z. “Should Digital Platforms Share Data with Governments? Evidence from Airbnb”
 - Revised and Resubmit at *Information Systems Research*

- Kim, S.J., Xie, K., Chen, W., Wei, Z. “Beyond the Stay: How Short-term Rentals Reshape Residential Real Estate Investment”
– Reject and Resubmit at *MIS Quarterly*

WORKING PAPERS

- Spillover Effects of Minimum Wage Policies on Gig-Workers: Evidence from Multi-level Marketing with Dinesh Puranam, Wreeto Kar, and S. Siddarth
- Does Robot-Assisted Surgery Improve Healthcare Delivery?
with Jianing Ding and Susan Feng Lu
- To Sell or to Buy? A Structural Analysis of Multi-Level Marketing Compensation
with Byungyeon Kim, Wreeto Kar, and S. Siddarth
- Going Solo: How Single-Person Households Shape the Housing Market
with Ralph Siebert

CONFERENCE PRESENTATIONS

- Shimao, H., Khern-am-nuai, W., and Kim, S.J. “Collective AI can Amplify Tiny Perturbations into Divergent Decisions”, INFORMS Workshop on Data Science, San Francisco, CA, October 2026
- Shimao, H., Khern-am-nuai, W., and Kim, S.J. “Collective AI can Amplify Tiny Perturbations into Divergent Decisions”, CIST, San Francisco, CA, October 2026
- Kim, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, POMS Annual Conference, Reno, NV, May 2026
- Kim, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, Kogod Spring Research Showcase, Washington DC, April 2026
- Kim, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, DSI Annual Conference, Orlando, FL, November 2025
- Kim, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, INFORMS Annual Meeting, Atlanta, GA, October 2025
- Kim, S.J., Kim, B., Kar, W., Siddarth, S., “To sell or to buy? A structural analysis of Multi-Level Marketing Compensation”, ISMS Marketing Science, Washington DC, June 2025
- Kim, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, INFORMS Annual Meeting, Seattle, WA, October 2024
- Kim, S.J., 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, S.J., Ding, J., Lu F., “Does Robot-Assisted Surgery Improve Healthcare Delivery?”, POMS Annual Conference, Minneapolis, MN, April 2024
- 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”, Krannert PhD Research Symposium, West Lafayette, IN, November 2023.
– **Awarded Winner of Best Paper and Presentation**
- Kim, S.J., 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, S.J., Ding, J., Lu F., “Racial Health Inequality: Does Robot-Assisted Surgery Play A Role?”, INFORMS Annual Meeting, Phoenix, AZ, October 2023
- 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”, ISMS Marketing Science, Miami, FL, June 2023
- Kim, S.J. 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, S.J., 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, S.J. and Siebert, R. “The Effect of Relationship Status on House Purchases: Evidence From Orange County”, POMS Annual Conference, Orlando, FL, April 2022
- Kim, S.J., 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, S.J. “Understanding the Behaviors of University Dropout: Approach Using Agent Based Simulation”, Krannert PhD Research Symposium, West Lafayette, IN, October 2019

INVITED TALKS

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| • Korea University Business School | <i>Apr. 2026</i> |
| • The George Washington University | <i>Oct. 2025</i> |
| • Nanyang Technological University | <i>Nov. 2024</i> |
| • Chinese University of Hong Kong | <i>Nov. 2024</i> |
| • University of Washington | <i>Nov. 2024</i> |
| • American University | <i>Nov. 2024</i> |
| • University of Tennessee at Knoxville | <i>Nov. 2024</i> |
| • Southern Methodist University | <i>Nov. 2024</i> |
| • Colorado State University | <i>Nov. 2024</i> |
| • University of Georgia | <i>Oct. 2024</i> |
| • Florida State University | <i>Oct. 2024</i> |
| • Oregon State University | <i>Oct. 2024</i> |
| • University of Hong Kong | <i>Oct. 2024</i> |
| • IS Student Presentations Over the Cloud (ISPOC) | <i>Aug. 2024</i> |
| • Korea University Business School | <i>Apr. 2022</i> |

HONORS & AWARDS

Doctoral Consortium

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| • Fellow, ICIS Doctoral Consortium | <i>2024</i> |
| • Fellow, INFORMS Information Systems Society (ISS) Doctoral Consortium, | <i>2024</i> |

Purdue University

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|---|-------------------------|
| • Krannert Certificate for Distinguished Teaching | <i>2023, 2024, 2025</i> |
| • Krannert Certificate for Outstanding Teaching | <i>2023, 2025</i> |

- Daniels School of Business Spring Distinguished Instructor *2024*
- Daniels School of Business Doctoral Research Funds *2024*
- Krannert Doctoral Research Symposium Winner *2023*
- Krannert Doctoral Research Funds *2022, 2023*
- 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

American University *2025 -*

- Instructor
 - KSB 224: Business Analytics *Spring 2026*

Purdue University *2019 - 2025*

- Instructor
 - MGMT 479: Data Visualization *Spring 2025*
(Instructor Evaluation: 4.8/5.0)
Krannert Certificate for Distinguished Teaching
 - MGMT 382: Management Information Systems *Fall 2022, Fall 2024*
(Instructor Evaluation: 4.6/5.0, 4.3/5.0, 4.3/5.0)
Krannert Certificate for Outstanding Teaching (Fall 2024)
Krannert Certificate for Distinguished Teaching (Fall 2022)
Krannert Certificate for Outstanding Teaching (Fall 2022)
 - 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

- 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

Korea University *2019*

- 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

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

Service to Academic Community

Journal Reviewer

- Management Information Systems Quarterly
- Journal of the Association for Information Systems
- Information and Management
- Decision Sciences
- Information Systems Research

Conference Reviewer

- INFORMS Workshop on Data Science
- Conference on Information Systems and Technology (CIST)
- Workshop on Information Technologies and Systems (WITS)
- International Conference on Information Systems (ICIS)
- Pacific Asian Conference on Information Systems (PACIS)
- China Summer Workshop on Information Management (CSWIM)
- Academy of Management Annual Conference (AOM)
- The Workshop on e-Business (WeB)

Conference Volunteer

- Conference on Information Systems and Technology (CIST)

2022

Service to American University

- Co-organized the inaugural IAAI Research Conference, coordinating research presentations and faculty participation
- Served as a judge for the Alpha Kappa Psi Case Competition, evaluating student team performance and business solutions

ADDITIONAL

- Technical skills: R, Python, SQL, Matlab, Stata, Mathematica, Google Cloud Platform, AWS, Tableau
- Languages: Korean (Native), English (Fluent), Spanish (Intermediate), Japanese (Intermediate)

- Miscellaneous: Runners-up on national collegiate badminton tournament. First place in national astronomical observation competition.

REFERENCE

Dr. Zaiyan Wei

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Dr. Karthik Kannan

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Eller College of Management
The University of Arizona
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