

# SUNG JOO KIM

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

## EDUCATION

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**Purdue University - West Lafayette, IN**

*2019 - Present*

Ph.D. Candidate, Management

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
  - Gig Economy, Multilevel Marketing, Technology and Real Estate, Technology and Healthcare, AI Applications
- Methodology
  - Causal Inference, Structural Modeling, Machine Learning

## 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*

## WORKING PAPERS

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- Should Digital Platforms Share Data with Governments? Evidence from Airbnb with Hongchang Wang, Karen Xie, Wei Chen and Zaiyan Wei
  - Finalizing for submission to *MIS Quarterly*
- Does the “Going Solo” Relationship Trend have an Effect on the Real Estate Market? with Ralph Siebert and Zaiyan Wei
  - Finalizing for submission to *Management Science*
  - Presented at POMS Annual Conference (2022)
- The Spillover Effect of a Minimum Wage Increase on Multi-level Marketing Firm and Its “Uncovered” Sales Agents with Dinesh Puranam, Wreeto Kar, and S. Siddarth
  - In preparation for submitting to *Journal of Marketing*
  - Presented at ISMS Marketing Science (2023)

- Does Robot-Assisted Surgery Improve Healthcare Delivery?  
with Jianing Ding and Susan Feng Lu  
– In preparation for submitting to *Management Science*  
– Presented at INFORMS Annual Meeting (2023, 2024), POMS Annual Conference (2024)
- How the Compensation Plan of a Multilevel Marketing Firm Impacts Sales Agent Effort and Performance: The Role of Boundary Looking  
with Byungyeon Kim, Wreeto Kar, and S. Siddarth  
– In preparation for submitting to *Marketing Science*  
– Presented at ISMS Marketing Science (2022), Korea University Business School (2021)

## 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, 2023, 2024
- Daniels School of Business Spring Distinguished Instructor, 2024
- Daniels School of Business Doctoral Research Funds, 2024
- Krannert Doctoral Research Symposium Winner, 2023
- Krannert Certificate for Outstanding Teaching, 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**

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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

### **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

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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. S. Siddarth**

Department Chair, Marketing  
Marshall School of Business  
University of Southern California  
Email: siddarth@marshall.usc.edu

**Dr. Zaiyan Wei**

Associate Professor of Management  
Daniels School of Business  
Purdue University  
Email: zaiyan@purdue.edu

**Dr. Wreeto Kar**

Assistant Professor of Marketing  
School of Management  
University at Buffalo  
Email: wreetabr@buffalo.edu