

MIN KIM

Email: minkim@nus.edu.sg

CURRENT EMPLOYMENT

Assistant Professor of Marketing, NUS Business School, Jul 2020 – present

EDUCATION

Ph.D. in Marketing, Robert H. Smith School of Business May 2020

University of Maryland, College Park, MD, USA

M.S. in Agricultural and Resource Economics August 2014

University of Maryland, College Park, MD, USA

B.A. in Economics, *summa cum laude* May 2012

M.A. in Economics (5 year B.A. & M.A. Integrated)

Virginia Tech, Blacksburg, VA

HONORS AND AWARDS

Winner, Marketing Section of the American Statistical Association's Doctoral Research Award, 2020

Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2020

Allan N. Nash Award for Outstanding Doctoral Student, R. H. Smith School of Business, 2020

Fellow, ISMS Doctoral Consortium, Rome, 2019

Fellow, AMA-Sheth Doctoral Consortium Fellow, New York, 2019

Marvin A. Jolson Outstanding Doctoral Student Award, R. H. Smith School of Business, 2019

Fellow, Haring Symposium Fellow, Bloomington, 2019

Fellow, ISMS Doctoral Consortium, Los Angeles, 2017

Outstanding Senior Award, Virginia Tech, 2011

RESEARCH INTERESTS

Substantive: platform economy, internet/digital retailing, personalization systems, firm competitions, word-of-mouth, movie theater pricing

Methodological: machine learning, Bayesian inferences, empirical industrial organization, scientific computing

TEACHING INTERESTS

Marketing Research Methods, Marketing Analytics Models, Big data and Machine Learning, E-commerce, Pricing, Web Analytic

PUBLICATIONS IN PEER REVIEWED ACADEMIC JOURNALS

1. Yi, Gihwan, Min Kim, and Hoe Sang Chung (2024), "[The Revenue Impact of Seat Pricing and Competition in Movie Theater Market](#)," *Review of Industrial Organization*, 64 (3), 361-382.
2. Kim, Min, and Jie Zhang (2023), "[Discovering Online Shopping Preference Structure in Large and Frequently-Changing Assortments](#)," *Journal of Marketing Research*, 60 (4), 665-686.
3. Chung, Hoe Sang, Min Kim, and Gihwan Yi (2018), "[Screening Decisions of Vertically Integrated Theaters in the Korean Movie Industry](#)," *Economics Letters*, 170, 6-9.
4. Rust, Roland, William Rand, and Min Kim (2018), "[Complex Systems: Marketing's New Frontier](#)," *AMS Review*, 8 (3), 111-127.
5. Chung, Hoe Sang, and Min Kim (2018), "[The Price Effect of Allowing Non-pharmacy Outlets to Sell OTC Drugs in Korea](#)," *Applied Economics Letters*, 25 (18), 1316-1318.
6. Chung, Hoe Sang, and Sanghyun Hwang and Min Kim (2018), "[Price Competition between Big and Small Supermarkets: Evidence from Seoul](#)," *Applied Economics Letters*, 25 (6), 429-433.
7. Chung, Hoe Sang, and Min Kim (2016), "[Low-price Guarantees and Pricing Behavior: Evidence from Hypermarkets in Korea](#)," *Economics Bulletin*, 36 (2), 1223-1229.

WORKING PAPERS

1. Kim, Min, and Jie Zhang (2024), "Strategic Merchant Competitions on a Retail Deal Platform: Implications for Platform Policies and Management" (Resubmission requested at *Management Science*)
2. Kim, Min, and Yogesh Joshi (2020), "Word-of-Mouth Bias and Advertising as a Quality Signal: Evidence from Movie Ratings and Reviews"

RESEARCH IN PROGRESS

1. "Were Consumers Eating Healthier During the Covid Pandemic? It was a mixed bag!" with Huong Nguyen, Sara Rosengren, and Jie Zhang
2. "Cross-Category Merchant Interactions on a Retail Platform" with Jie Zhang (model estimation has been completed, manuscript in preparation)

CONFERENCE PRESENTATIONS

2024 INFORMS Marketing Science Conference, Sydney, PA, June 2024

2021 Bass FORMS Conference, Richardson, TX, Mar 2021

2019 Haring Symposium, Bloomington, IN, Apr 2019

2018 INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

INVITED TALKS

KAIST College of Business, Marketing Department, Mar 2022

University of Technology Sydney, Marketing Department, Nov 2019

Vrije Universiteit Amsterdam, Marketing Department, Nov 2019

NUS Business School, Marketing Department, Oct 2019

Rutgers Business School, Marketing Department, Sep 2019

TEACHING EXPERIENCE

Instructor

BMA 5515 “Research for Marketing Insights”, elective course in the MBA Program, NUS Business School, National University of Singapore, Fall 2022

BMS 5520 “Research for Marketing Insights”, elective course in the Master Program, NUS Business School, National University of Singapore, Fall 2023

BMK 5203 “Research for Marketing Insights”, elective course in the Master Program, NUS Business School, National University of Singapore, Spring 2021, Fall 2021, 2022, 2023

MKT 3722 “Research for Marketing Insights”, elective course in the Undergraduate Program, NUS Business School, National University of Singapore, Spring 2021 and Fall 2021, 2022, 2023

BMGT 452 “Marketing Research Methods”, required course in the Undergraduate Program, Robert H. Smith School of Business, University of Maryland, Spring 2018 and 2020

NUS SERVICE

PhD Committee, 2023-present

Marketing Analytics & Insights (Masters program) Committee, 2021-present

REFEREE SERVICE

Ad-hoc reviewer for *International Journal of Research in Marketing*, *Review of Industrial Organization*, *Applied Economics*