

SUNGHOOON KIM

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Rutgers University
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CURRENT POSITION

Assistant Professor of Marketing (2021 - Present)
Rutgers Business School, Newark and New Brunswick, Rutgers University, NJ

Assistant Professor of Marketing (2014 - 2021)
W. P. Carey School of Business, Arizona State University, AZ

EDUCATION

Ph.D. in Marketing and Operations Research (2009 - 2014)
Dual Title Degree Program
Smeal College of Business, Pennsylvania State University, PA

Master in Applied Statistics (2012-2014)
Eberly College of Science, Pennsylvania State University, PA

MBA, Marketing and Supply Chain Management (2000-2002)
Carlson School of Management, University of Minnesota at Twin Cities, MN

BA, Spanish Literature (1991 – 1995)
Hankuk University of Foreign Studies, Seoul, Korea

RESEARCH INTERESTS

An empirical modeler for marketing analytics focusing on market segmentation, parameterizing unstructured data and spatial data analysis.

Marketing Managerial Research Interests

- Developing new AI analytics methods for unstructured texts data
- Developing new market segmentation methods for identifying key drivers across segments
- Developing new machine-learning methods in service, consumer choice and sports marketing
- Identifying spatially heterogeneous impacts of predictors on customer satisfaction

Methodological Research Interests:

- Text analytics algorithms for analyzing unstructured texts reviews
- Finite mixture regression models with stochastic variable selection
- Modeling of spatial data in marketing
- Multi-level clustering algorithms
- Bayesian statistics, Psychometric models

PUBLICATIONS

1. **Kim, Sunghoon**, Sanghak Lee, and Robert McCulloch (2024) “Topic-based Segmentation for Identifying Segment-level Grouped Variables from Unstructured Text Reviews,” forthcoming at *Journal of Marketing Research*.
2. Lee, Sanghak, **Sunghoon Kim**, and Sungho Park (2022) “A Sequential Choice Model for Multiple Discrete Demand,” *Quantitative Marketing and Economics*, 20 (2), pp 141-178.
3. **Kim, Sunghoon**, and Moon Young, Kang (2022), “Understanding Online Users by Segmenting their Search Keywords: Empirical Analysis from Online Auto Insurance Search Advertising,” *International Journal of Advertising*, 41 (5), pp 892-909.
4. **Kim, Sunghoon**, Ashley Stadler Blank, Wayne S. DeSarbo, and Jeroen Vermunt (2022), “The Spatial Representation of Consumer Dispersion Patterns via a New Multi-level Latent Class Methodology,” *Journal of Classification*, 39, pp 218-239. †
5. **Kim, Sunghoon**, Wayne S. DeSarbo, and Won Chang (2021) “Note: A New Approach to the Modeling of Spatially Dependent and Heterogeneous Geographical Regions,” *International Journal of Research in Marketing*, 38 (3), pp 792-803. †
6. Chang, Won, **Sunghoon Kim**, and Heewon Chae (2020), “A Bayesian Regularized Spatial Market Segmentation Method with Dirichlet Process-Gaussian Mixture Prior,” *Spatial Statistics*, 35 (March), pp. 1-19.
7. **Kim, Sunghoon**, Wayne S. DeSarbo, and Duncan Fong (2018), “A Hierarchical Bayesian Approach for Examining Heterogeneity in Choice Decisions,” *Journal of Mathematical Psychology*, 82 (February), pp. 56-72. †
8. Kim, Minyoung, **Sunghoon Kim**, and Jongkuk Lee (2018), “Spatial Heterogeneity of Country of Origin Effects within a Country: Analysis of US Auto Market,” *Marketing Letters*, 29 (2), pp. 189-205.
 - All authors equally contributed.
9. Mandel, Naomi, Maura Scott, **Sunghoon Kim**, and Rajiv Sinha (2017), “Strategies for Improving Self-Control among Naive, Sophisticated, and Time-Consistent Consumers,” *Journal of Economic Psychology*, 60 (June), pp. 109-125.
10. Fong, Duncan, **Sunghoon Kim**, Zhe Chen, and Wayne S. DeSarbo (2016), “A Bayesian Multinomial Probit Model for the Analysis of Panel Choice Data,” *Psychometrika (Theory & Methods Section; Premiere Section in Psychometrika)*, 81 (1), pp. 161-183. †
11. **Kim, Sunghoon**, Simon Blanchard, Wayne S. DeSarbo, and Duncan Fong (2013), “Implementing Managerial Constraints in Model-Based Segmentation: Extensions of Kim, Fong, and DeSarbo (2012) with an Application to Heterogeneous Perceptions of Service Quality,” *Journal of Marketing Research*, 50 (5), pp. 664-673. †
12. **Kim, Sunghoon**, Duncan Fong, and Wayne S. DeSarbo (2012), “Model Based Segmentation Featuring Simultaneous Segment Level Variable Selection,” *Journal of Marketing Research*, 49 (5), pp. 725-736. †

† Model codes are posted on my Rutgers website (<https://sites.google.com/scarletmail.rutgers.edu/r-code-packages/home>).

OTHER PUBLICATIONS

13. **Kim, Sunghoon** (2017), “Integrated Machine-Learning Algorithm for Identifying Segment-Level Key Drivers from Consumers’ Online Review Data,” *Proceedings of International Conference on Information Systems*, Seoul, Korea.

- A+ (Top 4%) conference in computer science and information systems (<http://portal.core.edu.au/conf-ranks/>).

14. DeSarbo, S. Wayne, Ashley Stadler Blank, and **Sunghoon Kim** (2017), “Sports Diaspora: A National Survey of NFL Fan Dispersion,” *Sports Business Journal*, October 16-22, p 26 – a journal for practitioners.

15. DeSarbo, S. Wayne and **Sunghoon Kim** (2013), “A Review of the Major Multidimensional Scaling Models for the Analysis of Preference/Dominance Data in Marketing,” *Quantitative Modeling in Marketing and Management*, L. Mouthinho & K. Huarng (Eds.), World Scientific Press: London, pp. 3-27.

INVITED TALKS

“How Does Brand-Generated Content on Social Media Influence Consumers’ Engagement.” By Xiaoru Gao, Seung Chan Choi, Sunghoon Kim, Kihyun Kim, and Madhavi Chakrabarty *Monmouth University*, November 15, 2023.

“Analyzing Unstructured Text Review Data for Identifying Attribute-Level Drivers,” *University of Manitoba*, April 27, 2021, Winnipeg, Manitoba, Canada.

“Analyzing Unstructured Text Review Data for Identifying Attribute-Level Drivers,” *Rutgers University*, April 26, 2021, Newark and New Brunswick, NJ.

“Transforming unstructured review data to structured data with attribute-level sentiments for market analysis: framework, method and application,” *University of Oklahoma*, March 5, 2021, Norman, OK.

“A Machine-Learning Algorithm for Identifying Segment-Level Key Features from Consumers’ Online Voices,” *Yonsei University*, June 21, 2016, Seoul, Korea.

“An Integrated Bayesian Approach for Simultaneous Multivariate Probit Regression, Variable Selection, and Market Segmentation,” *Sungkyunkwan University*, June 5, 2015, Seoul, Korea.

“An Integrated Bayesian Approach for Simultaneous Multivariate Probit Regression, Variable Selection, and Market Segmentation,” *Ewha Woman's University*, May 28, 2015, Seoul, Korea.

“A New Class of Bayesian Segmentation Methods for Deriving Heterogeneous Key Drivers of Service Quality Evaluations,” *George Washington University*, November 8, 2013, Washington, D.C.

“A New Class of Bayesian Segmentation Methods for Deriving Heterogeneous Key Drivers of Service Quality Evaluations,” *Arizona State University*, September 30, 2013, Tempe, AZ.

“A New Class of Bayesian Segmentation Methods for Deriving Heterogeneous Key Drivers of Service Quality Evaluations,” *University of California at Riverside*, September 26, 2013, Riverside, CA.

“A New Class of Bayesian Segmentation Methods for Deriving Heterogeneous Key Drivers of Service Quality Evaluations,” *University of Delaware*, September 16, 2013, Newark, DE.

CONFERENCE PRESENTATIONS

“How Does Brand-Generated Content on Social Media Influence Consumers’ Engagement.” By Xiaoru Gao, Seung Chan Choi, Sunghoon Kim, Madhavi Chakrabarty, and Kihyun Kim, *The Mystique of Luxury Brands*, November 10, 2023, Vietnam.

“How Does Brand-Generated Content on Social Media Influence Consumers’ Engagement.” By Xiaoru Gao, Seung Chan Choi, Sunghoon Kim, Madhavi Chakrabarty, and Kihyun Kim, *Global Marketing Conference*, July 22, 2023, Seoul, South Korea.

“Identifying Refined Key Dimensions with Sentiments: Empirical Method and Application to Video Game Reviews in STEAM Website,” by Sunghoon Kim, Jia Yue Gao, and Jongkuk Lee, *Global Marketing Conference*, July 22, 2023, Seoul, South Korea.

“Answering the Billion Dollar Question. Was this Review Helpful to you?” by Soohyun Kim, Sunghoon Kim, and Jongkuk Lee, *AMA Winter Academic Conference (Virtual)*, February 18, 2021.

“Understanding Online Users by Segmenting their Search Keywords: Empirical Analysis from Online Auto Insurance Search Advertising,” by Moon Young Kang and Sunghoon Kim, *Global Marketing Conference (Virtual)*, November 5, 2020.

“A Sequential Choice Model for Multiple Discrete Demand” by Sanghak Lee, Sunghoon Kim, and Sungho Park, *Marketing Science Conference (Virtual)*, June 10, 2020.

“Identifying Segment-Specific Key Drivers from Unstructured Review Data: Algorithmic Development and Applications,” *Frontiers in Service Conference*, July 19, 2019, Singapore.

“Integrated Machine-Learning Method Identifying Segment-Specific Key Predictors from Unstructured Online Review,” *Complete Through Service Symposium, Lightening Talks*, Oct 26, 2018, Scottsdale, AZ.

“Identifying Segment-Level Key Drivers from Unstructured Online Review Data: Integrated Machine-Learning Algorithm and Application,” *Marketing Science Conference*, June 14, 2018, Philadelphia, PA.

“Identifying the Pivotal Attributes for Variety-seeking Demand” by Sanghak Lee and Sunghoon Kim, *Marketing Science Conference*, June 15, 2018, Philadelphia, PA.

“A Bayesian Spatial Market Segmentation Method using Dirichlet process Gaussian Mixture Models” by Won Chang, Sunghoon Kim, and Heewon Chae, *International Conference on Econometrics and Statistics*, June 20, 2018, Hong Kong.

“Integrated Machine-Learning Algorithm for Identifying Segment-Level Key Drivers from Consumers’ Online Review Data,” *International Conference on Information Systems*, December 12, 2017, Seoul, Korea.

“A New Hierarchical Bayes Geographically Weighted Regression Spatial Model for Customer Service and Satisfaction Measurement in Marketing Research” by Sunghoon Kim, Wayne DeSarbo, and Won Chang, *Marketing Science Conference*, June 9, 2017, Los Angeles, CA. -- Session Chair.

“Does Mobile Improve Learning? An Empirical Analysis of Student Engagement and Academic Achievement in Massive Open Online Courses (MOOCs)” by Mihyun Lee, Sangpil Han, Sunghoon Kim, and Sungho Park, *Marketing Science Conference*, June 8, 2017, Los Angeles, CA.

“Towards Improved Education for Students of Low Socioeconomic Status: Learning Analytics of Massive Open Online Courses (MOOCs)” by Mihyun Lee, Sangpil Han, Sunghoon Kim, and Sungho Park, *UH PhD Symposium*, April 8, 2017, Houston, TX.

“Towards Improved Education for Students of Low Socioeconomic Status: Learning Analytics of Massive Open Online Courses (MOOCs)” by Mihyun Lee, Sangpil Han, Sunghoon Kim, and Sungho Park, *Learning with MOOCs: Being and Learning in a Digital Age*, Oct 7, 2016, Philadelphia, PA.

“Country-of-Origin Effects and Spatial Heterogeneity in Consumer Evaluation” by Minyoung Kim, Sunghoon Kim, and Jongkuk Lee, *Academy of International Business Annual Meeting*, June 30, 2016, New Orleans, LA. -- **Winner of the Amorepacific Award (Cash Prize: 1,000 USD) & Nominated for the 2016 Temple/AIB Best Paper Award.**

“Country-of-Origin Effects: Spatial Heterogeneity in the US Auto Market” by Minyoung Kim, Sunghoon Kim, and Jongkuk Lee, *Strategic Management Society Annual Conference*, October 5, 2015 Denver, CO.

“An Integrated Bayesian Approach for Simultaneous Multivariate Probit Regression, Variable Selection, and Market Segmentation” by Sunghoon Kim, Wayne DeSarbo, and Duncan Fong, *Research Symposium of U of A & ASU, University of Arizona*, August 3, 2015, Tucson, AZ.

“Model Based Segmentation Featuring Simultaneous Segment Level Variable Selection” by Sunghoon Kim, Duncan Fong, and Wayne DeSarbo, *Operation Research Colloquium, Harold & Inge Marcus Department of Industrial Engineering*, August 14, 2012, State College, PA.

“Model Based Segmentation Featuring Simultaneous Segment Level Variable Selection” by Sunghoon Kim, Duncan Fong and Wayne DeSarbo, *Joint Statistical Meeting*, July 31, 2012, San Diego, CA. -- **Student Travel Award Winner for ASA Section on Statistics in Marketing.**

“Model Based Segmentation Featuring Simultaneous Segment Level Variable Selection” by Sunghoon Kim, Duncan Fong, and Wayne DeSarbo, *Marketing Science Conference*, June 9, 2012, Boston, MA -- Session Chair.

“Market Segmentation for Multi-Feature Products: Clusterwise Variable Selection Approach,” by Sunghoon Kim, Jianfeng Xu, and Feng Liang, *Marketing Science Conference*, June 4, 2009, Ann Arbor, MI.

CONSULTING PROJECTS

NAVER Corporation, “A Dark Side of Users’ Misbehaviors on Online Commenting Platforms” with Sangpil Han, Sungho Park, Sanghak Lee, and Sukki Lee (Research Grant: 89,000 USD), 2018-2019.

- The largest online platform company in South Korea with annual sales of 5 billion dollars in 2018.
- We investigated the effects of misbehaviors by some users on general behaviors of other massive users.

edX at Arizona State University, “Towards Improved Education for Students of Low Socioeconomic Status: Learning Analytics of Massive Open Online Courses (MOOCs)” with Sangpil Han, Sungho Park, and Mihyun Lee, 2017-2019.

- edX is a leading MOOC platform and non-profit online MOOC provider.
- We investigated how to improve students’ engagement by focusing on the effect of mobile technology.

Meritz Fire & Marine Insurance Co Ltd, “Developing an Efficient Algorithm for Paid Search Advertising in Online Auto Insurance Industry” with Moon Young Kang, 2016-2017.

- The 5th largest insurance company in South Korea with annual sales of 6 billion dollars in 2016.
- We studied segmentation of paid search keywords to improve click-through rate and conversion rate.

TEACHING EXPERIENCE

Rutgers University:

Marketing Analytics (Undergraduate course)

Marketing Research (Undergraduate course)

Arizona State University (ASU):

PhD Seminar for Advanced Quantitative Marketing

Marketing Analytics (A required course of MS Business Analytics program)

Marketing Research (Undergraduate course)

Pennsylvania State University (PSU):

Marketing Research (Undergraduate course)

GRADUATE STUDENT COMMITTEES

Co-Chair for Jia Yue Gao (2022 –), PhD Student in Marketing Department, Rutgers Business School.

Co-Chair for Arun K. (2023 –), DBA student focusing on Marketing, Rutgers Business School.

Committee member for Xiaoru Gao (2021 – 2023), Assistant Professor of Marketing (from Fall 2023), Northern Illinois University.

Committee member for Myunghun (Noelle) Chung (2016 – 2019), Assistant Professor of Marketing, Stony Brook University in South Korea.

Committee member for Mihyun Lee (2016 – 2018), Assistant Professor of Marketing, Medill School of Integrated Marketing Communications, Northwestern University.

Committee member for Scott Cowley (2015 – 2017), Associate Professor of Marketing, Western Michigan University.

Committee member for Nasim Mousavi, MS student in the Industrial Engineering Department, ASU (2015 – 2016).

SERVICE ACTIVITIES

Internal Service

Rutgers University:

Department research seminar series coordinator, Department of Marketing, Rutgers University, Spring 2024.

A member for Doctoral Student Admission Committee, Department of Marketing, Rutgers University, 2022, 2023

A member of the Faculty Recruiting Committee, Department of Marketing, Rutgers University, 2022, 2023.

Served for Open House Event and conducted a sample lecture for recruiting new students, April 2023.

A member for Academic Standing Committee, Rutgers Business School, 2022, 2023.

A member for Technology Policy Committee, Rutgers Business School, 2023.

Arizona State University:

A member for PhD student committee, Department of Marketing, ASU, 2020 – 2021.

A faculty director of services conferences for the Center for Services Leadership, ASU, 2019 – 2021.

A member of the Performance Review Committee, Department of Marketing, ASU, 2015, 2019.

Department research seminar series coordinator, Department of Marketing, ASU, 2016 – 2018.

A member of the Faculty Recruiting Committee, Department of Marketing, ASU, 2016.

MS Business Analytics Organization Faculty, W. P. Carey School of Business, 2015 – present.

A member of Smeal Diversity Committee, Smeal College of Business, Pennsylvania State University, 2012-2014.

External Service

Vice president, *the Korean Research Association for Business Education*, 2023 - present

A reviewer board member: *Journal of Public Policy & Marketing*, 2020 – 2022.

Asian Marketing Journal, 2020 - present.

Ad-hoc reviewer for many journals: *Journal of Marketing Research*, *Journal of Business & Economics Statistics*,
Journal of Computational and Graphical Statistics, *Journal of Business Research*, *Electronic Commerce
Research*, *Customer Needs and Solutions*.

HONORS AND AWARDS

- Dean's Excellence Award in Summer Research Grant, W. P. Carey School of Business, 2019, 2020.
- Amorepacific Award, Academy of International Business Annual Meeting (Cash Prize: 1,000 USD with Minyoung Kim and Jongkuk Lee), 2016.
- 48th AMA Sheth Foundation Doctoral Consortium Fellow, University of Michigan, 2013.
- Jeanne and Charles Rider Graduate Fellowship, Smeal College of Business, 2012-2013.
- Smeal Summer Dissertation Award, Smeal College of Business, 2013.
- Jerome E. Scott Memorial Scholarship, Department of Marketing, Pennsylvania State University, 2012.
- Competitive Dissertation Summer Stipend Awards, Smeal College of Business, 2012.
- Haring Symposium Representative, Department of Marketing, Pennsylvania State University, 2012.
- JSM (Joint Statistical Meeting) Student Travel Awards for ASA Section on Statistics in Marketing, 2012.
- The Frank P. and Mary Jean Smeal Scholarship, Smeal College of Business, 2010-2012.
- The Best Candidacy Paper Award, Department of Marketing, Pennsylvania State University, 2010.

MEMBERSHIP

Center for Services Leadership Faculty Network
American Marketing Association
INFORMS Marketing Science Society
American Statistical Association
MENSA Korea Association

INDUSTRY EXPERIENCE

Brand Manager (2002 – 2004)

CJ Corp, Fresh Food Marketing Group, Seoul, Korea
Dessert Brand Management Team

MBA Marketing Internship (2001)

ECOLAB Inc., International Marketing Division, St. Paul, MN
Global Seafood Processing Project

Analyst of International Market (1998 – 2000)

Morning Glory Corp., International Marketing Division, Seoul, Korea

Platoon Leader (1995-1997)

Korean Army, Kangwon-Province, Korea
First Lieutenant of 65 Infantry Regiment

COMPUTATION/PROGRAMMING SKILLS

- Programming: R/RStudio, Python, MATLAB, Mathematica, LATEX.
- Statistics/Simulations: R, SAS, SPSS, WINBUG, @Risk.
- Optimization: MATLAB, GAMS, LINDO, Excel Solver.
- Others: Microsoft Office, Visual Studio, ArcGIS.