

# SUNGJIN KIM

Rutgers Business School, Newark and New Brunswick  
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## EMPLOYMENT

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**Rutgers Business School, Newark and New Brunswick, Rutgers University**  
*Assistant Professor of Marketing, 2024-Present*

**Shidler College of Business, University of Hawaii at Manoa**  
*Assistant Professor of Marketing, 2020-2024*

## EDUCATION

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**Cornell University**  
*Doctor of Philosophy, Marketing, 2020*  
*Master of Science, Marketing, 2019*

**University of Minnesota**  
*Master of Science, Statistics, 2014*

**Yonsei University**  
*Bachelor of Arts, Economics, 2007*

## RESEARCH INTERESTS

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Quantitative Marketing	Sustainability
Bayesian Analysis	Non-Profit Marketing
Quasi-Experimental Methods	

## PUBLICATIONS

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- Kim, Sungjin, Clarence Lee, and Sachin Gupta. 2020. "Bayesian Synthetic Control Methods." *Journal of Marketing Research* 57 (5): 831–52.
  - Winner, 2020 Paul E. Green Award (for the best article in *Journal of Marketing Research* within the last calendar year)
- Kim, Sungjin, Sachin Gupta, and Clarence Lee. 2021. "Managing Members, Donors, and Member-Donors for Effective Nonprofit Fundraising." *Journal of Marketing* 85 (3): 220–39.
  - Special Issue on Better Marketing for a Better World
- Puranam, Dinesh, Sungjin Kim, Jihoon Hong, and Hai Che. 2024. "Are We Worse off after Policy Repeals? Evidence from Two Green Policies" *Forthcoming at Journal of Marketing Research*

## WORKING PAPERS

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1. **The Impact of Single-Use Plastic Bag Bans on Municipal Solid Waste Generation: An Empirical Investigation** with Adem Orsdemir, and Hai Che
2. **Is Volunteering a Pathway to Giving More?: Evidence from a Field Experiment** with Sachin Gupta and Anirban Mukherjee

## WORK IN PROGRESS

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1. **The Substitution and Complementarity Effects in Altruism Budget** with Jake An and Sachin Gupta

## HONORS & AWARDS

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- Shidler College Faculty Fellow, Shidler College of Business, 2021-2024
- Manoa Faculty Research Travel Award, University of Hawaii, 2022, 2023
- Shirley M. Lee Research Award for excellence in research, Shidler College of Business, 2021
- Winner, Paul E. Green Award, American Marketing Association, 2021
- Bartholomew Family Charitable Fund PhD student Scholarship, 2020
- Johnson Graduate School of Management Doctoral Fellowship, 2014-2019
- Fellow, Quant Marketing and Structural Econometrics Workshop, 2015
- Distinguished Staff Award, Hyundai Steel Co., 2007
- Honors, Yonsei University, 2005
- High Honors & Academic Excellence Scholarship, Yonsei University, 2004

## INVITED SEMINARS AND CONFERENCE PRESENTATIONS

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2023: Purdue University, Georgetown University, KAIST, George Mason University, Rutgers University

2022: University of British Columbia, Yonsei University, Korea Summer Session on Causal Inference, Marketing Dynamics Conference (Georgia State University)

2021: Better Marketing for a Better World Forum, AMA Summer

2020: Cornell University, University of Washington, University of Texas at Dallas, San Diego State University, University of Hawaii at Manoa, University of Western Ontario, Monash University, Deakin University

2019: Marketing Dynamics Conference (University of Maryland)

2018: Marketing Dynamics Conference (Southern Methodist University), Marketing Working Paper Session (Cornell University)

(\*Indicates Scheduled)

## SERVICE

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- Reviewer: *Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Journal of Econometrics*
- Discussant: Frank M. Bass UT Dallas FORMS Conference (2021)
- Marketing Faculty Recruiting Committee, University of Hawaii at Manoa (2023)

## ADVISING

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- Scott Hachey (PhD Dissertation Committee, 2023)

## INVITED GUEST LECTURE

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2024: Rutgers University (PhD Seminar)  
2023: University of Hawaii at Manoa (PhD Seminar)  
2022: Ohio State University (PhD Seminar)  
2021: University of Southern California (PhD Seminar)  
2020: University of Hawaii at Manoa (PhD Seminar)  
(\*Indicates Scheduled)

## TEACHING EXPERIENCE

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**Marketing Analytics, University of Hawaii**  
*Instructor, 2024 spring*

**Principles of Marketing, University of Hawaii**  
*Instructor, 2021-2024 spring*

**Marketing Management, Cornell University**  
*Instructor, 2019 spring*

## INDUSTRY EXPERIENCE

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**Hyundai Motor Group**  
*Hyundai Steel Co. Marketing Strategy Team, 2006-2010*

**The Republic of Korea Army**  
*Sergeant, 2002-2004*

## REFERENCES

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**Professor Sachin Gupta**  
SC Johnson Graduate School of Management, Cornell University, Ithaca, NY 14853  
Tel: (607) 255-2354  
Email: [sachin.gupta@cornell.edu](mailto:sachin.gupta@cornell.edu)

**Professor Vrinda Kadiyali**

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**Professor Hai Che**

School of Business, University of California Riverside, Riverside, CA 92521

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**Professor David Ruppert**

School of Operations Research and Information Engineering and Department of Statistical Science, Cornell University, Ithaca, NY 14853

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**OTHER INFORMATION**

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Citizenship: Republic of Korea

Visa Status: United States Permanent Resident