
Curriculum Vitae

JUN B. KIM

Last updated : August 2009

ACADEMIC POSITION

2009 ~ present, Assistant Professor in Marketing, Georgia Institute of Technology

EDUCATION

2004 – 2009 Ph.D. in Management, UCLA Anderson School of Management
1995 – 1999 Ph.D. in Mechanical Engineering, MIT
1993 – 1995 M.S. in Mechanical Engineering, MIT
1988 – 1992 B.S. in Aerospace Engineering, Seoul National University

TEACHING EXPERIENCE

Teaching Assistant, UCLA Anderson
Product Innovation and Marketing, Pricing Strategy, Advertising and Communication

Teaching Assistant, MIT
Product Design, Product Design and Development

RESEARCH INTERESTS

Empirical investigation of firm and consumer behavior, Information economics, Introduction of New Products in Durable Markets, Bayesian Methods, and Pricing.

TEACHING INTERESTS

Marketing Management, Market Research, New Product Development, Product Marketing, Pricing Strategy.

PAPERS UNDER REVIEW

Jun B. Kim, Bart J. Bronnenberg, and Paulo Albuquerque, “Consumer Search and online demand for durable goods”, under revise and resubmit to *Marketing Science*

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg, “Modeling Online Consumer Search”, under review at *Journal of Marketing Research*

WORKING PAPERS

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg, “Impact of online consumer reviews on demand in durable goods”

WORK IN PROGRESS

Jun B. Kim, "Sequential search-based consideration set formation from individual scanner panel data"

REFREED CONFERENCE PRESENTATIONS

"Consumer Search and Online Demand for Durable Goods",
Quantitative Marketing and Economics Conference, October 2009, Chicago, IL
International Industrial Organization Conference, April 2009, Boston, MA

INVITED PRESENTATION

- "Consumer Search and Online Demand for Durable Goods"
- The University of Texas at Dallas, November 2008
 - Tuck School at Dartmouth College, November 2008
 - Hong Kong University of Science and Technology, October 2008
 - Stanford University GSB, October 2008
 - University of Chicago GSB, October 2008
 - Georgia Institute of Technology, September 2008
 - National University of Singapore, September 2008

HONORS AND AWARDS

2005-2008	UCLA Anderson Doctoral Fellowship
2004-2007	Graduate Students Summer Fellowship, Graduate Division, UCLA
2004-2006	Korean Ministry of Information Fellowship
1989-1992	Korean Air Merit-based Fellowship
1992	Magna Cum Laude, Bachelor of Science, Seoul National University

INDUSTRY EXPERIENCE

1999 – 2004	Senior Software Engineer, <i>Siebel Systems Inc.</i> San Mateo, CA Core Engineering Group. Designed, developed and tested multiple releases of the enterprise Customer Relationship Management (CRM) software.
Summer 1998	Intern, Advanced Technology Center, Ford Motor Company, Dearborn, MI.
Summer 1996	Intern, Samsung Data System, Seoul, Korea