

# Ho Kim

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Assistant Professor of Digital and Social Media Marketing  
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College of Business Administration  
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## EDUCATION

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Ph.D. in Management (Area: Marketing), 2013  
UCLA Anderson School of Management, Los Angeles, CA, USA  
M.S. in Management Engineering, 1999  
Korea Advanced Institute of Science and Technology, Seoul, South Korea  
B.B.A. in Business Administration, 1997  
Yonsei University, Seoul, South Korea

## ACADEMIC POSITIONS

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Assistant Professor of Digital and Social Media Marketing, University of Missouri-St. Louis,  
August 2015 – Present  
Assistant Professor of Marketing, Azusa Pacific University, August 2013 – July 2015

## COURSES TAUGHT

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Digital Marketing Strategies and Measurement (MBA)  
Marketing and Business Analytics (MBA)  
Marketing Analysis (Undergraduate)

## RESEARCH INTERESTS

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Online Word-of-Mouth, Online Search, Pricing of Online Content  
Dynamic Advertising Effectiveness, Content Analysis  
Econometric Modeling, Time-Series Modeling, Bayesian Analysis, Big Data

## TEACHING INTERESTS

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Marketing Analytics, Quantitative Modeling, Big Data Analysis  
Social Media and Internet Marketing

## HONORS AND AWARDS

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RATS Summer Research Grant, UMSL College of Business Administration, 2017  
UMSL Research Award, 2017 – 2018 (\$3,000)  
RATS Summer Research Grant, UMSL College of Business Administration, 2016  
UMSL Travel Grant, 2016 – 2017  
Summer RATS Research Grant, UMSL College of Business Administration, Summer 2016  
RATS Research Grant, UMSL College of Business Administration, 2015, 2016, 2017  
47<sup>th</sup> AMA Sheth Foundation Doctoral Consortium Fellow, 2012  
INFORMS Society of Marketing Science Doctoral Consortium Fellow, 2012  
29<sup>th</sup> UH Marketing Doctoral Symposium, University of Houston, 2011  
Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Fellow, 2010  
UCLA Anderson Doctoral Fellowship, 2008 – 2012  
KAIST Business School Graduate Student Fellowship, 2006 – 2008  
KAIST Doctoral Conference Award for Excellent Research (Proposal Session), 2007  
KAIST Business School Graduate Student Fellowship, 1997 – 1999

## PUBLICATIONS

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Sungha Jang, Jinsoo Kim, Reo Song, and Ho Kim, (forthcoming), “Advertising Strategy and Its Effectiveness on Consumer Online Search in a Defaming Product-Harm Crisis” *Asia Pacific Journal of Marketing and Logistics*.

Reo Song, Ho Kim, Gene Lee, and Sungha Jang (forthcoming), “Does Deceptive Marketing Pay? The Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis”  
Forthcoming in *Journal of Business Ethics*.

- Media Coverage: [Huffington Post](#), [The Globe and Mail](#), [Yahoo! News](#), [ScienceDaily](#), [EurekAlert](#), [Daijiworld](#), [The Asian Age](#), [Business Standard](#), [DNA India](#), [Firstpost](#), [The Indian Express](#), [Deccan Chronicle](#), [Phys.org](#).

Ho Kim and Norris I. Bruce, (2018), “Should Sequels Differ from Original Movies in Pre-Launch Advertising Schedules? Lessons from Consumers’ Online Search Activity,”  
*International Journal of Research in Marketing*, 35 (1), 116-143.

Ho Kim and Dominique M. Hanssens (2017), “Advertising and Word-of-Mouth Effects on Pre-Launch Consumer Interest and Initial Sales of Experience Products,” *Journal of Interactive Marketing*, 37, 57-74.

- Media Coverage: [Maeil Business Newspaper](#) (S. Korea).

Ho Kim, Yoonseo Park, Duk Bin Jun, and Yoo Yang (2008), “Factors Affecting Consumers’ Switching Patterns between Mobile Telecommunications Service Providers,” *Korean Management Science Review*, 25 (2), 57-71.

Moon-soo Kim and Ho Kim (2007), “Is There Early Take-off Phenomenon in Diffusion of IP-Based Telecommunications Services?” *Omega*, 35 (6), 727-739.

Moon-soo Kim and Ho Kim (2006), “Diffusion Patterns of Telecommunications Services with Network Evolution,” *Korean Society for Internet Information Journal*, 7 (2), 93-102.

Moon-soo Kim and Ho Kim (2004), “Innovation Diffusion of Telecommunications: General Patterns, Diffusion Clusters and Differences by Technological Attributes,” *International Journal of Innovation Management*, 8 (2), 223-241.

Ho Kim, Gohwan Jin, Cheolwhoi Cho, and Dongwan Tcha (1999), “Efficient Frequency Management in the IMT-2000 CDMA System,” *The Journal of Korean Information and Communication Society*, 24 (12), 1992-2001.

## **WORKING PAPERS**

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Ho Kim, Juncai Jiang, and Norris I. Bruce, “Discovering Paths to Product Adoption in Online Social Networks: Evidence from User Network Activities,” **Under review** in *Journal of Marketing Research*.

Ho Kim, Reo Song, and Youngsoo Kim, “Free-to-Paid Transition of Online Content Providers: An Empirical Analysis of U.S. Newspapers’ Paywall Rollout,” **Under revision** in *Journal of Marketing*.

Shijin Yoo, Dominique M. Hanssens, and Ho Kim, “Marketing and the Evolution of Customer Equity of Frequently Purchased Brands,” **Under revision** in *International Journal of Research in Marketing*.

Ho Kim and Reo Song, “Why Doesn’t Every Paywall Pay Off? The Spillover Effect of a Paywall on Print Subscription,” **Preparing for submission**.

## **CONFERENCE PRESENTATIONS**

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“Discovering Different Processes for New Product Diffusion: Evidence from Online User Network Activities”

40<sup>th</sup> INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

“Why Doesn’t Every Paywall Pay Off? The Spillover Effect of a Paywall on Print Subscription”

40<sup>th</sup> INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

8<sup>th</sup> Theory + Practice in Marketing Conference, Los Angeles, CA, May 2018

Midwest Digital Marketing Conference 2018, St. Louis, MO, March 2018

“Free-to-Paid Transition of Online Content Providers: An Empirical Analysis of U.S. Newspapers’ Paywall Rollout”

2017 Summer AMA Conference, San Francisco, CA, August 2017

39<sup>th</sup> INFORMS Marketing Science Conference, Los Angeles, CA, June 2017  
Midwest Digital Marketing Conference 2017, St. Louis, MO, April 2017

“Where Does the Traffic Go? The Effects of Online Paywall on Website Traffic”  
Workshop on Information Technology and Systems (WITS), Dublin, Ireland, December 2016  
2016 Marketing EDGE Research Summit, Los Angeles, CA, October 2016  
6<sup>th</sup> Theory + Practice in Marketing Conference, Houston, TX, May 2016  
2016 Pacific Conference on the Science and Art of Business, Palm Springs, CA, May 2016

“Pre-Launch Advertising Effectiveness of New Products: An Empirical Analysis Using Online Search Volume”  
36<sup>th</sup> INFORMS Marketing Science Conference, Atlanta, GA, June 2014  
10<sup>th</sup> Marketing Dynamics Conference, Chapel Hill, North Carolina, May 2013

“Pre-Launch Movie Advertising: The Roles of Internet Searches and Blogs” (Presented by Dominique M. Hanssens)  
MEMES Big Data Workshop, UCLA Anderson School of Management, May 2013

“The Dynamics of Commercial Media, Social Media, and Market Outcomes”  
34<sup>th</sup> INFORMS Marketing Science Conference, Boston, MA, June 2012

“Priming vs. Wearout: Early Prelaunch Advertising, Online Buzz, and New-Product Sales”  
33<sup>rd</sup> INFORMS Marketing Science Conference, Houston, TX, June 2011  
29<sup>th</sup> Annual UH Doctoral Symposium, C.T. Bauer College of Business, University of Houston, April 2011

## **RESEARCH IN PROGRESS**

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Content Remixing and Network Formation in an Online Social Network, with Juncai Jiang and Chul Kim (Status: Analyzing data)

Paywalls and Newspapers’ Attitudes toward Advertisers, with Reo Song (Status: Analyzing data)

Effects of User Review Content on Profitability (Status: Data collection completed)

Content Provider’s Pricing Strategy (Status: Generating idea)

## **OTHER TEACHING EXPERIENCES**

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TA, Marketing Strategy and Planning, Winter 2013, FEMBA Program, UCLA

TA, Marketing Strategy and Planning, Fall 2012, MBA/FEMBA Program, UCLA

TA, Marketing Strategy and Planning, Winter 2012, MBA/FEMBA Program, UCLA

TA, Marketing Strategy and Resource Allocation, Summer 2011, FEMBA Program, UCLA

TA, Customer Information Strategy, Fall 2010, EMBA Program, UCLA  
TA, Marketing Strategy and Planning, Spring 2010, MBA Program, UCLA  
TA, Marketing Strategy and Planning, Spring 2009, MBA Program, UCLA

## **WORK EXPERIENCES**

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Graduate Research Assistant, Korea Advanced Institute of Science and Technology, 2006 – 2008  
Researcher/Consultant, Electronics and Telecommunications Research Institute, 2001 – 2006  
Software Engineer, Pivotec (former KT Infotech), 1999 – 2001

## **SERVICES**

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Member, Marketing Advisory Board, University of Missouri-St. Louis

## **OTHER ACTIVITIES**

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### Journal Review

Ad-Hoc Reviewer, *Journal of Interactive Marketing*  
Ad-Hoc Reviewer, *Service Business*  
Ad-Hoc Reviewer, *Sustainability*  
Ad-Hoc Reviewer, *Asia Pacific Journal of Marketing and Logistics*

### Conference Proceeding Review

Reviewer, 2018 Summer AMA, Boston  
Reviewer, 2018 Winter AMA, New Orleans  
Reviewer, 2017 Marketing EDGE Research Summit Conference, New Orleans  
Reviewer, 2017 Summer AMA, San Francisco  
Reviewer, 2016 Marketing EDGE Research Summit Conference, Los Angeles

### Online Course Development

Marketing Analysis (Undergraduate)  
Marketing Research (MBA)  
Marketing Strategy (MBA)  
Marketing and Business Analytics (MBA – Blended format)