Curriculum Vitae
JUN B. KIM

CONTACT INFORMATION

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EDUCATION

2004 – Present	Ph.D. UCLA Anderson School of Management, Los Angeles, USA Concentration: Marketing, *Expected 2009*
1995 – 1999	Ph.D. in Mechanical Engineering, MIT, Cambridge, MA, USA
1993 – 1995	M.S. in Mechanical Engineering, MIT, Cambridge, MA, USA
1988 – 1992	B.S. in Aerospace Engineering, Seoul National University, Seoul, Korea

INDUSTRY EXPERIENCE

1999 – 2004	Senior Software Engineer, *Siebel Systems Inc.* 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

TEACHING EXPERIENCE

Teaching Assistant, UCLA Anderson,
Product Innovation and Marketing (Fall 2005)
Pricing Strategy (Winter 2006, 2007, 2008)

Teaching Assistant, MIT
Product Design (Spring 1998)
Product Design and Development (Spring 1996)

RESEARCH INTERESTS

Structural Models of Consumer Demand, Consumer Search and Consideration Set Formation, Introduction of New Products in Durable Markets, Bayesian Methods and Applications, Pricing.

TEACHING INTERESTS

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

WORKING PAPERS/RESEARCH IN PROGRESS

Jun B. Kim, Bart J. Bronnenberg, and Paulo Albuquerque, "Consumer Search and online demand for durable goods", job market paper, in preparation for submission to *Marketing Science*

Using aggregate, product search data from Amazon.com, we jointly estimate consumer information search and online demand for durable goods. To estimate the demand and search primitives, we introduce an optimal sequential search process into a model of choice and treat observed product search data as aggregations of individual level optimal sequential search processes. The model enhances the dynamic programming framework by Weitzman (1979) and combines it in a choice model. Although in the aggregate the model can produce highly complex demand patters, at the individual level the model has a number of attractive properties in estimation, including closed form expressions for the probability distribution of alternative sets of searched goods and breaking the curse of dimensionality. Using numerical experiments, we verify the model's ability to identify the demand primitives of the random effects choice based demand model plus the distribution of search cost. Empirically, the model is applied to the online market for camcorders and is used to answer various questions about market structure and competition to manufacturers and about the effect of recommendations to policy makers.

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg, "Modeling Online Consumer Search", working paper, in preparation for submission to the *Journal of Marketing Research*

In this paper, we study the patterns of consumers' product viewership in consumer durables using aggregate, pre-purchase product view data at an online retailer. More specifically, we investigate the product options that consumers view before making purchase decisions at an online store. These decisions are characterized by easy access to many different choice options. This paper analyzes a product network consisting of products and links that designate if a product is viewed conditional on viewing other products. We model these links using a flexible linear mixed model for binary data. Our

model combines fixed effects of brands, product attributes, and prices on product viewership with random effects capturing dependencies among viewing co-occurrences. The latter can be interpreted as a perceptual map of "search proximity" or as a "product search map." The proposed Bayesian modeling approach helps a practitioner understand which products are searched and compared in the same online session, and importantly analyzes how observed information acquisition is organized in brand, attribute, price related search strategies. The findings have real implication to marketers in digital camcorder manufacturers.

Jun B. Kim, "Measurement of consumer risk premium on independent vendors in the Internet marketplace", in model development

A growing number of small independent sellers participate in large Internet market places as an alternative sales channel. For instance, about 30% of Amazon.com's revenue is generated by the third party sellers in its marketplace and its share is growing fast. At Amazon.com's or eBay's marketplaces, the small sellers typically compete with one another in a fixed pricing format. Although the internet marketplace allows the small sellers to reach a larger customer base, they face two major challenges: (1) fierce competition among the vendors, since the entry cost is very low, and (2) risk aversion by consumers who do not know the sellers well or at all. In the long run, the sellers can build a reputation by accumulating good consumer reviews but in the short run, they can not. As a short term solution, the small vendors typically offer lower prices to remain competitive and appeal to a broader range of consumers. Therefore, their pricing reflects both price competition and the compensation for consumer risk. The goal of this paper is to disentangle these two influences on price and to measure the dollar value of the retailer's reputation in a large online market place. Since building and maintaining reputations requires an investment in a long run, the findings from this research will help smaller vendors in their pricing decisions in the presence of risk-averse consumers.

PUBLICATIONS OUTSIDE MARKETING

Jun B. Kim and David R. Wallace (1998), "Mean-Semivariance Analysis: Risk and Opportunity", *MIT Computer-Aided Design Lab Technical Report 98.01*.

Jun B. Kim and David R. Wallace (1997), "A Goal-Oriented Design Evaluation Model," *Proceedings of the ASME DT Conferences*, Sacramento, CA.

Y. Iwasa and Jun B. Kim (1996), "A Niobium-Aluminum (Nb_3Al) Coil: Performance, Including Quench Behavior, in the Temperature Range 4.2-12 K", *Cryogenics*, Vol. 36.

PRESENTATIONS

"Modeling Online Consumer Search", XXVI Annual Doctoral Symposium in Marketing, April 2008, University of Houston.

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

COURSEWORK

Marketing Seminars

Research in Marketing Management	Hanssens, D.
Quantitative Research in Marketing	Bucklin, R.
Game Theory	Bhardwaj, P.
Behavioral Research in Marketing	Zhang, S.
Behavioral Decision Theory	Sood, S.
Preference Measurement and Product Development	Dahan, E.

Economics

Microeconomic Theory	Riley, J.
Empirical Industrial Organization	Ackerberg, D.

Econometrics

Probability and Statistics for Econometrics	Hahn, J.
Introduction to Econometrics: Single Equation Models	Kyriazidou, E.
Introduction to Econometrics: Systems Models	Guggenberger.
Single Equation Models: Method of Moments	Hahn, J.
Systems Models: Panel Data	Kyriazidou, E.
Topics in Econometrics: Estimating Dynamic Models	Buchinsky, M.

Statistics

Multivariate Statistics	Morrison, D.
Introduction to Bayesian Statistics	Sabatti, C.
Markov Chain Monte Carlo and Optimization	Yuille, A.
Statistical Analysis with Missing Data	Yuille, A.

REFERENCES

Bart J. Bronnenberg (Dissertation Chair)
Professor of Marketing (on leave)
UCLA Anderson School of Management

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Department of Marketing
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