BYUNGYEON KIM

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Curriculum Vitae
January 2024

EMPLOYMENT

Carlson School of Management, University of Minnesota
Assistant Professor of Marketing   2022 - Present

EDUCATION

Harvard Business School, Harvard University
Ph.D. in Business Administration (Marketing)   2022
   Dissertation: "Essays on Sales Management."

Korea University Business School, Korea University
M.S. in Marketing   2016
Bachelor in Business Administration   2009

RESEARCH INTERESTS

Sales Management, Personal Selling, Business-to-Business Marketing, New Product Development, Empirical Industrial Organization, Dynamic Structural Modeling, Field Experiments

PUBLICATIONS

Byungyeon Kim, Oded Koenigsberg, and Elie Ofek (2022). "I Don't "Recall": The Decision to Delay New Product Launch to Avoid Costly Product Failure." *Management Science*, 68(12): 8889-8908.

Doug J. Chung, Byungyeon Kim, and Byoung G. Park (2021). "The Comprehensive Effects of Sales Force Management: A Dynamic Structural Analysis of Selection, Compensation, and Training." *Management Science*, 67(11): 6629-7289.
   • Finalist, 2020 Gary L. Lilien ISMS-MSI Practice Prize

Doug J. Chung, Byungyeon Kim, and Niladri B. Syam (2020). "A Practical Approach to Sales Compensation: What Do We Know Now? What Should We Know in the Future?" *Foundations and Trends in Marketing*, 14(1): 1-52.

Doug J. Chung, Byungyeon Kim, and Byoung G. Park (2019). "How Do Sales Efforts Pay Off? Dynamic Panel Data Analysis in the Nerlove-Arrow Framework." *Management Science*, 65(11): 5197-5218.

Byungyeon Kim, Takuya Satomura, and Jaehwan Kim (2017). "A Direct Utility Model with Dynamic Constraint." *Asia Marketing Journal*, 18(4):125-138.

PAPERS UNDER REVIEW

Doug J. Chung, Byungyeon Kim, and Byoung G. Park (2023). "Time Dependence and Preference: Implications for Compensation Structure and Shift Scheduling." Minor revision at *Marketing Science*.

Hisham Abdulhalim, Byungyeon Kim, Elie Ofek, Adi Shalev, and Talia Tron (2024). "Deep Learning in the Service of Customer Service: The Value of AI-Based Timely Performance Feedback." Under review at *Management Science*.

RESEARCH IN PROGRESS

Byungyeon Kim and Doug J. Chung. "Managing Relational Sales: The Role of Behavior-Based and Outcome-Based Controls."
- Winner, 2022 John A. Howard / AMA Doctoral Dissertation Award
- Winner, 2021 ISBM Doctoral Support Award Competition

Byungyeon Kim and Doug J. Chung. "The Effects of Sales Incentive Design on Customer Relationship Management."

Lucy Shen, Byungyeon Kim, and Elie Ofek. "Now You See It, Now You Don't: Leveraging Transient Content alongside Permanent Content to Foster Social Media Engagement."

HONORS AND AWARDS

Winner, 2022 John A. Howard / AMA Doctoral Dissertation Award	2023
Winner, 2021 ISBM Doctoral Support Award Competition	2022
Finalist, Gary L. Lilien ISMS-MSI Practice Prize	2020
AMA-Sheth Foundation Doctoral Consortium Fellow	2020
Marketing Science Doctoral Consortium Fellow	2019
Graduate Fellowship, Harvard University	2016 - 2022
Best Master's Thesis Proposal Award, Korea University	2015
Graduate Fellowship, Korea University	2014 - 2016
Scholarship for Academic Excellence, Korea University	2007

TEACHING

Carlson School of Management, University of Minnesota
Marketing Research (Student Rating of Teaching: 5.81/6.00, Fall 2023)   2023 - 2024