

BYUNGYEON KIM

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Curriculum Vitae

January 2023

EMPLOYMENT

Carlson School of Management, University of Minnesota

Assistant Professor

July 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

Thesis: "Modeling Consumer Demand Under Mental Constraints."

Bachelor in Business Administration

2009

RESEARCH INTERESTS

Sales Management, Personal Selling, Business-to-Business Marketing, New Product Development, Empirical Industrial Organization, Dynamic Structural Modeling, Analytical 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 (2022). “Time Dependence and Preference: Implications for Compensation Structure and Shift Scheduling.” Major revision at *Marketing Science*.

RESEARCH IN PROGRESS

Hisham Abdulhalim, Byungyeon Kim, Elie Ofek, Adi Shalev, and Talia Tron. “Deep Learning in the Service of Customer Service: The Value of AI-Based Timely Performance Feedback.”

Byungyeon Kim and Doug J. Chung. “Managing Relational Sales: The Role of Behavior-Based and Outcome-Based Controls.”

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

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	Spring 2023
Harvard Business School, Harvard University Teaching Fellow, Personal Selling and Sales Force Management	Spring 2018, Spring 2020

INVITED TALKS

College of Business, Korea Advanced Institute of Science and Technology, Seoul, Korea	June 2022
Robert H. Smith School of Business, University of Maryland, College Park, MD	October 2021
Carlson School of Management, University of Minnesota, Minneapolis, MN	September 2021
Miami Herbert Business School, University of Miami, Miami, FL	September 2021