

Ho Kim

Associate Professor of Digital and Social Media Marketing
University of Missouri-St. Louis,
College of Business Administration
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EDUCATION

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

Associate Professor of Digital and Social Media Marketing (with Tenure), University of Missouri-St. Louis, 2021 – Present
Assistant Professor of Digital and Social Media Marketing, University of Missouri-St. Louis, 2015 – 2021
Assistant Professor of Marketing, Azusa Pacific University, 2013 – 2015

REFEREED JOURNAL ARTICLES

Kim, Su Jung*, Ho Kim*, Jaewon Royce Choi, and Edward C. Malthouse (2024), “Newly Subscribed! The Effects of Email Newsletters on News Habit Formation and Subscriber Retention during Onboarding: Evidence from Clickstream and Subscription Data,” Forthcoming, *Journal of Media Economics*.

* Equal contribution

Kim, Ho, Juncai Jiang, and Norris I. Bruce (2021), “Discovering Heterogeneous Consumer Journeys in Online Platforms: Implications for Networking Investment,” *Journal of the Academy of Marketing Science*, 49 (2), 374-396.

Kim, Ho (2021), “Do Online Searches Influence Sales or Merely Predict Them? The Case of Motion Pictures,” *European Journal of Marketing*, 55 (2), 337-362.

Kim, Ho, Reo Song, and Youngsoo Kim (2020), “Newspapers’ Content Policy and the Effect of Paywalls on Pageviews,” *Journal of Interactive Marketing*, 49, 54-69.

- Featured on [Marketing EDGE](#).

Song, Reo, Ho Kim, Gene Lee, and Sungha Jang (2019), “Does Deceptive Marketing Pay? The Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis,” *Journal of Business Ethics*, 158 (3), 743-761.

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

Song, Tae Ho, Sang Yong Kim, Ho Kim, and Jin Won Lee (2019), “Rival-Benefitting Effect of Advertising: Experimental Extension and Empirical Investigation,” *International Journal of Advertising*, 38 (4), 603-627.

Kim, Ho 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.

Jang, Sungha, Jinsoo Kim, Reo Song, and Ho Kim, (2018), “Advertising Strategy and Its Effectiveness on Consumer Online Search in a Defaming Product-Harm Crisis” *Asia Pacific Journal of Marketing and Logistics*, 30 (3), 705-724.

- Selected as an **Outstanding Paper in the 2019 Emerald Literati Awards**.

Kim, Ho 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).

WORKING PAPERS

Kim, Ho (2024), “How to Encourage Branded News App Adoption: Geotargeted Paywall Suspensions,” Revise and Resubmit, *Journal of Interactive Marketing*.

Kim, Ho and Norris I. Bruce (2023), “A Dynamic Bayesian Causal Mediation Mode,” [Kilts Center at Chicago Booth Marketing Data Center Working Paper Series](#), Revise and Resubmit, *International Journal of Research in Marketing*.

UNPUBLISHED MANUSCRIPTS

Chung, Doug J., Ho Kim, and Reo Song (2020), “The Comprehensive Effects of a Digital Paywall Sales Strategy”

- Media Coverage: [Forbes](#), [Harvard Business School Working Knowledge](#).

Yoo, Shijin, Dominique M. Hanssens, and Ho Kim (2012), “Marketing and the Evolution of Customer Equity of Frequently Purchased Brands,” Unpublished paper.

SOFTWARE

Kim, Ho, *BCIM*, an R Package, May 2023.

- Supplemental Material for Kim, Ho, Juncai Jiang, and Norris I. Bruce (2022), “A Dynamic Bayesian Model for Causal Inference with Mediation,” Kilts Center at Chicago Booth Marketing Data Center Working Paper Series.

WORK IN PROGRESS

Effects of Crowd Patronage and Sponsoring on Developer Productivity: Analysis of GitHub

Factors Affecting Online Visitors’ Time-to-Subscription to a Business Newspaper

The Effects of Temporary Paywall Removal of Digital Newspapers on News Demand—
Focusing on Short-Term Traffic Increase and Long-Term Subscription Change

The Effects of Copycat Products on the Performance of Original Products in Online Social
Market Places: When and How Do Copycat Products Help the Performance of Original
Products?

Modeling Individual-Level Consumer Journeys on Online Platforms

Understanding Remixing Behavior Surrounding User-Created Products: The Motivation-
Opportunity-Ability Framework

CONFERENCE PRESENTATIONS

“Does Crowd-Patronage Drive Creativity? Evidence from GitHub”

45th INFORMS Marketing Science Conference, Miami, FL, June 2023

“The Role of Email Newsletters in Habit Formation and Retention during Onboarding: A
Longitudinal Analysis of Clickstream and Payment Data of New Subscribers”

International Communication Association 2023, Toronto, Canada, May 2023

“A Dynamic Bayesian Model for Causal Inference with Mediation”

2023 Summer AMA Conference, San Francisco, CA, August 2023

45th INFORMS Marketing Science Conference, Miami, FL, June 2023

Causal Data Science Meeting 2022, [Online Conference](#), November 2022

“Causal Inference and Causal Mediation Analysis for Observational Studies Using Long Panel
Data”

Pamplin Graduate Seminar, Virginia Tech, Blacksburg, VA, November 2021

“Do Online Searches Influence Sales or Merely Predict It? The Case of Motion Pictures”

2019 Summer AMA Conference, Chicago, IL, August 2019

- “The Comprehensive Effects of a Digital Paywall Sales Strategy”
41st INFORMS Marketing Science Conference, Rome, Italy, June 2019
- “Discovering Different Processes for New Product Diffusion: Evidence from Online User Network Activities”
40th INFORMS Marketing Science Conference, Philadelphia, PA, June 2018
- “Why Doesn’t Every Paywall Pay Off? The Spillover Effect of a Paywall on Print Subscription”
40th INFORMS Marketing Science Conference, Philadelphia, PA, June 2018
8th 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”
2018 Korean Strategic Marketing Association Conference, Seoul, S. Korea, October 2018
2018 Korean Operations Research and Management Science Society (KORMS) Conference, Seoul, S. Korea, October 2018
2017 Summer AMA Conference, San Francisco, CA, August 2017
39th 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
6th 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”
36th INFORMS Marketing Science Conference, Atlanta, GA, June 2014
10th 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”
34th INFORMS Marketing Science Conference, Boston, MA, June 2012
- “Priming vs. Wearout: Early Prelaunch Advertising, Online Buzz, and New-Product Sales”
33rd INFORMS Marketing Science Conference, Houston, TX, June 2011
29th Annual UH Doctoral Symposium, C.T. Bauer College of Business, University of Houston, April 2011

COURSES TAUGHT

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

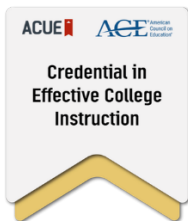
DBA ADVISING

Jesse Core (Chair)
John Held (Committee Member)
Jason Northern (Committee Member)
David Beverly (Committee Member)

HONORS AND AWARDS

UMSL College of Business Administration Research Excellence Award, 2023
Douglas E. Durand Award for Research Excellence, 2019
Outstanding Paper in the 2019 Emerald Literati Awards, 2019
Summer Research Grant, UMSL College of Business Administration, 2019
UMSL Research Award, 2017 – 2018 (\$3,000)
Summer Research Grant, UMSL College of Business Administration, 2017
UMSL Travel Grant, 2016 – 2017
Summer Research Grant, UMSL College of Business Administration, 2016
47th AMA Sheth Foundation Doctoral Consortium Fellow, 2012
INFORMS Society of Marketing Science Doctoral Consortium Fellow, 2012
29th 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

CREDENTIALS AND CERTIFICATES



Certificate in Effective Instruction, Association of College and University Educators, 2021. This certificate signifies my completion of a 25-module course in effective teaching practices requiring the implementation of evidence-based instructional approaches. The credential is co-issued by the American Council on Education and distinguishes faculty for their commitment to educational excellence and student success.

OTHER TEACHING EXPERIENCES

Instructor, Marketing Research, Undergraduate Program, Azusa Pacific University
Instructor, Principles of Marketing, Undergraduate Program, Azusa Pacific University
Instructor, Marketing Research, Online MBA Program, Azusa Pacific University
Instructor, Marketing Strategy, Online MBA Program, Azusa Pacific University
Instructor, MBA Primer (Marketing & Statistics), MBA Program, Azusa Pacific University

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

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

Liaison for UMSL CoBA – CBNU (Chungbuk National University) College of Business 2+2 Program
Panelist for Professional Panel Workshop, UMSL, Spring 2022
UMSL History Department Campus Review Team Member (Spring 2021)
Fall Research Panel, Faculty Senate, UMSL (August 1, 2020 – July 31, 2022)
Undergraduate Assurance of Learning Committee, College of Business Administration, UMSL
International Business Committee, College of Business Administration, UMSL
Undergraduate Studies Committee, College of Business Administration, UMSL (Ad-hoc member for a new course (Quantitative Methods) development)
Marketing Advisory Board, Marketing Department, UMSL
Scholarship Committee, Industry Research Committee

OTHER ACTIVITIES

Editorial Board Member

Asia Marketing Journal, since March 2023

Journal Review

Asia Pacific Journal of Marketing and Logistics (Summer 2022, Fall 2022, Spring 2023)

International Journal on Media Management

Journal of Advertising

Journal of Business Research

Journal of Interactive Marketing

Journal of Media Economics

*Service Business
Sustainability*

Conference Proceeding Review

2023 Summer AMA, San Francisco

2018 Summer AMA, Boston

2018 Winter AMA, New Orleans

2017 Marketing EDGE Research Summit Conference, New Orleans

2017 Summer AMA, San Francisco

2016 Marketing EDGE Research Summit Conference, Los Angeles

External Reviewer for Tenure and Promotion, 2023 Montana State University (Summer 2023)

Third-Year Review Committee Member for Assistant Professors in Marketing/ENT Dept.
(Spring 2023)

Academic and Student Programming, 2020 Midwest Digital Marketing Conference

Judge, AMA Collegiate Case Competition, December 2019

Academic Panel, 2019 Midwest Digital Marketing Conference, St. Louis, MO, April 2019

RESEARCH INTERESTS

Topic: Online Word-of-Mouth, Online Search, Pricing of Online Content (e.g., Newspaper Paywalls), Consumer Journeys on Online Platforms, Dynamic Advertising Effectiveness,

Method: Panel Data Modeling, Potential Outcome Modeling (Synthetic Control Methods, Difference-in-Differences), Bayesian Dynamic Linear Models, Bayesian Network, Machine Learning, Content Analysis (e.g., Topic Modeling, Sentiment Analysis, Image/Video Mining)

TEACHING INTERESTS

Digital Marketing, Social Media Marketing,
Marketing Analytics, Quantitative Modeling, Machine Learning,
Marketing Strategy