

KyunHwa Kim

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EMPLOYMENT

Assistant Professor, SolBridge International School of Business (2017 fall-present)
Director of Student Life (2021-present)

EDUCATION

Ph.D. in Economics, University of Southern California, Los Angeles, CA (2017)
M.A. in Economics, University of Southern California, Los Angeles, CA (2016)
B.A. in Economics, Yonsei University, Seoul, Korea (2009)

RESEARCH and TEACHING INTERESTS

Research: Microeconomics, Industrial Organization, and Marketing

Teaching: Economics (Microeconomics, Industrial Organization, and Game Theory) and
Business (Marketing, and Strategic Management)

PUBLICATION

“Consumer Loyalty and Multi-Stop Shopping” (with Jong Jae Lee)
Journal of Economic Theory and Econometrics, Dec.2021, 32 (4), pp.13-41

WORKING PAPERS

“Fit, Quality and Optimal Blurring of Advertising:
Two Attributes of Goods and Bayesian Persuasion” (with Jong Jae Lee, under revision)
“Multipurchasing with Complementarity and Full Market Covering”
(with Jong Jae Lee, under revision)

WORK IN PROGRESS

“Welfare Implications of Product Functionality and Multipurchasing”
(with Jong Jae Lee, under revision)
“The Preference for Quality and Optimal Fit Revelation Strategy”
“Multi-Stop Shopping and Multi-Purpose Shopping”

PRESENTATIONS

Western Economic Association International Annual Conference, Virtual (*scheduled*)
Asian Meeting of the Econometric Society, Virtual (*scheduled*)
Annual International Industrial Organization Conference, Boston (*scheduled*)
The Korean Women Economists Association Seminar, Virtual (*scheduled*)
Korea's Allied Economic Associations Annual Meeting, Virtual (2022)
Brown Bag Seminar, SolBridge International School of Business (2021)
Korean Economic Review International Conference, Virtual (2021)
Western Economic Association International Annual Conference, San Francisco (2019)
Korea's Allied Economic Associations Annual Meeting, Seoul (2018)
Western Economic Association International Annual Conference, Vancouver (2018)
Asian Meeting of the Econometric Society, Seoul (2018)
KAEA-KEA Joint International Conference, Seoul (2018)
Brown Bag Seminar, SolBridge International School of Business (2017)
Brown Bag Seminar, University of Southern California (2016)
Western Economic Association International Annual Conference, Portland (2016)
Western Economic Association International Annual Conference, Hawaii (2015)

TEACHING EXPERIENCE

SolBridge International School of Business (2017-present)
Introduction to Microeconomics (2020,2021-)
Strategic Management (2017,2018,2019,2020)
Strategic Interaction and Decision Making (2018,2019,2020)
(MBA) Global Strategic Management (2019,2020)
Service Marketing (2017,2018)
Global Marketing Practice (joint program with Northwestern University, 2018)
University of Southern California, Teaching Assistant (2013-2017)
Principles of Microeconomics (2016)
Intermediate Microeconomics (2013,2016)
Money, Banking and Finance (2014,2015)
Economic Policy Issues (2014)
Yonsei University, Teaching Assistant (2009-2011)
Topics in Macroeconomics: Business Cycles, Macroeconomics (2011)
Introduction to Economics (2010)
Public Political economics (2010)
Game Theory and Application (2009)

SCHOLARSHIPS

Teaching Assistantship, University of Southern California (2013-2017)
Summer Research Fellowship, University of Southern California (2016)
Yonsei International Foundation Scholarship Award (2015)
Merit Fellowship, University of Southern California (2011-2013)
Teaching Assistantship, Yonsei University (2009-2011)
Research Assistantship, Brain Korea 21 Project (2009-2011)
External Scholarship and Fund Scholarship (*Shinsegae Co.Ltd*), Yonsei University (2007-2009)
Honors and Awards and University Designated Scholarship, Yonsei University (2005-2006)

RESEARCH EXPERIENCE

Research Assistant in *Yonsei-SERI (Samsung Economic Research Institute) Centre* (2009-2010)

SKILLS

MATLAB, Stata, L^AT_EX, Wolfram Mathematica
English (fluent), Japanese (basic), Korean (native)