

Kyeongbin (KB) Kim

Wisconsin School of Business
University of Wisconsin-Madison

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EMPLOYMENT

University of Wisconsin-Madison
Assistant Professor in Marketing

Madison, WI
Aug 2025 -

EDUCATION

Emory University
Ph.D. in Marketing

Atlanta, GA
May 2025

Yonsei University
M.S. Applied Statistics
B.S. Economics (Summa cum Laude)

Seoul, South Korea
2019
2011

RESEARCH INTERESTS

Substantive: Privacy, Valuation, CRM, Data-centric AI, Public Policy Evaluation
Methodological: Machine Learning/Deep Learning/AI, Causal Inference, Missing Data

PUBLICATIONS

* denotes equal contributions

Kim, Kyeongbin*, and Daniel Minh McCarthy*. "Wheels to meals: Measuring the impact of micromobility on restaurant demand," *Journal of Marketing Research*, 61.1 (2024): 128-142. [\[Link\]](#)

- Scholarly Insights by American Marketing Association DocSIG ([2024](#))
- Selected media coverage: Spin ([2021](#)), Bird ([2021](#)), CBS ([2021](#)), CBS ([2021](#)), Bird ([2021](#)), Zag Daily ([2021](#)), Morningstar ([2021](#)), Zag Daily ([2022](#)), Better Bike Share Partnership ([2022](#)) International Downtown Association ([2022](#)), Earnest Research ([2022](#)), NABSA ([2022](#))

WORKING PAPERS

Kyeongbin (KB) Kim, Daniel McCarthy, Dokyun (DK) Lee. "Generative Multi-Task Learning for Customer Base Analysis: Evidence from 1,001 Companies"

- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable Mention, 2024

Kyeongbin (KB) Kim, David Schweidel. "When Apps Ask to Track: The Role of Privacy Salience on Willingness to Share Data from Mobile Devices"

Ning Zhong, **Kyeongbin (KB) Kim**, David Schweidel. "Using Topic Modeling to Examine Consumer Mobility Patterns: An Application to the COVID-19 Pandemic" [[SSRN](#)]

CONFERENCE PRESENTATIONS & INVITED TALKS

* denote industry talks

KAIST (Korea Advanced Institute of Science and Technology), College of Business (virtual), 2025
 Symposium on AI in Marketing, U of Wisconsin-Madison, 2025
 Production and Operations Management Society (*Invited*), Atlanta, 2025
 MSI 2025 summit (student poster *invited*), UCLA, 2025
 University of Wisconsin-Madison, Wisconsin School of Business, 2024
 University of Iowa, Tippie College of Business, 2024
 University of North Carolina at Charlotte, Belk College of Business, 2024
 City University of Hong Kong, College of Business, 2024
 Nanyang Technological University, Nanyang Business School, 2024
 University of Michigan, Ross School of Business, 2024
 University of Florida, Warrington College of Business, 2024
 University of Georgia, Terry College of Business, 2024
 University of Houston, C. T. Bauer College of Business, 2024
 University of Missouri, Trulaske College of Business, 2024
 Singapore Management University, Lee Kong Chian School of Business, 2024
 Production and Operations Management Society (*Invited*), Minneapolis, 2024
 Canada Pension Plan Investment Science*, 2023
 Roku*, 2023
 Workshop on Information Systems and Economics, Copenhagen, Denmark, 2022
 Marketing Dynamics Conference, Georgia State University, 2022
 Marketing Strategy Meets Wall Street, Chicago, 2022
 Marketing Science Conference, University of Chicago (virtual), 2022
 Earnest Analytics*, 2021
 Bird & International Downtown Association*, 2021
 Marketing Science Conference, University of Rochester (virtual), 2021

TEACHING EXPERIENCE

Teaching Assistant

Customer Lifetime Value BBA/MBA (Professor: Daniel McCarthy)	Fall 2023
Customer Lifetime Value BBA/MBA (Professor: Daniel McCarthy)	Fall 2022
Customer Lifetime Value BBA/MBA (Professor: Daniel McCarthy)	Fall 2021
Data Science BBA (Professor: Jongho Im), Yonsei University	Spring 2019
Introductory Statistics BBA, Yonsei University	Fall 2018
Introductory Statistics BBA, Yonsei University	Spring 2018

AWARDS, FELLOWSHIPS, AND GRANTS

Fellowships, Scholarships, and Academic Honors

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable Mention	2024
AMA-Sheth Foundation Doctoral Consortium Fellow (Manchester, UK)	2024
ISMS Doctoral Consortium Fellow (Sydney, Australia)	2024
Goizueta Business School Doctoral Fellowship, Emory University	2019-2024
Sheth Fellowship, Emory University	2022
Sooam Foundation Full-Tuition Undergraduate Scholarship, Korea	2007-2011
Temasek Foundation Exchange Student Scholarship, Singapore	2009
Mirae Asset Financial Group Foundation Scholarship, Korea	2009

Grants

Canada Pension Plan Investment Board's Grant (\$75,000)	2022-2024
Project 'Revenue forecasting via credit card panel data using modern methods'	
Google's GCP Credits Award (\$43,010, \$20,000)	2022,2023
Project 'Unified Generative Multi-Task Learning for Customer Base Analysis: Evidence from 1,001 Companies'	
Emory University's Ad Hoc Research Grant (\$10,000, \$5,000, \$6,000)	2020,2022,2023
Bank of Korea Grant, Korea	2018-2019
Project 'Developing aspect-based opinion mining approach on economic articles'	
Statistics Korea Grant, Korea	2018-2019
Project 'Imputing the survey of household finances and living conditions' data using fractional hot deck imputation'	
National Institute of Environmental Research Grant, Korea	2018-2019
Project 'Predicting Aerosol distribution in the satellite big data using deep learning'	

PROFESSIONAL EXPERIENCE

Canada Pension Plan Investment Board	Toronto, Canada
Industry-sponsored Researcher	2022-2024
Korea Center for International Finance, Government Agency	Seoul, South Korea
Intern, Analyst	2011-2017