

Kyeongbin (KB) Kim

Wisconsin School of Business
University of Wisconsin-Madison

kyeongbin.kim@wisc.edu | www.kimkyeongbin.com

EMPLOYMENT

University of Wisconsin-Madison	Madison, WI
Assistant Professor in Marketing	2025– <i>Present</i>
Affiliate, Data Science Institute	2026– <i>Present</i>
Affiliate, RISE-AI (Wisconsin Research, Innovation and Scholarly Excellence- Artificial Intelligence)	2025– <i>Present</i>

EDUCATION

Emory University	Atlanta, GA
Ph.D. in Marketing	2019-2025
Yonsei University	Seoul, South Korea
M.S. Applied Statistics	2017-2019
B.S. Economics (Summa cum Laude)	2007-2011

RESEARCH INTERESTS

Consumer AI, Agentic Economy, CRM, Privacy, Customer Based Valuation, Policy Evaluation

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 Kim, Daniel McCarthy, Dokyun Lee. “Multi-Task Learning for Customer Base Analysis: Evidence from 966 Companies”

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

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

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

RESEARCH IN PROGRESS

- Conversational Commerce at Scale: How GenAI Reshapes Search, Discovery, and Choice, *with Chen Jing, Dokyun (DK) Lee*
- GenAI Coaches in Weight Management: Self-Monitoring, Goal Attainment, and Human Support, *with Jihyeon Ha*
- The Impact of Data Center on Consumer Behavior

INVITED TALKS & CONFERENCE PRESENTATIONS

** denote industry talks*

George Mason University, Costello College of Business (virtual), 2026
Haring Symposium (faculty representative), Indiana University, 2026
Virtual Business and Marketing Analytics Seminar, 2025
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, 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

Instructor

Business Analytics 2 (Undergraduate) Spring 2027

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

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

Grants

AI hub for Business Grant (\$10,000)	2026
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

SERVICE

Ad-hoc Reviewer: Journal of Marketing Research, MSI Alden G. Clayton Dissertation Proposal, Regional Science and Urban Economics, CIST, Production and Operations Management

PROFESSIONAL EXPERIENCE

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

PERSONAL

Two beautiful children born in 2023 and 2026