

# Alex Jiyoung Kim

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## School Address

25-2 sungkyunkwan-ro  
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## Education

- Ph.D. in Management August 2011  
Major in Marketing & Minor in Economics  
Krannert School of Management,  
Purdue University, West Lafayette, IN
- M.A. in Economics December 2005  
University of Illinois at Chicago, Chicago, IL
- B.S. in Statistics & Operations Research December 2003  
University of Illinois at Chicago, IL

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## Academic Employment

- Associate Professor of Marketing 2020-Present  
SKK Business School  
Sungkyunkwan University
- Assistant Professor of Marketing 2018-2019  
SKK Business School  
Sungkyunkwan University
- Assistant Professor of International Business 2016-2018  
Graduate School of International Studies  
Ewha Womans University, Seoul
- Assistant Professor of Marketing 2011-2015  
College of Management  
Long Island University, Post, Brookville, NY

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## Honors and Awards

- Understanding Search Advertising, 2020  
Selected as outstanding books in basic science  
by The National Academy of Sciences, Republic of Korea
- 9<sup>th</sup> Worldwide Research Award 2020  
Korea Advertising Society
- Certificate for Outstanding Teaching 2011  
Purdue University
- Bilisland Dissertation Fellowship 2009 ~ 2010  
Purdue University
- AMA-Sheth Doctoral Consortium Fellow 2010  
Texas Christian University
- Robert W. Johnson Award for Distinguished Research (1st place) 2009 ~ 2010  
Purdue University

## Professional Service

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- Executive board member  
Korean Marketing Association 2019~2020
- Executive board member  
The Korea Academic Society of Business Administration 2019
- Editorial review board  
The Korea Academic Association of Business Administration 2017 ~ Present
- Executive board member  
Korea Media Management Association 2017 ~ 2020
- Editorial board member  
Consumer Evaluation at KMA 2018 ~ 2019

## Selected Publications

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- Alex Jiyoung Kim, Sungha Jang & Hyun S. Shin (2020). How Should Retail Advertisers Manage Multiple Keywords in Paid Search Advertising? *Journal of Business Research*. Forthcoming.
- Chung, Yerim., & Alex Jiyoung Kim (2020). Effects of mergers and acquisitions on brand loyalty in luxury Brands: The moderating roles of luxury tier difference and social media. *Journal of Business Research*, 120, 434-442.
- Bao Tong (Tony), Steven Chang, Alex Jiyoung Kim & Sue H. Moon (2019). The Characteristics and Business Impact of Children's Electronic Word of Mouth in Marketing Communications, *International Journal of Advertising*. Vol. 38(5), 731-759.
- Yoon, Yeohong, Alex Jiyoung Kim, Jeeyeon Kim & Jeonghye Choi (2019) The Effects of eWOM characteristics on Consumer Ratings: Evidence from TripAdvisor.com. *International Journal of Advertising*. Vol. 38(5), 684-703.
- Balachander, Subramanian, Tansev Geylani, Esther Gal-Or & Alex Jiyoung Kim (2017) "Provision of Optional Versus Standard Product Features in Competition," *Journal of Marketing*. Vol. 81(3) 80-95.
- Shin, Hyun S., Joon Song, Jongtae Shin, Shijin Yoo & Alex J. Kim (2015). Strategic Delegation, Quality Competition, and New Product Profitability. *Management Decision*, Vol. 53(3) 713-729.
- Kim, Alex J., Subramanian Balachander & Karthik Kannan (2012). On the Optimal Number of Advertising Slots in a Generalized Second Price Auction. *Marketing Letters*, Vol. 23(3), 851-868.