

CURRICULUM VITAE

WOOCHEOL KIM

Address

1208 University of Oregon
Eugene, OR 97403

Phone: (703) 303-1336
wkim4@uoregon.edu

Education

University of Oregon, Lundquist College of Business
Ph.D., Marketing, 2019~2024 (expected)

Georgetown University, McDonough School of Business
M.B.A., Business Administration, 2017

Yonsei University, College of Social Science
B.A., Communications and Journalism, 2007

Research Interests

- (1) Digital and Social Media
- (2) Decision Making, Sensory Marketing
- (3) Public Policy

Research Presentations

“Change Agent or Threat?: The Effect of NFL Black Quarterbacks on Social Cohesion,” *2021 AMA Marketing Public Policy Conference*, June 24-25, virtual, with Conor M. Henderson and Julian K. Saint Clair. Chair of Competitive Paper Session, “Combating Discrimination”

Honors and Awards

The MASSIG Doctoral Student Scholarship, *AMA SIG* 2021
The Reporter of the Month, *Daily Sports* 2012
Best New Employee Award, *Asiana Airlines* 2008
Emeritus Professor’s Scholarship, *Yonsei University* 2004
High Honors, *Yonsei University* 2004

Projects

“Colgate-Palmolive Brazil: The Strategies to driving sales and consumption growth while delivering incremental profit”, presented at Colgate-Palmolive Brazil, São Paulo, 2017

Work Experience

Consulate of the Republic of Korea, New York NY, *Manager* 2017~2019
ATP Tour, Ponte Vedra Beach FL, *Summer Intern* 2016

Daily Sports, Seoul Korea, *Reporter* 2009 ~ 2014
Sports 2.0, Seoul Korea, *Reporter* 2008 ~ 2009
Asiana Airlines, Seoul Korea, *Sales Representative* 2008
Samsung Corporation, Seoul Korea, *Summer Intern* 2006
The Republic of Korea Army, 61th Infantry Division, *Sergeant*
2001 ~2003

Teaching Value for Customer (BA 317), Spring & Fall 2021

**Teaching
Interests** (1) Marketing Analytics
(2) Introduction to Marketing
(3) Data Science

**Doctoral
Coursework** *Marketing*
Theory and Research in Marketing Management (Doctoral Seminar)
Theories in Marketing Strategy (Doctoral Seminar)
Theory and Research in Consumer Behavior (Doctoral Seminar)
Experimental Research Methods (Doctoral Seminar)

Economics
Core Econometrics I, II, III (Doctoral Seminar)
Core Microeconomics I, II (Doctoral Seminar)
Time Series Econometrics (Doctoral Seminar)
Data Science for Economists (Doctoral Seminar)
Experimental Economics (Doctoral Seminar)
Games and Decisions
Theories of Industrial Organizations

Statistics and Research Methodology
Introduction to Data Science with R
Machine Learning
Python for Financial Analysis

Software R, Python, GitHub, Latex, Minitab, Tableau

Miscellaneous Tennis, Running (2016 Chicago Marathon Finisher, NYRR Member),
Baseball, Coffee & Wine tasting, IT Education Volunteering in Osh,
Kyrgyzstan