DONGGWAN (DON) KIM

Carroll School of Management
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ACADEMIC APPOINTMENT

Boston College, Carroll School of Management   2024 - Present
Assistant Professor of Marketing

EDUCATION

Washington University in St. Louis, Olin Business School   2018 - 2024
Ph.D. in Business Administration (Quantitative Marketing)

Columbia University, Graduate School of Arts and Sciences   2016 - 2018
M.A. in Quantitative Methods in the Social Sciences (Data Science Focus)

Chung-Ang University, College of Business and Economics   2010 - 2016
B.A. in Business Administration, *Magna Cum Laude*

RESEARCH INTERESTS

Substantive: Advertising, Marketing−Consumer Finance Interface, Political Marketing
Methodological: Applied Econometrics & Machine Learning, Causal Inference, Lab Experiment

PUBLICATION

"**The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election**" (with Beth Fossen, David Schweidel, and Raphael Thomadsen), *Quantitative Marketing and Economics*, 20 (1), 1-37, 2022.

- Lead article
- Winner: **2022 Kelley School of Business Research Award**

WORKING PAPERS

"**TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market**" (with Zhenling Jiang and Raphael Thomadsen).

- Major revision at *Management Science*
- Winner: **ISMS Doctoral Dissertation Early-Stage Research Grants ($5,000)**

"**The Effects of TV Advertising and Ad Content on Consumer Financial Decisions: Evidence from Mortgage Refinancing**" (with Zhenling Jiang).

WORK IN PROGRESS

"**The Impact of TV Adverstising on Reducing the Racial Gap in Mortgage Refinancing**" (with Zhenling Jiang and Yesim Orhun).

"**Political Advertising and the Information Ecosystem**" (with Beth Fossen, Jeong Seung Park, and Raphael Thomadsen).

CONFERENCE & INVITED SEMINAR PRESENTATIONS

University of Colorado, Boulder, Leeds School of Business*	Oct., 2023
University of South Florida, Muma College of Business*	Oct., 2023
University of Pennsylvania, Wharton School	Sep., 2023
University of British Columbia, Sauder School of Business	Sep., 2023
Boston College, Carroll School of Management	Sep., 2023
INFORMS Marketing Science Conference (U. of Miami)	Jun., 2023
Annual POMS Conference (Orlando, FL)	May, 2023
Marketing Science DEI Conference (SMU)	Mar, 2023
INFORMS Marketing Science Conference (Virtual)	Jun., 2022

* denotes cancelled

TEACHING EXPERIENCE

Teaching Assistant at Washington University in St. Louis

Marketing Research Analytics (Masters level)	Prof. Raphael Thomadsen
Applied Marketing Research (Undergrad level)	Prof. Raphael Thomadsen
Customer Analytics (Masters level)	Prof. Song Yao
Empirical Methods in Business II (Ph.D. level)	Prof. Tat Y. Chan
Marketing Strategy (Masters level)	Prof. Tat Y. Chan
A/B Testing in Business (Masters level)	Prof. Xiang Hui & Prof. Meng Liu
Text Mining (Masters level)	Prof. Yulia Nevskaya

AWARDS, HONORS & GRANTS

Doctoral Fellowship, WashU Olin	2018 - 2023
AMA-Sheth Foundation Doctoral Consortium Fellow (Nominated)	2023
ISMS Doctoral Dissertation Early-Stage Research Grants ($5,000)	2023
Moog Scholar Award, WashU Olin	2022
ISMS Marketing Science Doctoral Consortium Fellow	2021
Magna Cum Laude, CAU	2016
Merit-based Scholarships, CAU	2010 - 2016
Department Honor, Secondary Honor Scholarships, CAU	2013, 2014

ACADEMIC SERVICE

Ad Hoc Reviewer: International Journal of Research in Marketing ($\times$1), Journal of Marketing Research ($\times$1), Marketing Letters ($\times$1)

OTHER EXPERIENCE

Equifax, Inc., Academic Research Intern	2019 - Present
Columbia Business School, Research Assistant	2017 - 2018
ISERP at Columbia University, Research Assistant	2016
Sergeant, Republic of Korea Army	2010 - 2012

PERSONAL INFORMATION

Programming/Software : Python, R, MATLAB, SQL, GCP, LaTeX
Citizenship : South Korea (U.S. Permanent Resident)