

PHILIP KIM

Indiana University
Kelley School of Business
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EDUCATION

Ph.D. in Marketing, 2025 (Expected)

Indiana University, Kelley School of Business, IN, USA

- Dissertation Chair: **Beth Fossen**
- Minor in business economics and machine learning

M.S. in Marketing, 2020

Queen's University, Smith School of Business, ON, Canada

- Thesis Supervisor: Ceren Kolsarici

B.A. in Honors Business Administration (HBA), 2016

Western University, Ivey Business School, ON, Canada

RESEARCH INTERESTS

Substantive: Digital Marketing, Social Media, Advertising, Political Marketing, User-Generated Content

Methodological: Econometric Models, Causal Inference, Machine Learning

PAPERS UNDER REVIEW

1. Fossen, Beth L., **Philip Kim**, and Inyoung Chae, "Effectiveness of Micro Ads on Television," revising for 3rd round review at *Journal of Marketing*. *Target resubmission for 3rd round review in Summer 2024.*
2. **Kim, Philip** and Beth L. Fossen, "Effectiveness of Influencer Marketing for Political Campaigns," under 1st round review at *Marketing Science*.

WORKING PAPERS

3. **Kim, Philip**, Xian Gu, and Maximilian Matthe, "Dynamics of Influencer Marketing Strategy," preparing for submission to *Marketing Science*. *Target submission in Summer 2024.*

SELECTED WORKS IN PROGRESS

4. "Online Brand Safety and Political Content" with Beth L. Fossen, and Alexander Bleier (data collection)

5. “Promoting Music on TikTok” (data collection)
6. “Impact of Chief Marketing Officer on Firm Data Breach,” with Ben Lee (data analysis)

AWARDS & HONORS

William G. Panschar Undergraduate Teaching Award, Indiana University, Winner, 2024

Awarded by the Kelley School of Business to one doctoral student across all programs based on teaching philosophy and techniques, student course evaluation, and commitment to teaching excellence

CIBER Research Grant, Indiana University, 2024

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Manchester, 2024

ISMS Marketing Science Doctoral Consortium Fellow, University of Miami, 2023

Doctoral Fellowship, Indiana University, 2020-2025

Dean’s Fellowship, Indiana University, 2020

School of Business Award, Queen’s University, 2019

Queen’s Graduate Award, Queen’s University, 2019

TEACHING EXPERIENCE

Kelley School of Business, Indiana University

1. Introduction to Marketing (M300), Instructor; Average rating: 6.31/7.0 (Fall 2023)
2. Introduction to Marketing (M300), Instructor; Average rating: 6.26/7.0 (Spring 2023)

Smith School of Business, Queen’s University

1. Business and Corporate Strategy (COMM401), Teaching Assistant (Spring 2020)

CONFERENCE PRESENTATIONS

* Denotes presenter

***Kim, Philip** and Beth L. Fossen (June 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, University of Miami

***Kim, Philip** and Beth L. Fossen (March 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln

Kim, Philip and ***Beth L. Fossen** (February 2023), “Effectiveness of Influencer Marketing for Political Campaigns,” AMA Winter Marketing Academic Conference, Nashville TN

***Kim, Philip** and Beth L. Fossen (June 2022), “Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, virtually hosted by University of Chicago

***Kim, Philip** Discussant for “Content Creation, Monetary Rewards, and Risk: How Creators Learn to Be Creative,” (April 2022) Haring Symposium, Indiana University

DOCTORAL COURSEWORK

Marketing

Marketing Models
Managerial Research in Marketing
Managerial Research in Marketing
Special Topics – Diversity, Equity, and Inclusion
Special Topics – Modelling of Consumer & Firm Decisions
Special Topics – Online WOM
Special Topics – Judgment & Decision-Making
Consumer Behavior I & II
Research Methods in Marketing
Research Methods in Marketing

Shibo Li
Neil Morgan
Girish Mallapragada
Beth Fossen
Koray Cosguner
Shyam Gopinath
Rom Schrift
H. Shanker Krishnan
Neil Morgan
Lopo Rego

Methods

Applied Machine Learning
Machine Learning Methods for Education and Social Sciences
Econometric Methods
Economic Modelling
Statistics for Research I
Statistics for Research II
Advanced Statistics in Psychology

Donald Williamson
Sijia Huang
R. Andrew Butters
Aaron Kolb
Christopher Berry
Lopo Rego
John Kruschke

INDUSTRY EXPERIENCE

GoodLife Fitness (HQ), ON, Canada

Senior Financial Analyst (2017-2019)

Brose Group | Brose Canada, ON, Canada

Financial Controller (2017)

REFERENCES

Beth L. Fossen (Dissertation Chair)

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Xian Gu

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Krista J. Li

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