

YOUNGTAK M. KIM

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ACADEMIC POSITIONS

University of Tennessee, Haslam College of Business August 2022 – Present
Assistant Professor of Marketing

EDUCATION

University of Georgia, Terry College of Business 2022
Ph.D. Candidate in Marketing

University of Oregon, Lundquist College of Business 2011
MBA (Innovation & Entrepreneurship)

Sungkyunkwan University, Seoul, Republic of Korea 2008
Bachelor of Business Administration (Marketing)

RESEARCH INTERESTS

Substantive: Sustainability & Corporate Social Responsibility, New Product Development, Marketing Duality (Ambidexterity)
Methodological: Panel Data Econometrics, Event Studies, Natural Language Processing, Bayesian Methods, Conjoint Analysis

PUBLICATIONS IN REFEREED JOURNALS

Kim, Youngtak M., John R. Busenbark, Seung-Hwan Jeong, and Son K. Lam (2022), “Revisiting the Performance Impact of Dualities: A Response Surface Approach to Resolving Empirical Challenges,” *Journal of the Academy of Marketing Science* (forthcoming)

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

Kim, Youngtak M. and Sundar Bharadwaj, “Do Sustainable New Products Contribute to Firm Value?” (Dissertation Essay 1)
– Under 3rd round review at the *Journal of Marketing Research*

Kim, Youngtak M., Son K. Lam, Andrea Dixon, and Thomas DeCarlo, “Mitigating Inside Sales Force Turnover”
– Revising for resubmission to the *Journal of Marketing*

SELECT WORK IN PROGRESS

Kim, Youngtak M. and Sundar Bharadwaj, “Sustainable Product Consumption: Evidence from the Consumer Packaged Goods (CPG) Market” (Dissertation Essay 2)

- Target: *Journal of Marketing Research* (Spring 2023)

Kim, Youngtak M. and Sundar Bharadwaj, “Corporate Sustainability (CS) and Firm Performance: A Systematic Review and Topic Modeling Approach”

- Target: *Journal of Marketing* (Fall 2023)
- Data analysis, manuscript in preparation

Kim, Youngtak M. and Sundar Bharadwaj, “Long Live the Green: Do Sustainable Innovations Outlast Existing Products?” (Dissertation Essay 3)

- Data analysis, model formulation

CONFERENCE PRESENTATIONS (presenter underlined)

Kim, Youngtak M. and Sundar Bharadwaj, “Where Does the Sales of Sustainable New Products Come From?: New, Competitive, and Cannibalized Growth,” INFORMS Marketing Science Annual Conference, Virtual (Chicago Booth), June 2022.

Kim, Youngtak M. and Sundar Bharadwaj, “Do Sustainable New Products Contribute to Firm Value?,” European Marketing Academy (EMAC) Annual Conference, Istanbul, Hungary, May 2022.

Kim, Youngtak M. and Sundar Bharadwaj, “All that is Green is not Gold: The Heterogeneity of Sustainable Product Typologies,” American Marketing Association, Winter Conference, Las Vegas, NV, February 2022.

Kim, Youngtak M. and Sundar Bharadwaj, “Performance Implications of Sustainable New Products,” PDMA Virtual Innovators Conference and JPIM Research Forum, January 2022.

Kim, Youngtak M. and Sundar Bharadwaj, “Do Sustainable New Products Contribute to Firm Value?,” Society for Marketing Advances, Annual Conference, Orlando, FL, November 2021.

Kim, Youngtak M. and Sundar Bharadwaj, “Performance Implications of Sustainable Innovations in the CPG Market,” American Marketing Association, Summer Conference, Virtual, August 2021.

Kim, Youngtak M. and Sundar Bharadwaj, “All that is Green is not Gold: Evidence from the CPG Industry,” Theory & Practice in Marketing (TPM), Virtual (Wharton), June 2021.

Kim, Youngtak M. and Sundar Bharadwaj, “Performance Implications of Sustainable Innovations in the CPG Market,” INFORMS Marketing Science Annual Conference, Virtual (Rochester), June 2021.

Kim, Youngtak M. and Sundar Bharadwaj, “Corporate Sustainability (CS) and Firm Performance: A Systematic Review and Topic Modeling Approach,” Academy of Marketing Science Annual Conference, Virtual, December 2020.

- Winner, 2020 AMS Review-Sheth Foundation Doctoral Competition for Conceptual Articles
<https://www.springer.com/journal/13162/updates/17952210>

Kim, Youngtak M. and Sundar Bharadwaj, “Sustainable Product Consumption: Evidence from the CPG Market,” INFORMS Marketing Science Annual Conference, Virtual (Duke), June 2020.

Kim, Youngtak M. and Sundar Bharadwaj, “The Effects of Sustainable Innovations on Financial Performance,” American Marketing Association, Winter Conference, San Diego, CA, February 2020.
– Best Paper, Marketing Strategy and Implementation Track

Kim, Youngtak M. and Sundar Bharadwaj, “Corporate Sustainability (CS) and Firm Performance: A Systematic Review and Topic Modeling Approach,” American Marketing Association, Winter Conference, San Diego, CA, February 2020.

Jeong, Seung-Hwan, John R. Busenbark, **Youngtak M. Kim,** Son K. Lam, “Balancing! Combining! Or Both? Revisiting the Ambidexterity Hypothesis Using Polynomial Regression and Response Surface Modeling,” Strategic Management Society Annual Conference, Minneapolis, MN, October 2019.

Kim, Youngtak M. and Sundar Bharadwaj, “Innovating for Sustainability,” American Marketing Association, Winter Conference, Austin, TX, February 2019.

Jeong, Seung-Hwan, John R. Busenbark, **Youngtak M. Kim,** and Son K. Lam, “Organizational and Individual Ambidexterity: A Systematic Review of Conceptualizations and Empirical Tests,” American Marketing Association, Winter Conference, Austin, TX, February 2019.

AWARDS, HONORS, & GRANTS

Winner, EMAC-Sheth Foundation Sustainability Research Competition, €5000	2022
– European Marketing Academy (EMAC)	
Winner, ISMS Doctoral Dissertation Early Stage Research Grant, \$5000	2022
– INFORMS Society for Marketing Science (ISMS)	
Best Proposal Award, Annual Doctoral Dissertation Proposal Competition, \$1000	2021
– Society for Marketing Advances (SMA)	
AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University	2021
Winner, “Business for a Better World” Dissertation Proposal Competition, \$6000	2021
– Colorado State University and Responsible Research in Business & Management	
INFORMS Marketing Science Doctoral Consortium Fellow	2021
Winner, AMS Review-Sheth Foundation Annual Doctoral Competition, \$600	2020
Winner, William O. Bearden Research Award, Southeast Marketing Symposium, \$600	2020
Best Paper, Marketing Strategy and Implementation Track, AMA Winter Conference	2020
Technology Entrepreneurship Fellow, University of Oregon, \$2500	2011
Dean’s List, Lundquist College of Business, University of Oregon	2010
Scholarship for High Honors, Sungkyunkwan University	2001
Doctoral Student Travel Grant, Graduate School, University of Georgia, \$800	2022

Doctoral Student Travel Grant, Graduate School, University of Georgia, \$800	2021
Doctoral Student Travel Grant, Graduate School, University of Georgia, \$800	2020
Doctoral Student Travel Grant, Graduate School, University of Georgia, \$750	2019

TEACHING

Instructor, University of Georgia, Terry College of Business

- MARK4500, *Services Marketing* (Undergraduate)
 - Spring 2021 (one section)
 - Spring 2020 (two sections)

Teaching Assistant, University of Georgia, Terry College of Business

- MARK4210, *Professional Selling* (Undergraduate)
 - Summer 2020

Teaching Assistant, University of Georgia, Terry College of Business

- MARK3000, *Principles of Marketing* (Honors & Undergraduate)
 - Summer 2020; Fall 2019; Summer 2019

ACADEMIC SERVICE

Ad-hoc Reviewer, AMA Winter & Summer Conferences	2022
Ad-hoc Reviewer, AMA Winter & Summer Conferences	2021
Ad-hoc Reviewer, AMS Conference	2020
Ad-hoc Reviewer, AMA Winter Conference	2020
Ad-hoc Paper Reviewer, AMA Winter Conference	2019
Guest Speaker, University of Georgia, Terry College of Business	2017
- MARK4700, <i>International Marketing</i> (Undergraduate)	

International Student Representative, Lundquist College of Business, University of Oregon	2010–2011
Braddock Tutoring Center, Lundquist College of Business, University of Oregon	2009–2011

WORK EXPERIENCE

Key Account Executive	February 2017–July 2017
British American Tobacco (BAT), Seoul, Republic of Korea	
Manager, Client Services	September 2011–November 2016
Nielsen Company, Seoul, Republic of Korea	
Manager, Business Development	March 2008–July 2009
VR9 Co. Ltd., Seoul, Republic of Korea	

OTHER EXPERIENCES

B4BW Dissertation Proposal Competition Workshop	September 2021
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- College of Business, Colorado State University
<https://biz.source.colostate.edu/b4bw-winners-workshop-2021/>

Journal of Marketing–AMA Research Development Workshop February 2020

Certificate of Completion, LINKS Center Workshop on Social Network Analysis Summer 2018
- Gatton College of Business and Economics, University of Kentucky

Technology Entrepreneurship Fellow June 2010–December 2010
- Microsoft, FUSE Labs, Redmond, WA, USA

Corporate Sustainability Student Consultant Spring 2010
- Nike, CSR Department, Portland, OR, USA

Military Service, Korean Augmentation to the U.S. Army (KATUSA) 2002–2004
- HHC, 19th TSC, Camp Henry, Secretary to the Commanding General

PROFESSIONAL ACHIEVEMENTS

Simply Excellent Award, Nielsen Company 2014
New York Festivals, Bronze World Medal (Radio Programming & Promotion) 2005

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
Academy of Marketing Science (AMS)
INFORMS

REFERENCES

Sundar Bharadwaj

Coca-Cola Company Chair
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Terry College of Business
University of Georgia
C329 Benson Hall, 630 S Lumpkin St
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Son K. Lam

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Terry Dean's Advisory Council Distinguished Professorship
Terry College of Business
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John Hulland

Emily H. and Charles M. Tanner, Jr. Chair in Sales Management
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