Kyoung Nam Ha

Email: knlim@newhaven.edu

EDUCATION

2012 Ph.D., MARKETING
Michael G. Foster School of Business, University of Washington, Seattle, WA
Dissertation: Marketing Expenses, Brand Equity, and a Firm's Financial Value
(Chair: **Gary Erickson**, Members: **Robert Jacobson, Douglas MacLachlan, Seik Kim**)

2006 M.E., INDUSTRIAL AND SYSTEMS ENGINEERING
Texas A&M University, College Station, TX

2004 M.S., INDUSTRIAL ENGINEERING (DATA MINING)
Seoul National University, Seoul, South Korea
Thesis: Response Models based on Bagging Neural Networks and SVM

2002 B.S., CUM LAUDE, INDUSTRIAL ENGINEERING
Seoul National University, Seoul, South Korea

ACADEMIC POSITION

2012 ~ Assistant Professor, University of New Haven, West Haven, CT

RESEARCH INTERESTS

Marketing-Finance Interface, Dynamic Structural Equation Model, Customer Response Model, Marketing Strategy, Brand Equity

JOURNAL PUBLICATIONS

Ha, Kyoung Nam, Sungzoon Cho, and Douglas McLachlan (2005) "Response Models based on Bagging Neural Networks," ***Journal of Interactive Marketing***, 19, 17-30

Cho, Sungzoon, Hyunjung Shin, Enzhe Yu, **Kyoung Nam Ha**, Douglas MacLachlan (2006) "Data mining problems and solutions for response modeling in CRM." ***Entrue Journal of Information Technology***, 5(1), 55-64

SELECTED RESEARCH

Ha, Kyoung Nam and Gary Erickson (2012), "Long-Term and Short-Term Dynamic Interactions among Advertising and R&D Expenditures, Brand Equity, and Firm Value" (Under final preparation for submission)

Ha, Kyoung Nam, Robert Jacobson, and Gary Erickson (2012), "Brand Equity and Asymmetric Risk" (Under final preparation for submission)

CONFERENCE PRESENTATIONS

Ha, Kyoung Nam, Robert Jacobson, and Gary Erickson, "Customer Based Multidimensional Brand Equity and Asymmetric Risk," Marketing Science conference, Houston, TX, June 2011

Ha, Kyoung Nam, Sungzoon Cho, and Douglas McLachlan, "Response Models based on Bagging Neural Network Ensembles," Marketing Science conference, College Park, MD, June 2003

Ha, Kyoung Nam, Sungzoon Cho, and Douglas McLachlan, "Response Model with Bagging Neural Networks," Annual UW-UBC Marketing conference, University of British Columbia, Vancouver, Canada, June 2003

ACADEMIC AWARDS, HONORS, AND GRANT

2011	Evert McCabe Fellowship, University of Washington
2010	Workshop on Quantitative Marketing and Structural Econometrics Funding (only a select number of students receive funding), Columbia-Duke-UCLA
2004 ~ 06	Graduate Study Abroad Scholarship, **USD 60,000**, Korea Science and Engineering Foundation (KOSEF)
2004 ~ 06	Graduate Program Enhancement INEN Scholarship, Texas A&M University
2005	NSF Student Stipends INEN Scholarship
2003	Superior Academic Performance SNU Scholarship, Seoul National University
2002	Cum Laude, Seoul National University
1998 ~ 2001	Superior Academic Performance SNU Scholarship, Seoul National University

DOCTORAL CONSORTIUM AND WORKSHOP PARTICIPATIONS

Doctoral Consortium, Marketing Science, Houston, TX, June 2011

Workshop on Quantitative Marketing and Structural Econometrics, Duke University, NC, August 2010

TEACHING EXPERIENCE

2013	**Instructor,** Overview of E-commerce (MK326, Undergraduate)
2013	**Instructor,** Database Marketing (MK 670, MBA)
2012	**Instructor,** Marketing Principles (MK200, Undergraduate)
2012	**Instructor,** Marketing Research (MK 639/442, MBA & Undergraduate)
2011 ~ 12	**Instructor**, Marketing Research (MKTG 460, Undergraduate elective)
2010	**Instructor of Help Session**, Database Marketing and Customer Analytics (MKTG 565, MBA elective)
2009 ~ 10	**Instructor of Help Session**, Research for Marketing Decisions (MKTG 560, MBA elective)
2009 ~ 10	**Teaching Assistant**, Product Management (MKTG 410, Undergraduate elective)
2008	**Teaching Assistant**, Business-to-Business Marketing (MKTG 511, MBA elective)
2007 ~ 08	**Instructor of Help Session**, Marketing Research (MKTG 460, Undergraduate)

TEACHING INTERESTS

Marketing Principles, Marketing Research, Marketing-Finance Interface, Customer Database Marketing, Marketing Strategy, Basic and Advanced Statistics, Econometrics, Panel Data Analysis, Data Mining

INDUSTRY PROJECTS

Management International IMS Program Development – Intelligent Demand Forecaster Module, LG, CNS, Seoul, South Korea (October 2002 – September 2003)

Pattern Analysis of Mobile Internet Customer, Marketing Lab and SK Telecom Co., Seoul, South Korea (January – February 2002)

COMPETITION PARTICIPATIONS

Customer Lifetime Value Modeling Competition, DMEF, 2008

Churn Modeling Tournament, Terra Data Center for Customer Relationship Management at Duke University, 2002

Simulation Competition for Automobile Factory, Korean Society for Simulation, Seoul, South Korea, 2000

TECHNICAL SKILLS

MATLAB, R, STATA, GAUSS, Mathemetica, CPLEX, AMPL, Visual Basic

SAS, Eviews, E-miner, SPSS, ARENA, Rational Rose