



SUNGJOON NAM

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Academic Appointments

*Assistant Professor of Supply Chain Management and Marketing Science,
Rutgers Business School, Rutgers University, Newark, NJ, 07102.,
2009 Sep~*

Education

*The University of Chicago, Booth School of Business, Chicago, Illinois,
U.S.A., 2003~Present
Ph.D Candidate in Marketing*

*Seoul National University, School of Electrical Engineering, Seoul, Korea,
1997~2002
Bachelor of Engineering-Electrical Engineering & Bachelor of Arts in Economics
2002*

Publication

Nam, Sungjoon, Puneet Manchanda, and Pradeep Chintagunta, "The effects of Signal Quality and Contiguous Word-of-Mouth on Customer Acquisition for a Video on Demand Service", *Marketing Science*, *forthcoming*

Based on a large entertainment company's a new type of Video-On-Demand service subscribers' data, we show that only 20% of subscribers are affected by word of mouth effects and that the effect of negative word of mouth effect is twice bigger than that of positive word of mouth effect. The objective measure of service quality and location and neighborhood information allows us to quantify the direct and indirect effect of service quality. Consumers affected by word of mouth tend to be heavy users once they adopt the service. This research was introduced in the fall issue of Sloan Management Review in 2007.

Kim, Sang-Hoon, and Sungjoon Nam, "Across the threshold: Role of performance and compatibility in innovative new products' market penetration", *Industrial Marketing Management*, 33 (8), 689-699

One of managers' dilemma in high product industry is whether to choose an incremental innovation with compatibility or to choose a radical innovation without compatibility to the previous products. We show how a performance enhancement, forward and backward compatibilities, and the degree of diversity of consumers' tastes affect a new product success using the evolutionary game theory and a statistical simulation. The results suggest that it would be better to pursue a radical innovation with a considerable customer base, and an incremental innovation with little customer base. These contradict to the common belief in industry.

Working Papers

"Empirical test for the Bass model using exogenous shocks on word of mouth effect"

"Why do direct salesforce promotions increase over time?"

Conference Presentation

The effects of Service Quality and Word-of-Mouth on Customer Acquisition, Retention and Usage for a New Technology (Video on Demand)

Rutgers Business School, Newark, New Jersey, Jan 2009

American Marketing Association Educators' Conference, Austin, Feb 2008

Product Development Management Association Conference, Atlanta, Oct 2006

Brown-bag Lunch workshop, Korea University, Seoul, Korea, Apr 2007

Marketing Science Conference, Pittsburgh, June 2006

Marketing Workshop, Booth School of Business, University of Chicago, Chicago, June 2006

Awards

The Second Runner-up, 2008 Fisher IMS & AMA SERVSIG Dissertation Proposal Competition

Best Performance Award in the joint education program with SNU, Samsung Advanced Technology Institute, Korea, 2001 Jul 14

Bronze prize, SK-Telecom, M&M Paper Contest, Korea, 1998 Sep

Research Interests

Customer Relationship Management, Service Marketing, Salesforce Management, Social Interaction, New Product Launch Strategy

Teaching

Customer Relationship Management
Rutgers Business School, MBA and undergraduate (2009 Fall)

Work Experience

Nam Partners Inc. Founder and Director (2007.07~)

Busan Seomyeon Business Hotel Development Project

Business Hotel Co-development M.O.U. with Dasan Real Estate Investment Trust Inc., 2007,12,28

Business Planning and Negotiation with Ambassador Hotel Group (2nd largest hotel chain in Korea), Toyoko-Inn Hotel Group in Japan (the largest budget hotel chain in Japan)