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Academic Appointments

Rutgers Business School, the State University of New Jersey, Newark

Assistant Professor of Supply Chain Management and Marketing Science,

2010-Present

Adjunct Lecturer, 2009-2010

Educational Background

The University of Chicago, Booth School of Business, Chicago, Illinois.

Ph.D. in Marketing, 2010, M.B.A., 2010

Seoul National University, School of Electrical Engineering, Seoul, Korea.

BE in Electrical Engineering & BA in Economics, 2002

Research

“The effects of Signal Quality and Contiguous Word-of-Mouth on Customer Acquisition for a Video on Demand Service” with Puneet Manchanda, and Pradeep K. Chintagunta, Marketing Science, July-August, 2010

-SSRN, top 30 downloaded (2,000) paper in Marketing Network

-Introduced in the Sloan Management Review, Fall 2007

Based on a new type of Video-On-Demand service subscribers' data, we show that only 8% 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 contiguous Word-of-Mouth effect on customer acquisition. We find that advertising and the retail environment also play a role in adoption.

“Across the threshold: Role of performance and compatibility in innovative new products' market penetration” with Kim, Sang-Hoon, 2004, 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.

**"Legal reform for small business proliferation and collaboration", with B. S. Moon,
Korean Economic Forum, 2010, Vol. 4. (Written in Korean)**

This paper suggests legal reforms which are desired for small business to grow and to have bigger legal power; 1. Limited Liability Corporation (L.L.C.), 2. Independent Business Court, 3. Punitive Damages, 4. Amicus curiae.

Working Papers

"Demystifying the Bass Diffusion Model, the hidden roles of distribution channel",

This paper quantifies the effects of internal and external communications, and distribution channels on parameters in the BDM model using a new micro level adoption patterns in a video-on-demand service controlling for competition, and demographics. Contrary to the widespread belief on the BDM model, the imitation parameter, 'q' of the BMD model represents distribution channels' local promotional activities not the Word-of-Mouth effect. The innovation parameter, 'p' is turned out to be associated with both internal (Word-of-Mouth) and external (Advertising) communication channels. This paper also shows that the parameters in the BDM could be dramatically biased when a new product is launched in sequential rollout which might partially explain commonly observed overestimation on contagion effect (WoM) in previous BDM literature.

"Quantifying the effect of service quality on retention, usage and customer lifetime value" with Pradeep K. Chintagunta and Puneet Manchanda

We find that the most valuable customer is not the most responsive customer segment to service quality improvement. The lowest CLV decile has the highest marginal effect. The practical implication is that service quality related resources should be allocated not by the absolute CLV, but by the marginal CLV. We find these effects after controlling for unobserved heterogeneity, competition, and consumer demographics

"Empirical investigation on impulsive purchase behavior using TV-home shopping data" with Sang-Hee Bae and Sang-Hoon Kim

This paper empirically investigates the consumers' retrospective order canceling behavior on previous impulse purchases for pricing, product bundling, and packaging offer. We find that a small price discount significantly lowers consumer order cancellation by 30%. Also impulse buying is more likely to occur when products are sold with bundling offers for hedonic goods, but not for utilitarian goods. Furthermore, it varies by multi-unit packaging of products.

"Why do direct salesforce promotions increase over time?"

Previous literature documents that firms should start with a high level of marketing activities with decreasing patterns over time as the informative role dominates at the early phase and the persuasive role does at the late phase. However, 41% of new drugs in pharmaceutical industry have the opposite patterns. I propose a theoretical model when a firm optimizes its marketing resources with a budget constraint renewed at annual basis. I show that the budget constraint hypothesis explains the most of the increasing patterns of direct salesforce activities among other alternative explanations.

Works on Progress

“Quantifying the effects of corporate tax and ownership disposal right on legal business type choice,” with B.S. Moon

“Why are men attracted to skinny girls? Evidence from long term health and online dating email behaviors”, with Sok Chul Hong

“The effect of E-procurement on the interaction among B to B business” with Lei K. Wang, and Ming Cheng

Research Interests

Social Interaction (Word of Mouth), New Product Diffusion, Shopper Marketing, Impulse Purchase Behavior, Customer Relationship Management, Service Quality, Salesforce Management, Legal Business Type Choice, Small Business Policy

Teaching Experience

Customer Relationship Management

MBA: 2009 Fall, and 2010 Fall

Undergraduate: 2009 Fall, 2010 Spring, and Fall

New Product Planning

Undergraduate 2010 Spring

Invited Presentations

Demystifying the Bass Diffusion Model, the hidden roles of distribution channel

New York University, Stern Business School, Mar 2011

Rutgers Business School, Newark, New Jersey, Mar 2011

Marketing Science Conference, Dallas, June 2011 (exp.)

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

Work Experience

Nam Partners Inc. Founder and Director (2007.07~2008.06)

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)

References

Pradeep K. Chintagunta, Robert Law Professor of Marketing, Booth School of Business, The University of Chicago. Pradeep.chintagunta@chicagobooth.edu, 773-702-8015

Puneet Manchanda, Isadore and Leon Winkelman Professor of Marketing, Chair of Marketing, Ross School of Business, University of Michigan, pmanchan@umich.edu, 734-936-2445

Yesim Orhun, Assistant Professor of Marketing, Booth School of Business, The University of Chicago, yesim.orhun@chicagobooth.edu, 773-834-2146

Ting Zhu, Assistant Professor of Marketing, Booth School of Business, The University of Chicago, ting.zhu@chicagobooth.edu, 773-834-8057