

SUNGKYUN MOON

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ACADEMIC EXPERIENCE

Assistant Professor of Marketing, 2019 - Current

Bocconi University, Italy

EDUCATION

Ph.D., Business (Marketing), 2019

Lee Kong Chian School of Business, Singapore Management University (SMU), Singapore

M.S., Management (Marketing), 2013

Sungkyunkwan University, South Korea

B.S., Business Administration, 2010

Sungkyunkwan University, South Korea

RESEARCH INTEREST

Financial Market Implications of Marketing Actions and the Disclosure of Marketing Information
Implications of Marketing Executives in the Top Management Team of a Firm
Marketing Strategy

WORKING PAPERS

Moon, Sungkyun, Kapil R. Tuli, and Anirban Mukherjee, “Disclosure of Advertising Spending, and Investor and Analyst Uncertainty”

Moon, Sungkyun, Kapil R. Tuli, and Anirban Mukherjee, “Advertising and Shareholder Wealth: Empirical Generalization”

WORK IN PROGRESS

Moon, Sungkyun, Anatoli Colicev, Kapil R. Tuli, and Gaia Rubera, “Analyst Coverage and Marketing Actions”

Lim, Leon Gim, and **Sungkyun Moon**, “Controversial Marketing”

Moon, Sungkyun and Kapil R. Tuli, “It Takes a Team: How Marketing Executives Determine the Effectiveness of a CMO”

Moon, Sungkyun, and Kapil R. Tuli, “Marketing Executive Compensation Structure and its Impact on Firm Marketing Actions”

INVITED TALKS

University of Technology Sydney, Sydney, Australia, September 2018.

Bocconi University, Milan, Italy, September 2018.

Erasmus University Rotterdam, Rotterdam, Netherland, September 2018

CONFERENCE PRESENTATIONS

Moon, Sungkyun*, Kapil R. Tuli, and Anirban, Mukherjee, “Advertising and Shareholder Value: Exploring the Nonlinear Effect” *47th EMAC Annual Conference, May 29-June 1, 2018, University of Strathclyde, Glasgow, the United Kingdom.*

Moon, Sungkyun*, Kapil R. Tuli, and Anirban, Mukherjee, “The Effects of Disclosure of Advertising Spending on Investors’ and Analysts’ Uncertainty” *Brown Bag Seminar, February 9, 2018, Singapore Management University, Singapore.*

Moon, Sungkyun*, Kapil R. Tuli, and Anirban, Mukherjee, “Analysts and Investor Uncertainty, and Disclosure of Advertising Spending” *39th Annual ISMS Marketing Science Conference, June 7-10, 2017, University of Southern California, Los Angeles, California.*

Moon, Sungkyun, Kapil R. Tuli*, and Anirban Mukherjee, “Advertising and Firm Value: Examining the Risk Perspective” *Theory and Practice in Marketing Asia, May 16-18, 2016, Yonsei University, Seoul, South Korea.*

* *Presenter*

AWARDS, HONORS, AND GRANTS

Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Leeds, 2018
Graduate Fellowship, Singapore Management University, 2014-2018
Research Assistantship, Sungkyunkwan University, 2011-2012
Academic Scholarship, Sungkyunkwan University, 2003, 2004, 2007, 2008
Lee Hyun Goo Scholarship, Sungkyunkwan University, 2007
Mudeung Scholarship, Mudeung Scholarship Foundation, 2007
Sungkyunkwan University Alumni Scholarship, Sungkyunkwan University, 2003

SERVICE

PhD Dissertation Committee

- Anastasia Nanni, Bocconi University 2021

Junior Hiring Committee Bocconi University 2020, 2021

Reviewer for AMA summer Academic Conference 2020, 2021

Reviewer for AMA winter Academic Conference 2022

Reviewer for AMA Global SIG Conference 2020

Ad-Hoc Reviewer for Summer AMA 2016

TEACHING EXPERIENCE

Bocconi University, Italy

- Marketing Analytics (Undergraduate)
- Marketing (Undergraduate)
- Marketing Strategy Seminar (PhD)

Singapore Management University, Singapore

- Marketing Research (Undergraduate)