

# JESSICA JUMEE KIM

Bocconi University  
Department of Marketing  
Via Roentgen, 1  
20136 Milan, Italy

[jessica.kim@unibocconi.it](mailto:jessica.kim@unibocconi.it)

## ACADEMIC EMPLOYMENT

**Bocconi University**, Assistant Professor of Marketing Sep 2022- Present

## EDUCATION

**University of California, San Diego**, Rady School of Management

Ph.D. in Management (Track: Quantitative Marketing) June 2022

**University of Southern California**, Annenberg School for Communication

Master of Communication Management (M.C.M.) May 2011

**University of Southern California**, Annenberg School for Communication

B.A. in Communication (magna cum laude) May 2009

## RESEARCH

### Accepted/Published

1. The Impact of Loosening Concealed Carry Laws on Firearm Demand with Yu-Chang Chen  
*Marketing Science* (Forthcoming)
2. Proxies for Legal Firearm Prevalence with Kenneth C. Wilbur  
*Quantitative Marketing and Economics*, 20(3): 239-273, 2022.
  - Lead article
  - 2020 National Collaborative on Gun Violence Research Grant (\$25,000)

### In Progress

3. Gun Purchases in the Aftermath of Violence: Consumer Responses to Nationalized and Localized Gun Violence Incidents, with Kai Zhu and Dylan Walker
4. Leveraging Predictive Models for Causal Targeting on Digital Platforms, with Jau-er Chen, Yu-Chang Chen, and Chung-Kang Lo
5. Media Coverage of Gun Violence: The Degree of Polarization and its Impact on Gun Acquisition, with Kai Zhu

## GRANTS & AWARDS

Junior Research Grant, Bocconi University, 2024

National Collaborative on Gun Violence Research Grant (\$25,000), co-PI: K. Wilbur, 2020

AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

ISMS Marketing Science Doctoral Consortium Fellow, 2019

Communication Management Graduate Research Scholarship, 2009

## RESEARCH PRESENTATIONS

- Does Gun Violence Increase Gun Sales? Evidence from Exposure to Gun Violence through Social Networks, *Bocconi University Research Camp*, Italy, June 2023
- The Impact of Loosening Firearm Usage Restrictions on Firearm Sales and Public Health-Related Outcomes, *2023 POMS Annual Conference*, Florida, May 2023
- The Impact of Loosening Firearm Usage Regulations on Firearm Sales and Public Health, *Marketing Analytics Symposium Sydney 2022*, Virtual, May 2022
- The Impact of Loosening Firearm Usage Regulations on Firearm Sales and Public Health, *2<sup>nd</sup> Artificial Intelligence in Management Conference*, Virtual, May 2022
- Comparing Suicide-based and Retail-based Firearm Proxies to Legal Firearm Prevalence in Massachusetts, *AMA Marketing + Public Policy Conference*, Virtual, June 2021
- Comparing Firearm Proxies to Legal Firearm Prevalence in Massachusetts, *National Collaborative on Gun Violence Research Grantee Seminar Series*, Virtual, Feb 2021
- Comparing Firearm Proxies to Legal Firearm Prevalence in Massachusetts, *ISMS Marketing Science Conference*, Virtual, June 2020
- The Impact of Celebrity Endorsements on the Celebrity Brand, *91<sup>st</sup> Annual Convention of the Western Psychological Association*, Los Angeles, CA, Apr 2011

## TEACHING EXPERIENCE

*Bocconi University, Italy*

- Marketing (Undergraduate): Fall 2022, 2023, 2024
- Principles of E-Marketing and E-Commerce (Undergraduate): Fall 2022, 2023, 2024
- Marketing Analytics (Undergraduate): Fall 2022, 2023

*Rady School of Management, UCSD*

Head Teaching Assistant (2021-2022), Graduate Teaching Assistant (2016-2022)

- Graduate courses (MBA, Master of Business Analytics)
  - MBA Core Marketing: Winter 2017, 2018, 2019, 2020, 2021
  - Business Strategy: Fall 2020
  - Marketing Analytics: Summer 2019
  - E-commerce Practicum: Spring 2019, 2020, 2021, 2022
  - Business Law: Fall 2019
  - New Product Development: Fall 2018

- Undergraduate courses
  - o Innovation to Market: Fall & Spring 2018
  - o Managing Diverse Teams: Fall 2017
  - o Global Business Strategy: Spring 2017
  - o Product Marketing & Management: Fall 2016

## **SERVICE**

### ***Academic Service***

Ad-hoc Reviewer:

- *Marketing Science*
- European Marketing Academy Conference (EMAC)

### ***University Service***

Junior Faculty Recruitment Committee, 2023-2024, 2024-2025

Course Director (2 courses), 2023-present

Master's and Bachelor's Thesis Advisor (17 students), 2022-present

Panel Moderator, B.Bias (Bocconi behavioral economics student group), December 2022

## **PROFESSIONAL WORK EXPERIENCE**

### **Vital Findings, Culver City, CA**

*Senior Analyst, Research and Design*, June 2014- Jan 2015

- Spearheaded research conceptualizing the future automotive retail model and marketing strategies for major online automotive retailer
- Developed surveys, conducted focus groups and ethnographies, and analyzed large sets of quantitative data

### **Hall & Partners USA, Los Angeles, CA**

*Account Manager*, Oct 2013-May 2014

- Oversaw \$1 million business through 5 quantitative studies tracking brand and advertising effectiveness for Fortune 500 client in automotive
- Conceptualized creative research solutions and developed implementation plans
- Trained 2 analysts within the team

*Senior Account Executive*, Jul 2011-Sep 2013

- Assessed brand positioning and advertising effectiveness for Fortune 500 clients in automotive, entertainment, insurance, telecommunications, and food industry
- Delivered oral presentations distilling key research results to C-level executives

*Account Executive*, Jun 2010-Jun 2011

- Assisted in conducting research guiding brand and marketing strategy and analyzing advertising effectiveness for Fortune 500 clients
- Managed vendor relationships and improved efficiency within research process by managing resources, adopting new research tools and automating creation of reports

*Intern*, Oct 2009-May 2010

- Ensured proper implementation of survey programming, sample collection, and data tabulations for various research projects

**Blaze Public Relations, Santa Monica, CA**

*Account Coordinator, May 2009-Aug 2009*

- Coordinated grand opening events and radio promotions for major retail client
- Created press releases and outreached to various media outlets on behalf of clients

## **SKILLS**

Programming Languages: R, Python, Stata

Document Preparation: LaTeX, R Markdown

Languages: English (Native speaker), Korean (Fluent), Italian (Beginner)

*Last update: January 2025*