

Sung H. Ham

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Education

Ph.D., Marketing, C.T. Bauer College of Business, University of Houston, 2009

M.A., Economics, University of Virginia, 2005

B.A., Mathematical Economics, California State University, Long Beach, 2003

Academic Experience

Assistant Professor of Marketing 2012 – Present
School of Business, George Washington University

Assistant Professor of Marketing 2009 – 2012
College of Business Administration, Kent State University

Research Publications

Lim, Noah and Sung H. Ham (2014), “Relationship Organization and Price Delegation: An Experimental Study,” *Management Science*, 60 (3), 586-605. Equal Authorship.

Chen, Hua, Sung H. Ham and Noah Lim (2011), “Designing Multiperson Tournaments with Asymmetric Contestants: An Experimental Study,” *Management Science*, 57 (5), 864-883. Equal Authorship.

Lim, Noah, Michael J. Ahearne and Sung H. Ham (2009), “Designing Sales Contests: Does the Prize Structure Matter?” *Journal of Marketing Research*, 46 (3), 356-371.

Working Papers

Bagchi, Rajesh, Sung H. Ham and Chuan He (2018), “On the Short and Long-term Effect of Persuasive Advertising with Ambiguous Product Experience.” (Revision Invited at the *Journal of Marketing* – Under 2nd Round Review)

Ham, Sung H., Chuan He and Dan Zhang (2018), “The Promise and Peril of Dynamic Targeted Pricing.” (Revision Invited at *Production and Operations Management*)

Ham, Sung H., Jiabin Wu, Noah Lim and Ingrid Koch (2018), “Conflict of Interest in Third-Party Reviews: An Experimental Study.” (Resubmission Invited at *Management Science*)

Ham, Sung H., Chan Ho Song and Jiabin Wu (2018), “Multitasking Incentives and Marketing Employee Performance: Evidence from Call Center Field Experiments and Laboratory Experiments.” (Target: *Journal of Marketing Research*)

Ham, Sung H., Noah Lim and Jiabin Wu (2018), “Firm Monitoring and Commitment: An Experimental Study.” (Target: *Marketing Science*)

Research in Progress

“Certification of Quality and Seller Profits: An Experimental Study,” with David Huh and Dmitry Shapiro. (Target: *Marketing Science*)

“Sales Team Incentives and Metrics: An Experimental Study,” with Hua Chen. (Target: *Journal of Marketing Research*)

“Salesforce Participation in Quota Design: An Experimental Study,” with David Huh and Jian Ni. (Target: *Management Science*)

“Suggested Bounds in Participative Pricing Mechanisms: When Should You Limit Your Customer,” with Jennifer Wiggins Johnson and Hillary Mellema. (Target: *Journal of Marketing Research*)

“Designing Optimal Referral Reward Programs: An Experimental Study,” with Chan Ho Song and Jennifer Wiggins Johnson. (Target: *Marketing Science*)

Presentations

“Multitasking Incentives and Employee Performance: Evidence from Call Center Field Experiments and Laboratory Experiments,” International Conference on Economics, Business and Marketing Management, Berlin, Germany, 2018.

“Certification of Quality and Seller Profits: An Experimental Study,” INFORMS Marketing Science Conference, Los Angeles, California, 2017.

“Dual-Objective Incentives and Marketing Employee Performance,” Theory + Practice Marketing Asia Conference, Seoul, South Korea, 2016.

“Conflict of Interest and Market Structure in Multiplayer Games,” Junior Faculty Research Series – George Washington School of Business, 2015.

“Conflict of Interest and Market Structure in Multiplayer Games,” INFORMS Annual Meeting, Philadelphia, Pennsylvania, 2015.

“Conflict of Interest and Market Structure in Multiplayer Games,” INFORMS Marketing Science Conference, Baltimore, Maryland, 2015.

“Dual-Objective Incentives and Marketing Employee Performance,” Winter American Marketing Educator’s Conference, San Antonio, Texas, 2015.

“Monitoring and Firm Commitment: An Experimental Study,” INFORMS Marketing Science Conference, Atlanta, Georgia, 2014.

“Monitoring and Firm Commitment: An Experimental Study,” Faculty Seminar Series – George Washington School of Business, 2014.

“Relationship Organization and Price Delegation: An Experimental Study,” Marketing Research Workshop Series – George Washington University, 2011.

“Price Delegation to the Sales Force: An Experimental Investigation,” INFORMS Annual Meeting, Austin, Texas, 2010.

“Designing Multiperson Tournaments with Asymmetric Contestants,” Department of Marketing Bridgestone Research Forum – Kent State University, 2010.

“Price Delegation: A Theoretical and Experimental Investigation,” University of Illinois Urbana-Champaign; Georgia Institute of Technology; SungKyunKwan University; McMaster University; University of Texas at El Paso; University of Toledo; Kent State University, 2008.

“Price Delegation to the Sales Force: Back to Basics,” INFORMS Marketing Science Conference, Vancouver, British Columbia, 2008.

Ad Hoc Reviewer

Management Science; Marketing Letters, Marketing Science; Operations Research; Production and Operations Management; Journal of Personal Selling and Sales Management

Doctoral Student Advising

Andrew Bryant (George Washington University – 2014 Dissertation Committee Member)

J.D. Lee (George Washington University – 2012 Dissertation Committee Member)

Chan Ho Song (Kent State University – 2015 Dissertation Committee Member)

Mary Schramm (Kent State University – 2011 Dissertation Committee Member)

Teaching Experience

George Washington University Courses (Cumulative Average: 4.21/5.00)

Marketing (MBA Core Class)

Summer 2017: 4.88/5.00

Fall 2016 (2 Section Average): 3.25/5.00

Nature of Markets (MBA 7-week Module)

Fall 2012 (2 Section Average): 3.33/5.00

Basic Marketing Management (Undergraduate Core Class)

Fall 2017 (3 Section Average): 4.42/5.00

Fall 2016: 4.52/5.00

Fall 2015 (2 Section Average): 4.35/5.00

Fall 2014 (3 Section Average): 4.26/5.00

Fall 2013 (3 Section Average): 4.64/5.00

Spring 2013: 4.53/5.00

Salesmanship and Sales Management (Undergraduate Elective Class)

Fall 2015: 4.13/5.00

Kent State University Courses (Cumulative Average: 4.29/5.00)

Marketing Strategy (Doctoral)

Spring 2011: 4.74/5.00

Channel Management (Undergraduate Marketing Management Major Class)

Fall 2011: 4.34/5.00

Fall 2010 (2 Section Average): 4.16/5.00

Fall 2009 (2 Section Average): 3.60/5.00

Personal Selling and Sales Management (Undergraduate Marketing Major Class)

Spring 2012: 4.63/5.00

Spring 2011: 4.37/5.00

Spring 2010 (2 Section Average): 4.67/5.00

University of Houston Courses

Personal Selling and Sales Management (Undergraduate and Graduate) – Summer 2009:
4.3/5.0

Awards and Grants

Best Presentation Award – International Conference on Economics, Business and Marketing Management, Berlin, Germany (2018)

George Washington University Teaching and Leadership Center's Morton A. Bender Teaching Award Nominee (2017)

George Washington University Teaching and Leadership Center's Morton A. Bender Teaching Award Nominee (2015)

GWSB Institute for Integrating Statistics in Decision Sciences Summer Research Grant (2014)

Kent State University Research Council Grant (2009; 2011)

University of Houston Dean's Excellence Award (2009)

Jesse H. Jones Business Dissertation Grant (2009)

Service

McGraw Hill Education Marketing Subject Matter Expert: 2017-Present

George Washington University School of Business Doctoral Program Faculty Committee: 2016-Present

George Washington University School of Business AACSB Task Force on Faculty Qualifications and Engagement: 2015-2016

George Washington University Marketing Faculty Search Committee: 2012-2013; 2013-2014; 2015-2016; 2016-2017

George Washington University School of Business Research Committee: 2013-2014

George Washington University New Faculty Orientation Faculty Panel Member: 2013

Kent State University College of Business Dean's Strategy Committee: 2010-2012

Kent State University Marketing Faculty Search Committee: 2011

Kent State University Marketing Academic Grievance Committee: 2010-2012

University of Houston 26th Annual Doctoral Symposium Lead Coordinator: 2008

References

Noah Lim

John P. Morgridge Distinguished Chair in Business

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Email: nlim@bus.wisc.edu

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Edward Blair
Michael J. Cemo Professor and Chair of Marketing & Entrepreneurship
C. T. Bauer College of Business
University of Houston
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Houston, TX 77204
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