

## **Sung H. Ham**

Department of Marketing, Michigan State University Broad College of Business  
Business College Complex, East Lansing, MI 48824  
Phone: 434-227-0784; Email: [hamsung2@msu.edu](mailto:hamsung2@msu.edu)

---

### **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.

### **Presentations**

---

“Inter-firm and Salesforce Monitoring: When Does It Pay?,” West Virginia University; Michigan State University 2018.

“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 Marketing, Journal of Personal Selling and Sales Management

## **Teaching Experience**

---

Marketing (MBA Core Class)

Basic Marketing Management (Undergraduate Core Class)  
Salesmanship and Sales Management (Undergraduate Elective Class)  
Marketing Strategy (Doctoral)  
Channel Management (Undergraduate Marketing Management Major Class)  
Personal Selling and Sales Management (Undergraduate Marketing Major Class)  
Personal Selling and Sales Management (Undergraduate and Graduate)

## **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)  
Professor’s Institute Invited Participant at the Brierley Institute for Customer Engagement – Southern Methodist University (2017)  
George Washington University Teaching and Leadership Center’s Morton A. Bender Teaching Award Nominee (2015)  
Retail’s Academic Symposium Invited Participant – National Retail Federation, New York City, NY (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 MBA Advisory Committee: 2018-2019  
George Washington University School of Business Doctoral Program Faculty Committee: 2016-2018  
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 26<sup>th</sup> Annual Doctoral Symposium Lead Coordinator: 2008