

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: sungham@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 2019 – Present
Broad College of Business, Michigan State University

Assistant Professor of Marketing 2012 – 2019
School of Business, George Washington University

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

Research Publications

Bagchi, Rajesh, Sung H. Ham and Chuan He (2020), “Strategic Implications of Confirmation Bias Inducing Advertising,” *Production and Operations Management*, 29 (6), 1573-1596. Equal Authorship.

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.

Research in Progress

Ham, Sung H., Jiabin Wu, Noah Lim and Ingrid Koch (2020), “Conflict of Interest in Third-Party Reviews: An Experimental Study.” (Minor Revision at *Management Science*)

Ham, Sung H., Chuan He and Dan Zhang (2020), “The Promise and Peril of Dynamic Targeted Pricing.” (Major Revision at the *International Journal of Research in Marketing*)

Huh, David, Dmitry Shapiro and Sung H. Ham (2020), “The Quality of Certification and its Effect on Market Outcomes.” (Target: *Journal of Marketing*, Expected Submission September 2020)

Ham, Sung H., Noah Lim and Jiabin Wu (2020), “Inter-firm and Salesforce Monitoring: When Does It Pay?” (Target: *Marketing Science*, Expected Submission October 2020)

Ham, Sung H., Douglas Hughes, Chan Ho Song and Jiabin Wu (2020), “Multitasking Incentives and Marketing Employee Performance: Evidence from Call Center Field Experiments and Laboratory Experiments.” (Target: *Journal of Marketing Research*)

Ham, Sung H., David Huh, Jian Ni (2020), “Salesforce Participation in Quota Design: An Experimental Study.” (Target: *Marketing Science*)

Mellema, Hillary, Jennifer Wiggins, Sung H. Ham (2020), “Suggested Bounds in Participative Pricing Mechanisms: When Should You Limit Your Customer.” (Target: *Journal of Marketing Research*)

Song, Chan Ho, Jennifer Wiggins, Sung H. Ham (2020), “Designing Optimal Referral Reward Programs: An Experimental Study.” (Target: *Marketing Science*)

Ham, Sung H., Hang Nguyen, Brandon Holle, Michael Wu (2020), “Eliciting Desirable Customer Product Reviews,” (Target: *Journal of Marketing Research*)

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

Journal of Marketing; Journal of Personal Selling and Sales Management; Management Science; Marketing Letters, Marketing Science; Operations Research; Production and Operations Management; Research Grants Council of Hong Kong

Teaching Experience

Marketing (MBA Core Class)

Basic Marketing Management (Undergraduate Core Class)

Salesmanship and Sales Management (Undergraduate Elective Class)

Marketing Strategy (Undergraduate Major Capstone, Doctoral)

Channel Management (Undergraduate Marketing Management Major Class)

Personal Selling and Sales Management (Undergraduate and Graduate)

Awards and Grants

Haring Symposium Faculty Representative – Indiana University, Kelley School of Business (2020)

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

MSU Department of Marketing Fixed-Term Faculty Search Committee 2020-Present

MSU Department of Marketing Byington Speaker Series Committee: 2019-Present

MSU Marketing Doctoral Program Committee: 2019-Present

MSU Marketing Eli Broad Endowed Chair Faculty Search Committee: 2019-2020

MSU Department of Marketing Undergraduate Curriculum Committee: 2019

McGraw Hill Education Marketing Subject Matter Expert: 2017-2019

George Washington School of Business MBA Advisory Committee: 2018-2019

George Washington School of Business Doctoral Program Faculty Committee: 2016-2018

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

GW Marketing Faculty Search Committee: 2012-2013; 2013-2014; 2015-2016; 2016-2017

George Washington School of Business Research Committee: 2013-2014

George Washington 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