

## Sung H. Ham

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### Education

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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

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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

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Huh, Seung, Dmitry A. Shapiro and Sung H. Ham (2022), “Profitability of Noisy Certification in the Presence of Loss Averse Buyers,” *Journal of Industrial Economics*, forthcoming.

Ham, Sung H., Chuan He and Dan Zhang (2022), “The Promise and Peril of Dynamic Targeted Pricing,” *International Journal of Research in Marketing*, 39 (4), 1150-1165. Equal Authorship.

Ham, Sung H., Ingrid Koch, Noah Lim and Jiabin Wu (2021), “Conflict of Interest in Third-Party Reviews: An Experimental Study,” *Management Science*, 67 (12), 7291-7950. Equal Authorship.

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.

## **Select Research in Progress**

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To Ad or Not to Ad: Can the Ability to Display Mid-Roll Advertisements in the Live Streaming Space Increase Viewership?

Compensation for Optimization: Incentivizing Ambidextrous Frontline Employees

Salesforce Monitoring

## **Presentations**

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“The Impact of Live Streaming Mid-Roll Advertisements,” Winter American Marketing Educator’s Conference, Nashville, Tennessee, 2023 (Scheduled).

“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**

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*Industrial Marketing Management; International Economic Review; International Journal of Research in Marketing; Journal of Marketing; Journal of Marketing Research; 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*

## **Media Mentions**

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### *Consumer Finance Mentions*

MoneyGeek: <https://www.moneygeek.com/credit-cards/resources/biggest-mistakes-managing-your-credit/#expert=sung-ham>

MoneyGeek: <https://www.moneygeek.com/credit-cards/analysis/2022-holiday-debt/#expert=sung-ham>

### *Insurance Mentions*

WalletHub: [https://wallethub.com/edu/oi/umbrella-insurance/9808#expert=Sung\\_Ham](https://wallethub.com/edu/oi/umbrella-insurance/9808#expert=Sung_Ham)

WalletHub: [https://wallethub.com/edu/ci/liability-car-insurance/7300#expert=Sung\\_Ham](https://wallethub.com/edu/ci/liability-car-insurance/7300#expert=Sung_Ham)

MoneyGeek: <https://www.moneygeek.com/insurance/auto/high-risk-car-insurance/#expert=sung-ham>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/same-day-car-insurance/#expert=sung-ham>  
WalletHub: [https://wallethub.com/car-insurance/michigan#Sung\\_Ham](https://wallethub.com/car-insurance/michigan#Sung_Ham)  
WalletHub: [https://wallethub.com/edu/ci/metlife-auto-insurance-review/63728#expert=Sung\\_Ham](https://wallethub.com/edu/ci/metlife-auto-insurance-review/63728#expert=Sung_Ham)  
WalletHub: [https://wallethub.com/cheap-car-insurance/michigan#experts=Sung\\_Ham](https://wallethub.com/cheap-car-insurance/michigan#experts=Sung_Ham)

#### *Hotel Reward Program Mentions*

WalletHub: [https://wallethub.com/edu/best-hotel-rewards-program/25939#expert=Sung\\_H\\_Ham](https://wallethub.com/edu/best-hotel-rewards-program/25939#expert=Sung_H_Ham)  
Matador Network: <https://matadornetwork.com/read/best-hotel-rewards-program-every-type-traveler/>  
Travel Pulse: <https://www.travelpulse.com/news/features/what-are-the-best-hotel-rewards-programs.html>  
Smarter Travel: <https://www.smartertravel.com/best-hotel-rewards-program/>  
The Business Journals: <https://www.bizjournals.com/pacific/news/2016/12/07/hotel-rewards-programs-benefit-chains-more-than.html>

## **Teaching Experience**

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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, Grants and Recognition**

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Broad College of Business Summer Research Grant (2021)  
Haring Symposium Faculty Representative – Indiana University, Kelley School of Business (2020)  
Broad College of Business Teaching Recognition Letter (2019)  
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**

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MSU Broad College Undergraduate Programs Committee 2022-Present  
MSU Marketing Undergraduate Programs Committee Chair 2022-Present  
MSU Marketing Tenure Track Faculty Search Committee 2022  
MSU Marketing Fixed-Term Faculty Search Committee 2020  
MSU Marketing Byington Speaker Series Committee: 2019-2020  
MSU Marketing Doctoral Program Committee: 2019-Present  
MSU Marketing Eli Broad Endowed Chair Faculty Search Committee: 2019-2020  
MSU 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 26<sup>th</sup> Annual Doctoral Symposium Lead Coordinator: 2008