

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

Associate Professor of Marketing (with Tenure)	2023 – Present
Assistant Professor of Marketing	2019 – 2023
Eli 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

Wu, Michael W. and Sung H. Ham (2025), "More Ads, More Viewers? Analyzing Behavioral Shifts from Advertising Permissions to Live Streaming Consumption," *Journal of Marketing* (in press).

Huh, Seung, Dmitry A. Shapiro and Sung H. Ham (2023), "Profitability of Noisy Certification in the Presence of Loss Averse Buyers," the *Journal of Industrial Economics*, 71 (3), 770-813.

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

Compensation for Optimization: Incentivizing Ambidextrous Frontline Employees

Salesforce Monitoring

Presentations

“Streamer Ability to Play Advertisements in Live Streaming,” Frontiers in Service, Montreal, Quebec, Canada 2025.

“Video Advertisements in Live Streaming,” Interactive Marketing Research Conference at Northeastern University, Boston, Massachusetts, 2024.

“Live Streaming Consumption and Streamer Ability to Play Mid-Roll Advertisements,” University of Texas at Arlington Marketing Department, Arlington, Texas, 2024.

“Compensation for Optimization: Incentivizing Ambidextrous Frontline Employees,” Winter American Marketing Educator’s Conference, St. Pete Beach, Florida, 2024.

Guest Lecture for Marketing Doctoral Seminar at Wayne State University, 2024.

“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

Experimental Economics; Industrial Marketing Management; International Economic Review; International Journal of Research in Marketing; Journal of Asia Business Studies; Journal of Marketing; Journal of Marketing Research; Journal of Personal Selling and Sales Management; Management Science; Marketing Intelligence and Planning; Marketing Letters; Marketing

Media Mentions

Consumer Finance Mentions

WalletHub: https://wallethub.com/d/wells-fargo-active-cash-card-3346c#expert=sung_ham
WalletHub: https://wallethub.com/edu/cc/costco-credit-card-benefits/145550#expert=Sung_Ham
MoneyGeek: <https://www.moneygeek.com/credit-cards/business/best-0-apr/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/credit-cards/business/best-cash-back/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/credit-cards/business/best-rewards/#expert=sung-ham-phd>
WalletHub: https://wallethub.com/best-bank-account-bonuses#expert=Sung_Ham
Study.com: <https://study.com/learn/finance.html>
MoneyGeek: <https://www.moneygeek.com/credit-cards/groceries/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/credit-cards/rewards/advice/how-to-pay-taxes-and-get-rewarded/#expert=sung-ham-phd>
LawFirm.com: <https://www.lawfirm.com/bankruptcy/#dr-sung-ham>
MoneyGeek: <https://www.moneygeek.com/credit-cards/charge-cards/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/credit-cards/first-time/#expert=sung-ham>
MoneyGeek: <https://www.moneygeek.com/financial-planning/resources/what-is-opportunity-cost/#expert=sung-ham>
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/ci/points-on-license/84874#expert=Sung_Ham
MoneyGeek: <https://www.moneygeek.com/insurance/auto/what-is-liability-only-car-insurance-coverage/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/insurance/auto/best-cheap-car-insurance-for-seniors/#expert=sung-ham-phd>
MoneyGeek: <https://www.moneygeek.com/insurance/auto/how-to-get-car-insurance-for-low-income/#expert=sung-ham-phd>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/what-is-the-average-cost-of-car-insurance-month-year/#expert=sung-ham-phd>

WalletHub: https://wallethub.com/edu/ci/liberty-mutual-car-insurance-review/82812#expert=Sung_Ham

MoneyGeek: <https://www.moneygeek.com/insurance/auto/best-car-insurance-guide/#expert=sung-ham-phd>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/car-insurance-estimate-calculator/#expert=sung-ham-phd>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/cheap-car-insurance-for-young-drivers/#expert=sung-ham-phd>

WalletHub: https://wallethub.com/edu/ci/farmers-car-insurance-review/63743#expert=Sung_Ham

MoneyGeek: <https://www.moneygeek.com/insurance/auto/best-car-insurance-michigan/#expert=sung-ham-phd>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/cheapest-full-coverage-car-insurance/#expert=sung-ham-phd>

MoneyGeek: <https://www.moneygeek.com/insurance/auto/cheapest-liability-only-car-insurance/#expert=sung-ham>

WalletHub: https://wallethub.com/edu/ci/gap-insurance/9002#expert=Sung_Ham

WalletHub: https://wallethub.com/edu/oi/umbrella-insurance/9808#expert=Sung_Ham

WalletHub: 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

WalletHub: https://wallethub.com/edu/ci/metlife-auto-insurance-review/63728#expert=Sung_Ham

WalletHub: 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

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

Data Analysis, Integration and Visualization (MSMRA Core Class)
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)
Amazon Ads (Undergraduate Elective Class)

Doctoral Student Advisement

Mary Schramm (2011 Ph.D. Kent State University: Committee) – Professor Emerita at
Quinnipiac University
Andrew Bryant (2014 Ph.D. George Washington University: Committee) – Associate Professor
at the University of North Carolina Wilmington
Chanho Song (2015 Ph.D. Kent State University: Committee) – Associate Professor at California
State University San Bernadino
Victor Chernetsky (2023 Ph.D. Michigan State University: Committee) – Assistant Professor at
the University of St. Thomas
Michael W. Wu (2024 Ph.D. Michigan State University: Co-chair) – Assistant Professor at
McMaster University

Awards, Grants and Recognition

Mittelstaedt and Gentry Doctoral Symposium Faculty Representative – University of Nebraska,
College of Business (2025)
Broad College of Business Teaching Excellence Award (2023)
Broad College of Business Summer Research Grant (2023)
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 (2011)
Kent State University Research Council Grant (2009)
University of Houston Dean's Excellence Award (2009)
Jesse H. Jones Business Dissertation Grant (2009)

Service

MSU University Committee on Graduate Studies 2025-2028
MSU University Committee on Undergraduate Education 2024
MSU Marketing Fixed-Term Faculty Search Committee 2024
MSU Broad College Undergraduate Programs Committee Chair 2023-Present
MSU Marketing Tenure Track/Tenured Faculty Search Committee 2023-2024
MSU Marketing Reappointment Promotion and Tenure Bylaws Committee 2023-2024
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 26th Annual Doctoral Symposium Lead Coordinator: 2008