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McCombs Business School, University of Texas at Austin

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106-1803 Hyundai Apt.
Dadae-dong Saha-ku
Pusan, Korea

EDUCATION

The University of Texas at Austin	Austin, TX
Fall 2003 – present (Marketing PhD program)	
The University of Michigan	Ann Arbor, MI
Applied Statistics (M.A.) August 2003	
SungKyunKwan University	Seoul, Korea
Business Administration (B.B.A.) August 2001	

PROFESSIONAL EXPERIENCE

Research Assistant
The University of Texas at Austin (Sep. 2003 – Present)
with Prof. Frenkel ter Hofstede

Teaching Experience
The University of Michigan, Statistics Dept. (Jan. 2003 – April 2003)
“Introduction to Statistics and Data Analysis” – STAT350

Teaching Assistant
The University of Texas at Austin (Sept. 2003 – Present)
with Prof. Frenkel ter Hofstede and Prof. Neeraj Bharadwaj
The University of Michigan (Jan. 2002 – April 2002)
with Prof. Peter Lenk

WORKS IN PROGRESS

“Media Budget Allocation: Target Markets and the Effects of Response Bias”
with Prof. Frenkel ter Hofstede and Marco Vriens

AWARDS

Sung Kyun Kwan Full Scholarship (Fall 1999)
Preemptive Scholarship (University of Texas at Austin)

Professional Affiliations

American Statistical Association