

SERIM HWANG

International Hall, Room 90334
SKK Graduate School of Business
Sungkyunkwan University
25-2, Sungkyunkwan-ro, Jongro-gu
Seoul, Korea 03063

Phone: +82-2-740-1500
Email: serimh@skku.edu

ACADEMIC APPOINTMENT	SKK GSB, Sungkyunkwan University , Seoul, South Korea Assistant Professor of Marketing	2023 – present
EDUCATION	Carnegie Mellon University , Pittsburgh, PA Ph.D. in Marketing	2023
	University of Michigan , Ann Arbor, MI M.S. in Applied Statistics	2017
	University of Seoul , Seoul, South Korea B.B.A. in Business Administration, <i>Magna Cum Laude</i>	2015
RESEARCH INTERESTS	Substantive: Influencer business, AI/AR/VR, technological innovation, technology for art, fintech, unstructured data Methodology: Causal inference in ML, voice/image analytics, deep learning, structural model, econometrics, empirical IO, Bayesian choice modeling	
WORKING PAPERS	<u>“Metaverse Is Near: The Impact of Virtual Influencers”</u> , Serim Hwang, Xiao Liu and Kannan Srinivasan, 2022, <i>Preparing for the submission (Job Market Paper)</i> <u>“Voice Analytics of Online Influencers”</u> , Serim Hwang, Xiao Liu and Kannan Srinivasan, 2022	
WORKSHOP PAPER	<u>“BCRLSP: An Offline Reinforcement Learning Framework for Sequential Targeted Promotion”</u> , Fanglin Chen, Xiao Liu, Bo Tang, Feiyu Xiong, Serim Hwang and Guomian Zhuang, 2022, <i>Accepted at DRL4IR: The 3rd Workshop on Deep Reinforcement Learning for Information Retrieval at SIGIR’22</i>	
WORK IN PROGRESS	<u>“Optimizing the Use of AI-Powered Virtual CGI Influencers for Social Media Marketing - A Structural Model Analysis with Instagram Data”</u> , Serim Hwang, Xiao Liu, Kannan Srinivasan, 2022 <u>“A Scale-Free Variational Graph Autoencoder to Identify and Interpret Social Circles”</u> , Serim Hwang, Samuel Levy, 2021 <u>“Do Point Rewards Spur Consumer Spending? - A Structural Analysis of Credit Card Transactions”</u> , Serim Hwang, Alan Montgomery, 2020	
CONFERENCE PRESENTATION	INFORMS Meeting , Arizona, US - <i>Metaverse Is Near: The Impact of Virtual Influencers</i>	2023 (Expected)
	Marketing Science (Virtual) - <i>Voice Analytics of Online Influencers</i>	2022
	Marketing Science (Virtual) - <i>The New Luddite Scare or Fallacy: How Do AI-Powered Virtual Influencers Disrupt</i>	2021

the Job Market of Human Influencers?

UT Dallas Bass FORMS (Virtual) 2021
-Voice Analytics of Online Influencers –Soft Selling in Branded Videos

Marketing Science (Virtual) 2020
-Do Point Rewards Spur Consumer Spending? - A Structural Analysis of Credit Card Transactions

Marketing Science, Rome, Italy 2019
-Knocking on the Inside of Beauty Influencers

CONFERENCE PARTICIPATION INFORMS Meeting, Arizona, 2023 (Expected)
Marketing Science Conference, University of Chicago (Virtual), 2022
AMA-Sheth Doctoral Consortium, Indiana University Bloomington, 2021
Marketing Science Conference, University of Rochester (Virtual), 2021
UT Dallas Bass FORMS Conference, University of Texas at Dallas (Virtual), 2021
Marketing Science Conference, Duke University (Virtual), 2020
Marketing Science Conference, University of Rome, 2019
Structural Modeling Workshop, Northwestern University, 2019
Digital Marketing Conference, Carnegie Mellon University, 2019
Marketing Science Conference, Temple University, 2018

INVITED TALKS Tsinghua University 2022
Baylor University 2022
Yale University 2022
Yonsei University 2022
Rutgers University 2022
Sungkyunkwan GSB (SKK GSB) 2022
Boston College 2022
Emory University 2022
University of Utah 2022
ESADE Business School 2022
National University of Singapore (NUS) 2022
Chinese University of Hong Kong, Shenzhen 2022
University of Texas, Dallas 2022
University of Florida 2022

HONORS & AWARDS **Carnegie Mellon University**
William W. Cooper Doctoral Dissertation Award
Dipankar and Sharmila Chakravarti Doctoral Fellowship Award
Litzenberger Family Fund for PhD Conference Travel
CMU GSA/Provost Conference Fundings
William Larimer Mellon Fellowship

University of Michigan
TA Scholarships for 3 semesters
Rackham Conference Travel Grant for poster presentation

University of Seoul
Magna Cum Laude Graduate (2/165)
UOS Alumni Scholarship
Semester Highest Honors
Exchange Students Scholarships (2013; UC Berkeley, SUNY Stony Brook)
Summer Study Abroad Scholarship (2011; NTU Singapore)
Entrant's Scholarship for High Korean-SAT