

Kyoungnam Catherine Ha

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Pacific Lutheran University
School of Business
Tacoma, WA 98447

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EDUCATION

- | | |
|------|---|
| 2012 | Ph.D., MARKETING
Michael G. Foster School of Business, University of Washington, Seattle
Dissertation: Marketing Expenses, Brand Equity, and a Firm's Financial Value |
| 2006 | M.E., INDUSTRIAL AND SYSTEMS ENGINEERING
Texas A&M University, College Station |
| 2004 | M.S., INDUSTRIAL ENGINEERING (DATA MINING)
Seoul National University, Seoul, South Korea
Thesis: Response Modeling using Bagging Neural Network and SVM |
| 2002 | B.S., CUM LAUDE, INDUSTRIAL ENGINEERING
Seoul National University, Seoul, South Korea |

ACADEMIC POSITION

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| 2016~Present | Assistant Professor, Pacific Lutheran University, Tacoma, WA |
| 2012~2016 | Assistant Professor, University of New Haven, West Haven, CT |

PROFESSIONAL ACTIVITIES

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| 2018 | Ad hoc reviewer, <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> |
| 2017~ | Advisory Committee Member of Zentropy, South Korea |
| 2017 | Ad hoc reviewer, <i>European Journal of Marketing</i> |
| 2017 | Marketing Science Conference Session Chair |
| 2016 | Proceeding reviewer, American Marketing Association conference |
| 2016, 2013,
2012 | Ad hoc reviewer, <i>Journal of Interactive Marketing</i> |
| 2014 | Ad hoc reviewer, <i>South Asian Journal of Global Business Research</i> |

TEACHING INTERESTS

Marketing Analytics, Database Marketing, Data Mining, Social Media Marketing, Digital Marketing, Customer Relationship Management, E-commerce, Marketing Research, Marketing Principles, Marketing Management, Econometrics

RESEARCH INTERESTS

Marketing-Finance Interface for For-profit and Non-profit organization
Corporate Social Responsibility
Product Placement and customer rating in Movies
Brand Equity and Management
Big Data Analysis & Customer Response Models
Customer Relationship Management

JOURNAL PUBLICATIONS & PROCEEDINGS

- Ha, K.C., & Chung, S.M. (2018). Impacts of Strong Tie and Weak Tie on Network Performance: The Mediating Role of Openness. *Journal of Marketing Thought*, 5(1), pp. 37-43.
- Lee, H., Ha, K.C., & Kim, Y. (2018). Marketing Expense and Financial Performance in Arts and Cultural Organizations. *International Journal of Nonprofit and Voluntary Sector Market*, 23(3), e1588.
- Meyer, J., Song, R., & Ha, K. (2016). The effect of product placements on the evaluation of movies. *European Journal of Marketing*, 50(3/4), 530-549.
- Lee, H., & Ha, K. (2016). What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter? In T. H.-T. Charles & F. Hofacker (Eds.), *Proceedings of American Marketing Association Winter Conference: What Happens in Marketing, Stays Digital: Rethinking Marketing in the Era of Unlimited Data, Volume 27 (K-42)*. Red Hook: AMA.
- Song, R., Meyer, J., & Ha, K. (2015). The Relationship Between Product Placement And the Performance of Movies: Can Brand Promotion in Films Help or Hurt Moviegoers' Experience? *Journal of Advertising Research*, 55(3), 322-338.
- Cho, S., Shin, H., Yu, E., Ha, K., & MacLachlan, D. (2006). Data mining problems and solutions for response modeling in CRM. *Entrue Journal of Information Technology*, 5(1), 55-64.
- Ha, K., Cho, S., & MacLachlan, D. (2005). Response Models based on Bagging Neural Networks. *Journal of Interactive Marketing*. 19, 17-30.

SELECTED RESEARCH

- Ha, K.C. & Erickson, G.M. Brand Equity and Asymmetric Risk. (Invited to Revise and Resubmit to *International Journal of Research in Marketing*)
- Ha, K.C., & Lee, H. Long-Term Dynamics between Revenue and Resource Allocation Strategies in Nonprofit Organizations. (Under review of *Nonprofit and Voluntary Sector Quarterly*)
- Ha, K.C., & Erickson, G.M. Long-Term and Short-Term Dynamic Interactions among Advertising and R&D Expenditures, Brand Equity, and Firm Value (Under final preparation for submission to *International Journal of Research in Marketing*)
- Lee, H. & Ha, K.C. Marketing Expense, Organizational Characteristics, Funding Structure, and Financial Flexibility: A Study of Nonprofit Arts and Cultural Organizations (Under Final preparation for submission to *International Journal of Nonprofit and Voluntary Sector Market*)
- Ha, K.C., Bae, Y.H., & Yim, H., Asymmetric Effects of Corporate Social Performance on a Firm's Systematic and Unsystematic Risk When Market Turns Down. (In progress, Target Journal: *Journal of Business Ethics*)
- Ha, K.C., Park, E., & Allen, J. What Determines Social Media Acceptance? (In progress: data collection)

CONFERENCE PRESENTATIONS

- Ha, K.C., Bae, Y.H., & Yim, H. (2018, November). *Does Corporate Social Performance Work Better in Reducing a Firm's Risk When Market Turns Down?* Decision Sciences Institute Conference, Chicago, IL.
- Lee, H., Ha, K., & Kim, Y. (2017, November) *The Relationship between Product Portfolio Innovation and Marketing in Professional Theater*. ARNOVA Conference, Grand Rapids, MI.
- Ha, K. & Lee, H. (2017, June). *Long-Term Dynamic Interactions between Marketing Expense and Revenue in a Nonprofit Art and Cultural Organization*. Marketing Science Conference, Los Angeles, CA.
- Lee, H., Ha, K., & Kim Y. (2017, March). *Explore Marketing Expense in Arts and Cultural Organizations*. NEDSI Conference, Springfield, MA.
- Lee, H. & Ha, K. (2016, February). *What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter?* American Marketing Association Winter Conference, Las Vegas, NV.
- Ha, K., Jacobson, R., & Erickson, G. (2011, June). *Customer Based Multidimensional Brand Equity and Asymmetric Risk*. Marketing Science conference, Houston, TX.
- Ha, K., Cho, S. & MacLachlan, D. (2003, June). *Response Models based on Bagging Neural Network Ensembles*. Marketing Science conference, College Park, MD.
- Ha, K., Cho, S., & MacLachlan, D. (2003, June). *Response Model with Bagging Neural Networks*. Annual UW-UBC Marketing conference, University of British Columbia, Vancouver, Canada.

RESEARCH ACTIVITIES

Interdisciplinary Research Cluster: Asian Woman Scholars

MEDIA CONTRIBUTIONS

UNH Today, October 7, 2013

Description: Diapers & Beer-What Big Data Tells Us [Http://www.newhaven.edu/business/Big-Data](http://www.newhaven.edu/business/Big-Data)

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA), Chicago, Illinois

AACSB, Tampa, Florida

Decision Science Institute (DSI), Huston, Texas

PROFESSIONAL DEVELOPMENT ACTIVITIES

Training, PLUTO for Online/Hybrid class Training, School of Business, Pacific Lutheran University, Tacoma, WA July 2018

AACSB Teaching Effectiveness Seminar, Arizona State University, Tempe, AZ March 2018

Training, Online class Training, College of Business, University of New Haven, West Haven, CT February & July 2015

Training, Modeler Training, College of Business, University of New Haven, West Haven, CT April 2014

Doctoral Consortium, Marketing Science, Houston, TX, June 2011

Workshop on Quantitative Marketing and Structural Econometrics, Duke University, NC, August 2010

ACADEMIC AWARDS, HONORS, AND GRANT

2018	Karen Hille Phillips Regency Advancement Award, Pacific Lutheran University
2018	Summer Research Grant, School of Business at Pacific Lutheran University
2017	Summer Research Grant, School of Business at Pacific Lutheran University
2016	Summer Research Grant, School of Business at Pacific Lutheran University
2016	Nominee of Merit Award, University of New Haven
2013	Interdisciplinary Research Clusters (IRC) Research Fund, University of New Haven

2013	Interdisciplinary Research Clusters (IRC) Research Fund, University of New Haven
2011	Evert McCabe Fellowship, University of Washington
2010	Workshop on Quantitative Marketing and Structural Econometrics Funding (only a select number of students receive funding), Columbia-Duke-UCLA
2004 ~ 06	Graduate Study Abroad Scholarship, USD 60,000, Korea Science and Engineering Foundation (KOSEF)
2004 ~ 06	Graduate Program Enhancement INEN Scholarship, Texas A&M University
2005	NSF Student Stipends INEN Scholarship
2003	Superior Academic Performance SNU Scholarship, Seoul National University
2002	Cum Laude, Seoul National University
1998 ~ 2001	Superior Academic Performance SNU Scholarship, Seoul National University

TEACHING EXPERIENCE

2019	Instructor, Data Mining (BMMR 530, Graduate)
	Instructor, Graduate Research Project in Marketing II (BMMR 599, Graduate)
	Instructor, Marketing Management (BUSA 468, Marketing Capstone)
2018	Instructor, Data Mining (BMMR 530, Graduate)
	Instructor, Marketing Strategy (BMMR 502, Graduate)
	Instructor, Quantitative Marketing Research (BMMR504, Graduate)
	Instructor, Marketing Management (BUSA 468, Marketing Capstone)
	Instructor, Marketing Research (BUSA 467, Undergraduate)
	Instructor, Principles of Marketing (BUSA 308, Undergraduate)
2017	Instructor, Marketing Research (BUSA 467, Undergraduate)
	Instructor, Quantitative Marketing Research (BMMR 504, Graduate)
	Instructor, Customer Relationship Management (BUSA 487, Undergraduate)
	Instructor, Data Mining (BMMR 530, Graduate)
	Instructor, CB& Customer Relationship Management (BMMR 528, Graduate)
	Instructor, Principles of Marketing (BUSA 308, Undergraduate)
2016	Instructor, Principles of Marketing (BUSA 308, Undergraduate)
	Instructor, Marketing Research (BUSA 467, Undergraduate)
	Instructor, Quantitative Marketing Research (BMMR 504, Graduate)

	Instructor, Social Media Marketing (MKTG 4451/6629, MBA & Undergraduate)
	Instructor, Marketing (MKTG 6609, MBA)
2015	Instructor, Database Marketing (MKTG 6627, MBA-New London cohort)
	Instructor, Database Marketing (MKTG 6627/4453, MBA & Undergraduate)
	Instructor, Social Media Marketing (MKTG 4450, Undergraduate)
	Instructor, Marketing Research (MKTG6639/4442, MBA & Undergraduate)
	Instructor, Marketing Principles (MKTG2200, Undergraduate)
2014	Instructor, Marketing Management: Connect to Customer (EMBA9927, EMBA)
	Instructor, Marketing Principles (MKTG2200, Undergraduate)
	Instructor, Marketing Research (MKTG6639/4442, MBA & Undergraduate)
	Instructor, Customer Database Marketing (MKTG 6627, MBA)
2013	Instructor, Marketing Research (MKTG 6639/4442, MBA & Undergraduate)
	Instructor, Marketing Principles (MKTG2200, Undergraduate)
	Instructor, Overview of E-commerce (MK326, Undergraduate)
	Instructor, Database Marketing (MK 670, MBA)
2012	Instructor, Marketing Principles (MK200, Undergraduate)
	Instructor, Marketing Research (MK 639/442, MBA & Undergraduate)
2011 ~ 12	Instructor, Marketing Research (MKTG 460, Undergraduate elective)
2010	Instructor of Help Sessions, Database Marketing and Customer Analytics (MKTG 565, MBA elective)
2009 ~ 10	Instructor of Help Sessions, Research for Marketing Decisions (MKTG 560, MBA elective)
2009 ~ 10	Teaching Assistant, Product Management (MKTG 410, Undergraduate elective)
2008	Teaching Assistant, Business-to-Business Marketing (MKTG 511, MBA elective)
2007 ~ 08	Instructor of Help Session, Marketing Research (MKTG 460, Undergraduate)

COMPETITION PARTICIPATIONS

Customer Lifetime Value Modeling Competition, DMEF, 2008

Churn Modeling Tournament, Terra Data Center for Customer Relationship Management at Duke University, 2002

Simulation Competition for Automobile Factory, Korean Society for Simulation, Seoul, South Korea, 2000

INDUSTRY PROJECTS

Management International IMS Program Development – Intelligent Demand Forecaster Module, LG, CNS, Seoul, South Korea (October 2002 – September 2003)

Pattern Analysis of Mobile Internet Customer, Marketing Lab and SK Telecom Co., Seoul, South Korea (January – February 2002)

ACDEMIC SERVICE

Fall 2018 ~ Present	HPRB Liaison for School of Business Beta, Gamma, Sigma (BGS) Faculty Advisor Graduate Committee (Member)
Fall 2017 ~ Spring 2018	HPRB Liaison for School of Business Library Liaison for School of Business Beta, Gamma, Sigma (BGS) Faculty Advisor Graduate Committee (Chairperson)
Fall 2016 ~ Spring 2017	Library Liaison for School of Business Graduate Committee (Member)
Fall 2014 ~ Spring 2016	Academic Integrity Board Committee (Alternate Member) College of Business Curriculum Committee (Chairperson) Primary Advisor of AMA Student Club (Faculty Advisor)
Fall 2013 ~ Fall 2014	College of Business Curriculum Committee (Member)
Fall 2013	Experiential Education/Undergraduate Curriculum Committee (Member)
Fall 2012 ~	Undergraduate AoL Committee (Member)
Fall 2013 ~ Spring 2014	Marketing Search Committee (Member)
Fall 2012 ~ Spring 2014	Secondary Advisor of AMA Student Club (Faculty Advisor)
Fall 2012 ~ Spring 2014	Finance Search Committee (Member)

COMMUNITY SERVICE

2016 ~	Mentorship
2016 ~ 2017	Consultation for Key Compounding Pharmacy (student project)
2002 ~ 2004	Serve at Mass (assist priest)

TECHNICAL SKILLS

MATLAB, R, STATA, SQL, Python, GAUSS, Mathematica, E-views, SAS, E-miner, SPSS, SPSS Modeler, CPLEX, AMPL, Visual Basic, ARENA, Rational Rose

LANGUAGES

English, Korean