

Tongil (TI) Kim

Assistant Professor of Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

Researcher in health care marketing and franchising

Biography

Tongil "TI" Kim joined the Goizueta Business School faculty in 2013. He holds a PhD in Business from Haas School of Business, University of California - Berkeley, a MS in Management Science from Stanford University, and a BAsc in engineering from Simon Fraser University. His research focuses on the development and application of structural models to understand market demand and supply, particularly in the context of franchising and public policy. His current research explores ways to quantify firm's unobservable service effort to consumers in vertical channels.

Industry Expertise

Research, Management Consulting, Market Research, Public Policy

Areas of Expertise

Marketing Analytics, Healthcare Marketing, Marketing and Public Policy, Empirical industrial organization, Franchising

Education

University of California - Berkeley

Ph.D. Marketing

Stanford University

Master's Management Science and Engineering, Operations Management

Simon Fraser University

Bachelor's B.A.Sc Electronics Engineering

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