

# RACHEL KIM

188 Cole Manor Dr., Athens, GA 30606

(574) 904-4543 • [R.Kim@uga.edu](mailto:R.Kim@uga.edu) • <https://www.linkedin.com/in/rkim616/>

## EDUCATION

---

**UNIVERSITY OF GEORGIA** Athens, GA

PhD in Management of Information Systems (Expected in May 2027)

**UNIVERSITY OF NOTRE DAME** Notre Dame, IN

Master of Science in Business Analytics May 2022

**AJOU UNIVERSITY** Suwon, South Korea

Bachelor of Business Administration August 2020

**NANYANG TECHNOLOGICAL UNIVERSITY** Nanyang, Singapore

Exchange Program January - May 2018

## RESEARCH INTERESTS

---

- Methods: Qualitative Methods (Interview, Case Study, QCA), Survey, Field Experiment
- Topics: Human-AI Collaboration, Human-AI Interaction, Social Media, Social Identity

## RESEARCH & PROJECTS

---

- **Kim, R., Boudreau, M., Salge, C. ‘The Role of AI Chatbots in Customer Service – Is the Bot Doing Its Job?’** – Investigating the role of AI chatbots in customer service to examine whether the chatbot is resolving the issues and workload of clients and live agents as anticipated
- **Salge, C., Li, W., Karahanna, E., Kim, R. ‘Semantic Network’s Characteristics Based on Term Co-occurrence in Twitter’** – Understanding the characteristics of bridging and bonding relationships in semantic networks on social media to generate insights on disseminating information
- **Kim, R., Gu, C., Boppudi, S., Liu, R., Liu, W. ‘Data Visualization Project: Is Tiktok Dominant Over Instagram Among Gen Z?’** – Analyzing and visualizing the relationship between the usage of social media and personality and the impact of Gen Z on social media platforms (2021)
- **Chen, E., Liu, R., Kim, R., Gu, C. ‘Hotel Booking Cancellation Analysis’** – Offered a forward-looking guidance to the hotel industry to help develop marketing and sales strategies through machine learning in Python (2021)
- **Kim, R., Boppudi, S., Chen, E., Liu, R., Gu, C. ‘Marketing Strategy Proposal to Amazon: Changing the Consumers’ Negative Perception to Meet the Sustainability Goal and Increase Opportunity Sales’** – Researched, analyzed, and visualized Amazon and their consumers’ misconception on Amazon’s sustainability strategy and created a marketing strategy proposal to Amazon (2021)
- **Kim, R., Park, O., Yoo, S., Kim, H., Park, J., Lim, G. ‘Capstone Design Project: Research on a Country’s Ethnicity Based on their Dessert Culture’** – Conducted a capstone project with a Turkish dessert industry, investigated their market and devised marketing strategies that can help expand the Turkish dessert culture and market in Korea. (2018)

- **Kim, R.**, Song, H., Jung, S., Ban, S., Shim, D., Moon, J., Yeom, J., Jung, D. ‘**Globiz Project: *K-Beauty & Cosmetics Market Research in Dubai***’ – Conducted preliminary research based on qualitative research in Dubai to study the preference of K-Beauty & Cosmetics in Dubai to research the Halal-cosmetics’ domestic entry trend (2017)

- Song, H., **Kim, R.**, Kang, H., Yu, S., Ahn, S., Kang, J., Jung, S. ‘**Globiz Project: *Understanding the Trend of Entering the Moroccan Black Box Market***’ – Studied the traffic conditions and accident rates to forecast the possibility of entry of black boxes in the Moroccan vehicle related industry based on quantitative and qualitative data (2016)

## **AWARDS & HONORS**

---

- **MSBA Fellowship** at University of Notre Dame (2021-2022)
- **Silver Award** in Business School Academic Festival, Ajou University Business School (2017)
- **Grand Prize** in Humanagement Academic Festival, Ajou University Business School & College of Humanities (2016)
- **Ajou University Scholarship** at Ajou University (2016-2019)

## **PROFESSIONAL EXPERIENCE**

---

### **UNIVERSITY OF GEORGIA** Athens, Georgia

**Research Assistant** of Dr. Marie-Claude Boudreau August 2023 – Current

- Collecting data from interviews on Asana implementation
- Conducted data analysis on current research dataset with fsQCA

### **UNIVERSITY OF GEORGIA** Athens, Georgia

**Teaching Assistant** of Dr. Karim Jetha January 2023 – Current

- Resolved questions that students have related to the lecture and assignments
- Debugged coding errors of students’ assignment and projects

### **UNIVERSITY OF GEORGIA** Athens, Georgia

**Graduate Research Assistant** of Dr. Elena Karahanna August 2022 – July 2023

- Preprocessed tweets to create a semantic network with the terms obtained
- Created a semantic network to investigate the lexical semantics that cause co-occurrence of terms to disseminate information

### **UNIVERSITY OF NOTRE DAME** Notre Dame, Indiana

**Research Assistant** of Dr. Jung Hee Lee Fall 2021 – May 2022

- Coordinated and cleaned firm-drug recall dataset of 2012-2020 that included approximately 3K-4K drugs
- Investigated matching chemical materials and included short-in-supply drugs and recalled drugs from the market to find a correlation between the two cases mainly using Excel and R

### **READ 101 Hwaseong, South Korea**

**English Instructor** March 2016 – March 2020

- Created a discussion program to have discussions with students based on the English literature they read to check their comprehension of the book
- Revised students’ summary on the book they read and gave feedback to the parents for their understanding of the student’s English skill

- Composed a daily and monthly report for each student according to their overall understanding of the lessons and current level of English proficiency

### **PUBLIC KITCHEN CO., LTD.** Seongnam, South Korea

#### **Management Intern** July – August 2019

- Updated the database of clients' information and categorized them for convenience in finding clients' data using Excel, which was used in building new marketing strategies and promotions by segmenting the target
- Contributed as a translator in international 1:1 meeting with overseas vendors at a start-up company investment fair 'Next-rise 2019' held in COEX, and utilized the skill to bring up a state of trust with them based on cross cultural understanding, and succeeded in attracting investment
- Managed the company's social media account, coordinated the events and new updates, and formed connections with people who are related to the company's field

### **SERVICE**

---

#### **• Ad-hoc Reviewer**

- European Conference on Information Systems (ECIS), 2024
- International Conference on Information Systems (ICIS), 2023
- Americas Conference on Information Systems (AMCIS), 2023
- First-year Ph.D. Student Mentor, UGA, 2023

### **TECHNICAL SKILLS**

---

#### **• Tools**

- R, Python, Tableau, SQL, SPSS, STATA, Mplus

#### **• Language**

- Bilingual in English and Korean
- Basic level in Chinese