

Stanford

Yewon Kim

Assistant Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2025-26

- Marketing Management: MKTG 240 (Win)

2023-24

- Empirical Analysis of Dynamic Decision Contexts: MKTG 645 (Win)

2022-23

- Marketing Management: MKTG 240 (Win)

Publications

PUBLICATIONS

- **Government Policy, Strategic Consumer Behavior, and Spillovers to Retailers: The Case of Demonetization in India** *MARKETING SCIENCE*
Kim, Y., Chintagunta, P. K., To, B.
2022