

# Stanford

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## Yewon Kim

Assistant Professor of Marketing at the Graduate School of Business

### Bio

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#### ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

### Teaching

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#### COURSES

##### 2023-24

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

##### 2022-23

- Marketing Management: MKTG 240 (Win)

##### 2021-22

- Marketing Management: MKTG 240 (Win)

##### 2020-21

- Marketing Management: MKTG 240 (Win)

#### STANFORD ADVISEES

##### Doctoral Dissertation Reader (AC)

Yifan Yang

### Publications

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#### 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