

# Stanford

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## Jinseok Kim

Postdoctoral Scholar, Sociology

### Bio

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#### STANFORD ADVISORS

- Karen Eggleston, Postdoctoral Research Mentor
- Gi-Wook Shin, Postdoctoral Faculty Sponsor

### Publications

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#### PUBLICATIONS

- **A machine learning technique embedded reference-dependent choice model for explanatory power improvement: Shifting of reference point as a key factor in vehicle purchase decision-making** *TRANSPORTATION RESEARCH PART B-METHODOLOGICAL*  
Kim, K., Kim, J., Park, S., Lee, J., Kim, J.  
2025; 191