

# Jiwoong Shin

## *Curriculum Vitae (January 2026)*

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### EDUCATION

Massachusetts Institute of Technology, Cambridge, MA  
Ph.D. in Management Science, 2005

Seoul National University, Seoul, Korea  
M.S. in Business Administration, 1999  
B.S. in Business Administration, *magna cum laude*, 1997

### ACADEMIC POSITION

Yale University, New Haven, CT, 2004 -Present  
School of Management, Professor of Marketing  
Marketing Area Coordinator (Chair), 2019-2022  
Ph.D. Program Director, Quantitative Marketing, 2014-2024  
YCCI Faculty Fellow  
Morse College, Faculty Fellow  
Economics Department (by courtesy)

### Visiting Position

City University of Hong Kong, Distinguished Scholar, May 2026  
UCLA, Anderson School of Management, Distinguished Visiting Professor, Jan-Mar 2026  
SMU (Singapore Management University), Tommie Goh Visiting Professorship in  
Entrepreneurship and Business, February 2025  
Chinese University of Hong Kong, Distinguished Scholar, January 2025  
CEIBS, Visiting Thought Leader, August 2023  
NUS (National University of Singapore), NUS Business School, OSIM Visiting Chair Professor  
of Marketing, April 2023  
KAIST, College of Business, Distinguished Visiting Scholar, July-August 2022  
University of Cambridge, Judge Business School, June 2022  
Sandra Dawson Visiting Professor of Marketing, Strategy and Innovation  
Visiting Fellow of Sidney Sussex College  
Korea University, Business School, International Eminent Research Professor, Annual Visiting  
Professor, 2018- 2020  
Seoul National University, Business School, Annual Visiting Professor, 2014-2018  
UC-San Diego, Rady School of Management, Visiting Assistant Professor, Spring 2008

## HONORS AND AWARDS

Keynote speaker, 2025 AI, Machine Learning, and Business Analytics Conference  
Keynote speaker, 2025 China Marketing Science Conference  
Teaching Award for Outstanding Teaching Excellence, Yale School of Management, 2025  
Senior Editor, *Marketing Science*, 2024-  
Thought Leader Award 2023, CEIBS  
Keynote speaker, 2023 AI, Machine Learning, and Business Analytics Conference  
Keynote speaker, 2023 China Marketing International Conference  
Marketing Science Service Awards (for Associate Editor), 2022  
AMA-Seth Foundation Doctoral Consortium, Faculty Fellow 2021, 2022, 2025  
Keynote speaker, 2021 China Marketing International Conference  
Vice President of Education, ISMS (INFORMS Society for Marketing Science), 2021- 2024  
Finalist, *2020 ISMS Long-term Impact Award* (“A Customer Management Dilemma: When is it Profitable to Reward One’s Own Customers?”)  
Inspiring Yale Award 2020, annual Yale University-wide Award for inspiring Yale students in and out of the classroom  
MSI Scholars 2018, the inaugural class of faculty  
ISMS Doctoral Consortium, Faculty Fellow 2012, 2013, 2014, 2018, 2019, 2020, 2021, 2022, 2023, 2024  
Management Science Meritorious Service Award, 2016, 2014, 2013, 2011, 2010, 2009  
Management Science Distinguished Service Award 2015  
Whitebox Research Grant, International Center for Finance, 2015, 2010  
Honorary Master of Arts, Yale University, 2015  
Winner, 2011 *John D. C. Little Best Paper Award* (“Uninformative Advertising as an Invitation to Search”).  
Winner, 2010 *John D. C. Little Best Paper Award* (“A Customer Management Dilemma: When is it Profitable to Reward One’s Own Customers?”)  
Faculty Fellow, Keizai Koho Center (KKC)  
Jon Cummings Research Grant, Yale Center for Customer Insight, 2011  
MSI Young Scholars 2011, leaders of the next generation of marketing academics  
AMA-Sheth Foundation Doctoral Consortium Fellow (for Sloan School, MIT), 2003  
Media Lab Research Fellowship, MIT, 2003-2004  
The Walter A. Rosenblith (WAR) Fellowship Award, 1999-2000  
Sloan Fellowship, MIT, 1999-2004

## PUBLICATIONS: JOURNAL ARTICLES

1. Shin, Minkyu, Jin Kim, and Jiwoong Shin (2026), “The Adoption and Efficacy of Large Language Models: Evidence from Consumer Complaints in the Financial Industry,” *Nature Human Behaviour*, forthcoming.
  - **Feature in Nature Research Briefing**, “Large language models can level the playing field in consumer financial complaints.”

2. Ke, Tony, Jiwoong Shin, and Xu Zhu (2026), "Searching for Rewards," *Management Science*, forthcoming.
3. Lee, Jae-Yun, Jiwoong Shin, and Jungju Yu (2025), "Communicating Attribute Importance under Competition," *Marketing Science*, forthcoming.
4. Ning, Eddie, Jiwoong Shin, and Jungju Yu (2025), "Targeted Advertising as an Implicit Recommendation and Personal Data Opt-Out," *Marketing Science*, 44(2), 390-410.
5. Shin, Jiwoong and Chi-Ying Wang (2024), "The Role of Messenger in Advertising Content: Bayesian Persuasion Perspective," *Marketing Science*, 43(4), 840–862.
6. Choi, Jason, Qihong Liu, and Jiwoong Shin (2024) "Predictive Analytics and Ship-then-shop Subscription," *Management Science*, 70(2), 1012-1028.
7. Ke, Tony, Jiwoong Shin, and Jungju Yu (2023), "A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning," *Marketing Science*, 42(6), 1101-1124.
  - This paper has previously been circulated under the title of "A Theory of Brand Positioning: Product-Portfolio View."
8. Shin, Jiwoong and Woochoel Shin (2023), "A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency," *Management Science*, 69(8), 4481-4497.
9. Shin, Minkyu, Jiwoong Shin, Soheil Ghili, and Jaehwan Kim (2023), "The Impact of Gig Economy on Product Quality through the Labor Market: Evidence from Ride-sharing and Restaurant Quality," *Management Science*, 69(5), 2620-2638.
10. Mittendorf, Brian, Jiwoong Shin, and Dae-Hee Yoon (2022), "Ratcheting of Profitability Expectations and its Consequence for Supply Chains," *Journal of Marketing Research*, 59(2), 290-305.
11. Shin, Jiwoong, and Jungju Yu (2021), "Targeted Advertising and Consumer Inference," *Marketing Science*, 40(5), 900-922.
12. Gordon, Brett, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin, and Ken Wilbur (2021), "Inefficiencies in Digital Advertising Markets," *Journal of Marketing*, 85(1), 7-25.
  - Lead Article
  - "Commentary: Half My Digital Advertising Is Wasted..." (by Marc Pichard, *Journal of Marketing*, 85(1), 26-29)
  - "Commentary: Inefficiencies in Digital Advertising Markets: Evidence from the Field" (by Jonathan Porter, *Journal of Marketing*, 85(1), 30-34)
13. Lu, Michelle Y. and Jiwoong Shin (2018), "A Model of Two-Sided Costly Communication for Building New Product Category Demand," *Marketing Science*, 37(3), 382-402.
14. Campbell, Arthur, Dina Mayzlin and Jiwoong Shin (2017), "Buzz Management," *RAND Journal of Economics*, 48(1), 203-229.
15. Hu, Yu (Jeffrey), Jiwoong Shin and Zhulei Tang (2016), "Incentive Problems in Performance-Based Online Advertising Pricing: Cost-Per-Click vs. Cost-Per-Action," *Management Science*, 62 (7), 2022-2038.

16. Ridlon, Robert, and Jiwoong Shin (2013), "Favoring the Winner or Loser in Repeated Contests," *Marketing Science*, 32 (5), 768-785.
17. Shin, Jiwoong, and K. Sudhir (2013), "Should You Punish or Reward Current Customers?" *Sloan Management Review*, 55 (1), 59-64.
18. Mittendorf, Brian, Jiwoong Shin and Dae-Hee Yoon (2013), "Manufacturer Marketing Initiatives and Retailer Information Sharing," *Quantitative Marketing and Economics*, 11 (2), 263-287.
19. Shin, Jiwoong, K. Sudhir and Dae-Hee Yoon (2012), "When to Fire Customers? Customer Cost Based Pricing," *Management Science*, 58 (5), 932-947.
20. Thomadsen, R., R. Zeithammer, D. Mayzlin, Y. Orhun, A. Pazgal, D. Purohit, R. Rao, M. Riordan, J. Shin, M. Sun, and J. Villas-Boas (2012), "A Reflection on Analytical Work in Marketing: Three Points of Consensus," *Marketing Letters*, 23 (2), 381-389.
21. Mayzlin, Dina, and Jiwoong Shin (2011), "Uninformative Advertising as an Invitation to Search," *Marketing Science*, 30 (4), 666-685.
  - **Winner** of 2011 **John D. C. Little Best Paper Award**, awarded for the best paper published in Marketing Science and Management Science in 2011.
  - This paper is reprinted in Hauser, J.R. and Urban, G.L. eds., 2016. *From Little's Law to Marketing Science: Essays in Honor of John D. C. Little*. MIT Press.
22. Shin, Jiwoong, and K. Sudhir (2010), "A Customer Management Dilemma: When is it Profitable to Reward One's Own Customers?" *Marketing Science*, 29 (4), 671-689.
  - **Winner** of 2010 **John D. C. Little Best Paper Award**, awarded for the best paper published in *Marketing Science* and *Management Science* in 2010.
  - **Finalist** of 2020 **ISMS Long-Term Impact Award**, awarded annually to a marketing paper published in Marketing Science, or Management Science, or another INFORMS journal, that is viewed to have made a significant long-run impact on the field of Marketing.
23. Shin, Jiwoong, and K. Sudhir (2009), "Comment: Switching Costs and Market Competitiveness: De-constructing the Relationship," *Journal of Marketing Research*, 46 (4), 446-449.
24. Shin, Jiwoong (2007), "How Does Free Riding on Customer Service Affect Competition?" *Marketing Science*, 26 (4), 488-503.
25. Shin, Jiwoong (2005), "The Role of Selling Costs in Signaling Price Image," *Journal of Marketing Research*, 42 (3), 302-312.
26. Shin, Jiwoong, and Dan Ariely (2004), "Keeping Doors Open: The Effect of Unavailability on Incentives to Keep Options Viable," *Management Science*, 50 (5), 576-586.
27. Kim, Byung-Do, and Jiwoong Shin (1998), "Maximizing the Value of a Customer in Credit Cards: Credit Scoring, Revenue Scoring, Or Both?" *Journal of Database Marketing*, 6 (2), 164-173.

## Submitted Manuscript and Working Papers

28. Liu, Zikun, Jiwoong Shin, and Jidong Zhou (2025), "Personalized Discount and Consumer Search," major revision at *Management Science*.
29. Chen, Jieteng, Tony Ke, and Jiwoong Shin (2025), "Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy," major revision at *Management Science*.
30. Vanya Klenovskiy, Jiwoong Shin, and Jeffrey (Yu) Hu (2025), "The Impact of Store Location on Customer Foot Traffic and Store Revenues: Evidence from Shopping Malls," working paper
31. Sun, He, Minkyu Shin, Jiwoong Shin, and Ravi Dhar (2026), "The Social Side of Shopping: How Groups Influence Consumer Behavior in Malls," working paper
32. Li, Aishen, Yubo Chen, and Jiwoong Shin (2026), "The Role of Platform Data in Multi Platform Positioning: Achieving Product Market Fit Across Marketplaces," working paper
33. Sun, He, Jiwoong Shin, Ravi Dhar, and Jeffrey (Yu) Hu (2006), "Length-Aware Adversarial Training for Variable-Length Trajectories: Digital Twins for Mall Shopper Paths," working paper
34. Sen, Boudhayan, Jiwoong Shin, and K. Sudhir (2016), "Demand Externalities from Co-Location," revise and resubmit for the 2<sup>nd</sup> round review at *Quantitative Marketing and Economics*

## Selected Work-in-Progress

1. "Digital Twin for Mall: Generating Shopper Trajectories with Generative AI" (Sun, He, Minkyu Shin, Jiwoong Shin, Ravi Dhar, and Jeffrey (Yu) Hu)
2. "Consumer Privacy Choice and Personal Data Policy" (with Jungju Yu)
3. "Consumers' Motivations and Preferences in Entertainment Media Consumption: Love vs. Hate and Suspense vs. Surprise" (with Ian Weaver)
4. "Variance Reducing Sampling-Batch in GANS and its Efficiency" (with He Sun and Ravi Dhar)
5. "Platform Format and Consumer Information" (with Chi-Ying Wang)

## Business Raw Cases

1. "Pepsi: Defining a New Market Strategy" (with Jean Rosenthal), Yale School of Management Case, 2024
2. "Pepsi (B)" (with Jean Rosenthal), Yale School of Management Case, 2024
3. "Pepsi (C): Brand Strategy Refresh" (with Jean Rosenthal), Yale School of Management Case, 2024
4. "Carvana: What got you here won't get you there: The future of car buying" (with Ravi Dhar), Yale School of Management Case, 2019

## TEACHING

### Classes (Executive MBA / MBA / PhD)

“Customers” (MGT 411), MBA Core, Yale School of Management

- Teaching Excellence Award for Core teaching, 2025

“Digital Marketing Strategy” online course, Executive, Yale School of Management

“Managing Marketing Programs” (MGT 856), MBA, Yale School of Management

“Marketing Strategy” (MGT 559), Executive MBA, MBA, Yale School of Management

“Introduction to Marketing Management” (MGT 505), undergrad, Yale School of Management

“Strategic Market Research” (EMGT 851), Executive MBA, Yale School of Management

“Marketing Channel Strategies” (MGT 552, MGT 854), MBA, Yale School of Management

“Hypothesis Testing and Regression” (MGT 511), MBA, Yale School of Management

“Listening to the Customer” (MGT 851), MBA, Yale School of Management

“Strategic Market Measurement” (MGT 852), MBA, Yale School of Management

“International Experience: Korea” (MGT 416), MBA Core, Yale School of Management

“Analytical Methods in Marketing” (MGMT 755), Ph.D. course, Yale School of Management

“Quantitative Marketing Seminar” (MGMT 750, 751), Ph.D. course, Yale School of Management

### Student Advising

- *Post-Doctoral*

\*He Sun (PhD in Computer Science, Harvard University), 2024-2025

- *Doctoral Degree (PhD)* with initial placement, year: \*dissertation chair

\*Zikun Liu (Co-Chair with Kosuke Uetake), 4th year student paper advisor, ongoing

Jieteng Chen (CUHK), ongoing

Aishen Li (Tshinghua University), ongoing

\*Chi-Ying Wang (Chair), Fordham University, 2025

Fei Teng (Committee), National University of Singapore, 2025

Seung-Yoon Lee (Committee), Chinese University of Hong Kong, 2025

Ian Weaver (Committee), National University of Singapore, 2023

\*Minkyu Shin (Co-Chair with K. Sudhir), City University of Hong Kong, 2021

Minkyung Kim (Committee), University of North Carolina, 2019

\*Jungju Yu (Chair), City University of Hong Kong, 2018

- Recipient of *Harry and Heesun You Fellowship Award* for Dissertation, 2018

Beomjoon Shim (Committee), EA Sports, 2017

\*Michelle Y. Lu (Chair), McGill University, 2015

\*Boudhayan Sen (Chair), McKinsey & Company, 2012

\*Hema Yoganarasimhan (Co-Chair with Dina Mayzlin), UC-Davis, 2009

- Winner of *Frank Bass Dissertation Award*, 2013

- Winner of *MSI Clayton Dissertation Award*, 2009

Sumon Datta (Committee), Purdue University, 2009

Sachin Sancheti (Committee), Cornerstone Research, 2009

Dae-Hee Yoon (Committee), Baruch College, Accounting, 2008

Jackie Luan (Committee), Dartmouth University, 2006

- *Master Thesis*  
 Patricia Ishigai (Professional Master in International Management, FGV Brazil), 2020  
 Matthew Friedlund (Divinity School, Yale University), 2015
- *Undergraduate Thesis*  
 Burton Lyng-Olsen (Economics and Computer Science major, Yale College), 2025  
 Andy Hill (Psychology major, Yale College), 2016

## PROFESSIONAL ACTIVITIES

- **Senior Editor**, *Marketing Science*, 2024-
- **Vice President of Education, ISMS** (INFORMS Society for Marketing Science), 2021-2024
- **Chair**, *Marketing Science* Editor in Chief (EIC) Search Committee, 2021
- **Associate Editor**:
  - *Journal of Marketing Research*: 2020-2024
  - *Management Science*: 2023-2024
  - *Marketing Science*: 2015-2024
  - *Operations Research*: 2015-2021
  - *Quantitative Marketing and Economics*: 2013-2024
- **Editorial Board**: *International Journal of Research in Marketing, Customer Needs and Solutions*
- **Reviewer**  
*Econometrica, American Economic Journal: Microeconomics, California Management Review, Customer Needs and Solutions, E-Commerce Forum, Information Systems Research, International Journal of Research in Marketing, Journal of Advertising, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Economics & Management Strategy, Journal of European Economic Association, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Retailing and Consumer Services, Management Science, Marketing Letters, Marketing Science, Operations Research, Production and Operations Management, PSC-CUNY Research Grant, Research Grant Council of Hong Kong, Review of Industrial Organization, Scientific Journal of Administrative Development, Quantitative Marketing and Economics, Shanker-Spiegel Doctoral Dissertation Proposal Competition, Social Sciences and Humanities Research Council of Canada, Sungkyun Journal of East Asia Studies*
- **Conference Organizing**
  - Frank M. Bass UTD-FORMS Conference 2024, organizing committee
  - ISMS Early-Career Scholars Camp, 2023, 2022 (with Doug Bowman)
  - ISMS Doctoral Consortium 2024, 2023, 2022, 2021
  - NEMC (North East Marketing Consortium: Cornell-Dartmouth-Harvard-MIT-Yale) 2021
  - Four School Conference (Columbia-NYU-Wharton-Yale) 2021
  - Symposium on Consumer Analytics and Data Science 2021, 2020 co-organizer (with Mingyu Joo and Woochoel Shin)
  - Zero Decade Marketing Theory Consortium 2019, co-organizer (with Dina Mayzlin, Matthew Selov, Robert Zeithammer)

- MIO (Marketing and IO) Conference 2018, co-organizer (with Dirk Bergemann)
- SICS (Summer Institute of Competitive Strategy) Conference 2017, co-organizer (with Dave Godes)
- Frank M. Bass UTD-FORMS Conference 2017, organizing committee
- Quantitative Marketing and Economics (QME) Conference 2013, organizing committee
- YCCI Customer Insight Conference, organizing committee, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024, 2025
- **Consulting**  
IBM, P&G, GSK, NFL, Samsung Electronics, Hyundai Motors, Volvo Motors, Cigna Insurance, and others
- **Board member:** Yale CELI (Chief Executive Leadership Institute): 2025-present

## INVITED TALKS AND CONFERENCE PRESENTATIONS

### 2026

City University of Hong Kong  
 University of Minnesota, Carlson School of Management  
 UCLA, Anderson School of Management  
 Customer Insight Conference, Yale University  
 ISMS Doctoral Consortium, Nova School of Business and Economics  
 Marketing Science Conference, Nova School of Business and Economics

### 2025

CKGSB, Business School  
 Imperial College of London, Business School  
 SMU, Lee Kong Chian School of Business  
 UC Davis, Graduate School of Business  
 Chinese University of Hong Kong (CUHK), Business School  
 AI, ML, and Business Analytics Conference, Columbia University  
 The Chinese Marketing Science Conference, Chengdu  
 ISMS Early-Career Scholars Camp, Columbia University  
 Zero Decade Marketing Theory Consortium, LBS  
 Customer Insight Conference, Yale University  
 AMA-Sheth Doctoral Consortium, OSU  
 ISMS Doctoral Consortium, JHU  
 Marketing Science Conference, Washington D.C.

### 2024

UNC, Kenan-Flagler Business School  
 University of Miami, Marketing Camp  
 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Yale University  
 ISMS Doctoral Consortium, UNSW  
 Marketing Science Conference, UNSW

### 2023

CEIBS, Marketing Symposium  
 University of Toronto, Rotman School of Management

Carlos III University of Madrid, Department of Business Administration  
University of Georgia, Grady College of Journalism and Mass Communication  
Yale University, Marketing Seminar  
Conference on Artificial Intelligence, Machine Learning, and Business Analytics  
Amazon.com, Amazon Advertisement Science Seminar Series  
Hong Kong University, HKU Business School  
China Marketing International Conference  
ISMS Doctoral Consortium, University of Miami  
ISMS Early-Career Scholars Camp, Duke University  
Marketing Science Conference, University of Miami

2022

Purdue University, Krannert School of Management  
London Business School, Marketing Seminar  
University of Cambridge, Judge Business School  
University College of London, Marketing Seminar  
Customer Insight Conference, Yale University  
Yale University, Marketing Seminar  
KAIST, Business School  
22nd Marketing in Israel Conference  
ISMS Early-Career Scholars Camp, Duke University  
Yale Customer Insight Conference, Yale University  
Operation and Marketing Modeling workshop, Fudan University  
Bass FORMS conference, UT-Dallas  
AMA-Seth Doctoral Consortium, UT-Austin  
ISMS Doctoral Consortium  
Marketing Science Conference, University of Chicago

2021

KAIST, Business School  
City University of Hong Kong (CUHK), College of Business  
University of Illinois, Urbana-Champaign, Gies College of Business  
University of Guelph, Gordon Lang School of Business and Economics  
Korea University, KU Business school  
Yale University (Marketing), School of Management  
2021 China Marketing International Conference, Keynote Speech  
AMA-Seth Doctoral Consortium, Indiana University  
ISMS Doctoral Consortium  
Marketing Science Conference, University of Rochester  
Consumer Search Digital Seminar  
Symposium on Consumer Analytics and Data Science  
Bass FORMS Conference, University of Texas at Dallas

2020

Symposium on Consumer Analytics and Data Science  
Inspiring Yale, Yale University  
Yale University (Marketing), School of Management  
Korea University, KU Business school  
Symposium on Consumer Analytics and Data Science  
Marketing Science Conference, Duke University  
Bass FORMS Conference, University of Texas at Dallas

Four Schools (Columbia-NYU-Wharton-Yale) Colloquium, Columbia University

2019

Boston University, Questrom School of Business  
University of Cambridge, Judge Business School  
University of College London (UCL), School of Management  
UC-Berkeley (Haas School of Business)  
Yale University (Marketing), School of Management  
University of Pittsburgh, Katz Graduate School of Business  
Korea University, KU Business school  
Quantitative Marketing and Economics (QME) Conference  
Marketing Science Conference, University of Rome  
ISMS Doctoral Consortium, University of Rome  
Bass FORMS Conference, University of Texas at Dallas  
Zero Decade Marketing Theory Consortium  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (discussant)

2018

UC-Riverside, School of Business  
Korea University, KU Business School  
MSI Scholar Conference, Breckenridge Colorado  
University of Texas at Dallas, Naveen Jindal School of Management  
Marketing Modeler's Meeting, NYC, NY  
CUHK (Business School), Hong Kong  
ISMS Doctoral Consortium, Temple University  
Marketing Science Conference, Temple University  
Behavioral IO and Marketing conference, University of Michigan (Discussant)  
MIO (Marketing and IO) conference, New Haven (co-organizer)

2017

IDC, Herzlia, Israel  
CKGSB (Business School), Beijing, China  
University of Washington at Bothell  
Yale University (Marketing), School of Management  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Co-organizer)

2016

Johns Hopkins University (Marketing), Carey Business School  
INSEAD (Marketing)  
Yale University, Psychology Department  
Emory University, Goizueta Business School  
Fudan University, Business School  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2015

Duke, Fuqua School of Business  
Wisconsin-Madison, School of Business  
MIT, Operation Research Center  
Georgia Institute of Technology, Scheller College of Business  
HKUST, Business School  
Korea University, KU Business School

Korea Marketing Management Association, Keynote speaker  
Keizai Koho Center (KKC) Invitation Program (Japan)  
McGill University, marketing workshop

2014

UC-Berkeley, Haas School of Business  
Temple University, Fox School of Business, Global Center for Big Data in Mobile Analytics  
University of Washington at Seattle, Foster School of Business  
University of Minnesota, Carlson School of Management  
University of British Columbia, Sauder School of Business  
Seoul National University, Business School  
Yonsei University, Business School  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)  
ISMS Doctoral Consortium, Emory University

2013

University of Pennsylvania, Wharton School of Business  
MIT, Sloan School of Management  
Columbia University, Columbia Business School  
Indiana University, Kelley School of Business (Economics)  
University of Florida, Warrington College of Business Administration  
Yale University, School of Management  
ISMS Doctoral Consortium, Özyegin University  
Marketing Science Conference, Özyegin University  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2012

Carnegie Mellon University, Tepper School of Business  
University of Rochester, Simon School of Business  
Washington University in St. Louis, Olin School of Management  
University of Texas, Austin, McCombs School of Business  
Purdue University, Krannert School of Management  
CKGSB (Business School), Beijing, China  
ISMS Doctoral Consortium, Boston University  
Marketing Science Conference, Boston University  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley  
North East Marketing Consortium, Harvard  
Marketing Science Emerging Markets (MSEM) Conference, Wharton (Discussant)

2011

University of Southern California, Marshall School of Business  
National University of Singapore (NUS), Business School  
Yale University, School of Management  
MSI Young Scholars Program, Marketing Science Institute  
Marketing Science Conference, Rice University

2010

Northwestern University, Kellogg School of Management  
Syracuse University, Whitman School of Management  
Faculty Seminar, Yale University (School of Management)  
Columbia-NYU-Wharton-Yale Colloquium, NYU  
8<sup>th</sup> triennial Invitational Choice Symposium, University of Miami

Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2009

Stanford University, GSB  
KAIST, Business School  
Korea University, School of Business  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley  
John D. C. Little Festschrift Conference, University of Michigan  
Marketing Science Conference, University of Michigan

2008

University of Chicago, Booth School of Business  
Duke University, Fuqua School of Business  
UCLA, Anderson School of Management  
Quantitative Marketing and Economics (QME) conference  
Marketing Science Conference, University of British-Columbia

2007

Korea University, School of Business  
Yale University, School of Management  
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley  
North East Marketing Consortium, MIT  
Marketing Science Conference, Singapore Management University  
INFORMS Annual Conference, Seattle, WA

2006

UC-San Diego, Rady School of Management  
Yale University, School of Management  
Marketing Science Conference, University of Pittsburgh

2005

IDC (Interdisciplinary Center), Herzlia, Israel  
Marketing Science Conference, Emory University  
International Symposium of Marketing, Korea University  
Columbia-NYU-Wharton-Yale Colloquium, Columbia University

2004

Yale University, School of Management  
MIT, Sloan School of Management

2003

Washington University in St. Louis, Olin School of Management  
Yale University, School of Management  
University of Toronto, Rotman School of Business  
University of Chicago, GSB  
Purdue University, Krannert School of Management  
Cornell University, Johnson School of Management  
HKUST, School of Business  
Vanderbilt University, Owen Graduate School of Business  
MIT, Sloan School of Management  
MIT, Media Lab