

Mingyu (Max) Joo

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ACADEMIC POSITIONS

Fisher College of Business, The Ohio State University
Assistant Professor of Marketing 2012–Present

EDUCATION

Ph.D. in Marketing, Syracuse University 2012
M.S. in Statistics, Stanford University 2007
B.S. in Industrial Management, KAIST 2001

RESEARCH INTERESTS

Quantitative Marketing, Pricing, Advertising, Product Design, Online Experiments

HONORS AND AWARDS

Best Paper Award, AMA Advanced Research Techniques Forum, 2017
Winner, John D.C. Little Award for the Best Marketing Paper Published in *Marketing Science* or *Management Science*, 2015
Finalist, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS journals, 2015
Procter and Gamble Research Grant (co-PI with G.M. Allenby), 2014, \$100,000
Haring Symposium Faculty Representative, Indiana University, 2014
All-University Doctoral Prize, Syracuse University, 2012
AMA-Sheth Foundation Doctoral Consortium Fellow, Texas Christian University, 2010
MSI-WIMI Research Grant (co-PI with K.C. Wilbur and Y. Zhu), 2010, \$12,000
Workshop on Quantitative Marketing and Structural Econometrics, Student Fellow, Duke University, 2010
Future Professoriate Award, Syracuse University, 2009

PUBLICATIONS

Joo, M., K.C. Wilbur, Y. Zhu. 2016. Effects of TV Advertising on Keyword Search. *International Journal of Research in Marketing*, 33(3), 508–523.

- Highlighted in “What Should Marketers Read? Our Academic Trustees Tell Us” on MSI.org, 2017.

Joo, M., K.C. Wilbur, B. Cowgill, Y. Zhu. 2014. Television Advertising and Online Search. *Management Science*, 60(1), 56–73.

- *Winner*, John D.C. Little Best Paper Award
- *Finalist*, Frank M. Bass Outstanding Dissertation Award
- Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, Marketing Science Institute.

Joo, M., T. Mazumdar, S.P. Raj. 2012. Bidding Strategies and Consumer Savings in NYOP Auctions. *Journal of Retailing*, 88(1), 180–188.

WORKING PAPERS

Temporal Distance and Price Elasticity: Empirical Investigation of the Cruise Industry, with K.C. Wilbur and D.K. Gauri. Under 3rd round review at *Management Science*.

Optimal Product Design by Sequential Experiments in High Dimensions, with M.L. Thompson and G.M. Allenby. Under 2nd round review at *Management Science*.

Divergent Courses for Liking vs. Wanting in Response to Sequential Persuasion, with W. Liu and K.C. Wilbur. Under review at *Journal of Experimental Psychology: General*.

An Economic Model Explaining Reference Price Effects, with D.S. Kim and G.M. Allenby. Resubmission invited at *Marketing Science*.

Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim and G.M. Allenby.

- AMA ART Forum Best Paper Award

Demand Allocation Effects of Product Line Pricing with Advance Selling, with K.C. Wilbur and D.K. Gauri.

WORK IN PROGRESS

Estimating Heterogeneity on Willingness-to-Pay in Demand Models, with A.N. Smith and D.S. Kim.

Goal Directed Segmentation, with C. Kim and D.S. Kim.

Modeling Advance Purchase Behavior, with D.S. Kim and G.M. Allenby.

Modeling Indispensable Demand, with D.S. Kim and S. Lee.

SEMINARS AND PRESENTATIONS

Temporal Distance and Price Elasticity: Empirical Investigation of the Cruise Industry

- Eller College of Management, University of Arizona, 2018 (Scheduled)
- Carey School of Business, Arizona State University, 2018 (Scheduled)
- POMS Annual Conference, Seattle, 2017
- UT-Dallas Frank M. Bass FORMS Conference, 2016
- Bauer College of Business, University of Houston, 2015

Optimal Product Design by Sequential Experiments in High Dimensions

- Sawtooth Software Conference, Orlando, 2018 (Scheduled)
- INFORMS Marketing Science Conference, USC, 2017
- Theory and Practice in Marketing Conference, University of Virginia, 2017
- UT-Dallas Frank M. Bass FORMS Conference, 2016

Divergent Courses for Liking vs. Wanting in Response to Sequential Persuasion

- NYU-Temple Conference on Digital, Mobile, and Social Media Analytics, 2017 (Scheduled)
- ZEW Conference on Information and Communication Technologies, Mannheim, 2017

An Economic Model Explaining Reference Price Effects

- Whitman School of Management, Syracuse University, 2017

Television Advertising and Online Search

- INFORMS Annual Meeting, Minneapolis, 2013
- INFORMS Marketing Science Conference, Rice University, 2011
- UT-Dallas Frank M. Bass FORMS Conference, 2011

Demand Allocation Effects of Product Line Pricing with Advance Selling

- INFORMS Annual Meeting, Minneapolis, 2013

- Fisher College of Business, The Ohio State University, 2011
- The 13th Annual Pricing Conference, Syracuse University, 2011
- INFORMS Revenue Management and Pricing Conference, Columbia University, 2011
- INFORMS Marketing Science Conference, University of Michigan, 2009

TEACHING

Fisher College of Business, The Ohio State University

- Doctoral Seminar in Marketing Models (Ph.D., with N. Hardt), Spring 2014, Fall 2015, 2017 (5/5)
- Optimal Pricing and Product Design (FTMBA), Fall 2014–17 (4.5/5)
- Marketing Research (Undergraduate), Spring 2013–14, Fall 2014–17 (4.4/5)
- Customer Relationship Management (Undergraduate), Spring 2014, Fall 2014, 2016 (4.3/5)
- Individual Studies in Quantitative Pricing (FTMBA, with G.M. Allenby and N. Hardt), Spring 2013–14

Whitman School of Management, Syracuse University

- Brand Management (Undergraduate), Spring 2009–10
- Marketing Principles (Undergraduate), Fall 2011

THESIS COMMITTEES

Ph.D. Thesis

- Taegyu Hur (Co-advisor with G.M. Allenby, In Progress)
- Hyowon Kim (Oral Exam Committee Member, In Progress)
- Adam N. Smith (Committee Member, Initial Placement: UCL, 2017)
- Marc R. Dotson (Committee Member, Initial Placement: BYU, 2016)

Undergraduate Honors Thesis

- Andrea E. Dempsey (Advisor)
Third Place Award, Business/Education and Human Ecology/Speech and Hearing Science Category, Denman Undergraduate Research Forum, 2016
- Mitchell B. Heller (Advisor)
Second Place Award, Business/Education and Human Ecology/Speech and Hearing Science Category, Denman Undergraduate Research Forum, 2015

SERVICE

Associate Editor:

Information Economics and Policy, 2017–Present

Editorial Review Board:

Asia Marketing Journal, 2012–14

Ad-hoc Reviewer:

Journal of Marketing Research, *Quantitative Marketing and Economics*, *Journal of Industrial Economics*, *Marketing Letters*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *IEEE Transactions on Computational Social Systems*, *European Journal of Marketing*

External Reviewer:

Swiss National Science Foundation

Discussant:

ZEW Conference on Information and Communication Technologies, Mannheim, 2017

Conference Organization:

Track Co-chair (with S. Blanchard), Advances in Data Analysis, AMA Summer Marketing Educators' Conference, San Francisco, CA, 2014

Fisher College of Business, The Ohio State University

Undergraduate Program Committee, 2013–Present

Faculty Search Committee, 2012, 2015–17

Department Review Committee, 2017

Outstanding and Distinguished Research Mentor Award, Nominee, Denman Undergraduate Research Forum, 2015