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Academic Positions

Assistant Professor of Marketing, University of California, Riverside	July 2018–Present
Assistant Professor of Marketing, Ohio State University	July 2012–June 2018

Education

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

Research Interests

Dynamic Pricing, Advertising, Product Design, Online Experiments, Machine Learning

Journal Publications

1. Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry, with D.K. Gauri and K.C. Wilbur. *Management Science*, forthcoming.
2. Divergent Temporal Courses for Liking vs. Wanting in Response to Persuasion, with W. Liu, K.C. Wilbur. *Emotion*, Vol.20, No.2, 2020, pp.261–270.
3. Advertising and Brand Attitude: Evidence from 575 Brands over Five Years, with R.Y. Du, K.C. Wilbur. *Quantitative Marketing and Economics*, Vol.17, No.3, 2019, pp.257–323.
 - **Runner-up, MSI 2018-2020 Research Priorities Working Paper Competition**
 - Previous version released as MSI Report #13-138
4. Optimal Product Design by Sequential Experiments in High Dimensions, with M.L. Thompson, G.M. Allenby. *Management Science*, Vol.65, No.7, 2019, pp.3235–3254.
5. Effects of TV Advertising on Keyword Search, with K.C. Wilbur, Y. Zhu. *International Journal of Research in Marketing*, Vol.33, No.3, 2016, pp.508–523.
 - Highlighted in “What Should Marketers Read? Our Academic Trustees Tell Us” on MSI.org, 2017.
6. Television Advertising and Online Search, with K.C. Wilbur, B. Cowgill, Y. Zhu. *Management Science*, Vol.60, No.1, 2014, pp.56–73.
 - **Winner, John D.C. Little Best Paper Award, 2015**
 - **Finalist, Frank M. Bass Outstanding Dissertation Award, 2015**
 - Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, MSI.
7. Bidding Strategies and Consumer Savings in NYOP Auctions, with T. Mazumdar, S.P. Raj. *Journal of Retailing*, Vol.88, No.1, 2012, pp.180–188.

Working Papers

1. An Economic Model of Price Comparison with Consumers' Internal Standard, with D.S. Kim. Under 3rd review at *Marketing Science*.
2. A Hybrid Approach to Counterfactual Demand Predictions Using Machine Learning Methods, with D.S. Kim, C. Kim and H. Che.
3. Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim and G.M. Allenby.
 - **AMA ART Forum Best Paper Award**
4. Demand Allocation Effects of Product Line Pricing with Advance Selling, with K.C. Wilbur and D.K. Gauri.

Work in Progress

1. Counterfactual Cross-category Demand Prediction: A Deep Learning Approach, with D.S. Kim and C. Kim
2. Estimating Heterogeneity on Willingness-to-Pay, with A.N. Smith and D.S. Kim.
3. Ad Ordering Effects, with W. Liu and K.C. Wilbur.
4. Counter-cyclical Pricing, with C. Kim and D.S. Kim.
5. Goal Directed Segmentation, with C. Kim and D.S. Kim.

Other Publications

1. Optimal Product Design by Sequential Experiments, with M.L. Thompson, G.M. Allenby. *Proceedings of Sawtooth Software Conference*, 2018.
2. Structural Analysis of Dynamic Multiproduct Pricing and Advertising of a Capacity Constrained Firm, with K.C. Wilbur, D.K. Gauri. *Proceedings of the 13th Annual Pricing Conference*, 2011.

Professional Activity

Editorial Appointments:

Associate Editor, *Decision Sciences* (Marketing/OM/IS interface), 2019–Present

Associate Editor, *Information Economics and Policy*, 2017–Present

Guest Editor, *SAGE Open*, 2018

Editorial Review Board, *Asia Marketing Journal*, 2012–14

Reviewer:

Management Science (Marketing, Information Systems), *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *Journal of Industrial Economics*, *Marketing Letters*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *IEEE Transactions on Computational Social Systems*, *European Journal of Marketing*, *Applied Marketing Analytics*, MSI Clayton Doctoral Dissertation Proposal Competition (2019), Swiss National Science Foundation (2016)

Discussant:

UT-Dallas Frank M. Bass FORMS Conference, 2018–20

ZEW Conference on ICT, Mannheim, 2017–18

Conference Organization:

- Special Session Co-organizer (with R.E. Sanders), Dynamic Pricing and Revenue Management, INFORMS Marketing Science Conference, Temple University, 2018
- Track Co-chair (with S. Blanchard), Advances in Data Analysis, AMA Summer Marketing Educators' Conference, San Francisco, 2014

Honors and Awards

- 2018** Runner-up, MSI 2018-2020 Research Priorities Working Paper Competition
- 2017** Best Paper Award, AMA Advanced Research Techniques Forum
- 2015** Winner, John D.C. Little Award for the Best Marketing Paper Published in *Marketing Science* or *Management Science*
Finalist, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS journals
- 2014** Procter and Gamble Research Grant (co-PI with G.M. Allenby), \$100,000
Faculty Representative, Albert Haring Symposium, Indiana University
- 2012** All-University Doctoral Prize, Syracuse University
- 2010** Fellow, AMA-Sheth Foundation Doctoral Consortium, Texas Christian University
MSI-WIMI Research Grant (co-PI with K.C. Wilbur and Y. Zhu), \$12,000
Fellow, Workshop on Quantitative Marketing and Structural Econometrics, Duke University
- 2009** Future Professoriate Award, Syracuse University

Invited Talks and Seminars

- 2020** Paul Merage School of Business, University of California, Irvine (Mar., Scheduled)
Department of Statistics, University of California, Riverside (Mar., Scheduled)
Department of Economics, University of California, Riverside (Mar., Scheduled)
- 2019** Design and Analysis of Experiments Conference (Oct.)
Marshall School of Business, University of Southern California (Apr.)
Data Institute SF Annual Conference, Data Science in Marketing (Mar.)
Rady School of Management, University of California, San Diego (Feb.)
- 2018** Data Science Online Workshop, American Statistical Association (Jul.)
School of Business, University of California, Riverside (Apr.)
Department of Economics, Ohio State University (Mar.)
Rady School of Management, University of California, San Diego (Feb.)
Carey School of Business, Arizona State University (Feb.)
Eller College of Management, University of Arizona (Feb.)
Carroll School of Management, Boston College (Feb.)
- 2017** Whitman School of Management, Syracuse University (Feb.)
- 2015** Bauer College of Business, University of Houston (Nov.)
- 2011** Fisher College of Business, Ohio State University (Sep.)

Conference Presentations

- Counterfactual Cross-category Demand Prediction: A Deep Learning Approach
- INFORMS Marketing Science Conference, Duke University, 2020 (Scheduled)
- A Hybrid Approach to Counterfactual Demand Predictions Using Machine Learning Methods
- Symposium on Data Science and Statistics, Pittsburgh, 2020 (Scheduled)
 - Artificial Intelligence in Management Workshop and Conference, USC, 2020 (Scheduled)
 - Joint Statistical Meeting, Denver, 2019
 - INFORMS Marketing Science Conference, University of Roma Tre, 2019
- Advertising and Brand Attitude: Evidence from 575 Brands over Five Years
- Marketing Dynamics Conference, University of Maryland, 2019
 - ZEW Conference on Information and Communication Technologies, Mannheim, 2018
- An Economic Model of Price Comparison with Consumers' Internal Standard
- Field Colloquia, University of California, Riverside, 2019
 - Behavioral IO and Marketing Symposium, University of Michigan, 2018

Optimal Product Design by Sequential Experiments in High Dimensions

- IISA Conference, Statistics in the Era of Evidence Based Inference, UIC, 2020 (Scheduled)
- Marketing Dynamics Conference, SMU, 2018
- POMS Annual Conference, Houston, 2018
- Sawtooth Software Conference, Orlando, 2018
- INFORMS Marketing Science Conference (Machine Learning Special Track), USC, 2017
- Theory and Practice in Marketing Conference, University of Virginia, 2017
- UT-Dallas Frank M. Bass FORMS Conference, 2016

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

- INFORMS Marketing Science Conference, Temple University, 2018
- POMS Annual Conference, Seattle, 2017
- UT-Dallas Frank M. Bass FORMS Conference, 2016

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

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

School of Business, University of California, Riverside

- Brand Management (FTMBA), Spring 2020 (Scheduled)
- Brand Management (Undergraduate), Winter 2019–20, Spring 2020 (4.7/5)
- Field Colloquia (PhD), 2018–19 (5/5)

Fisher College of Business, Ohio State University

- Doctoral Seminar in Marketing Models (PhD), 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 (4.8/5)
- Customer Relationship Management (Undergraduate), Spring 2014, Fall 2014, 2016 (4.3/5)
- Individual Studies in Quantitative Pricing (FTMBA), Spring 2013–14

Whitman School of Management, Syracuse University

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

Service

School of Business, University of California, Riverside

- Faculty Search Committee, 2019–20
- Marketing Speaker Series Organizer, 2019–Present

Fisher College of Business, Ohio State University

- Undergraduate Program Committee, 2013–18
- Faculty Search Committee, 2012, 2015–17
- Department Review Committee, Educational Programs and Students, 2017
- Nominee for Outstanding and Distinguished Research Mentor Award, Denman Undergraduate Research Forum, 2015

Thesis Committee

Ph.D. Thesis

- Jane Park (UCR, Committee, In Progress)
- Hyowon Kim (OSU, Oral Exam Committee, Placement: Case Western Reserve, 2020)
- Adam N. Smith (OSU, Committee, Placement: UCL, 2017)
- Marc R. Dotson (OSU, Committee, Placement: BYU, 2016)

Undergraduate Honors Thesis

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

Volunteering

- Expert Advisor, Palm Desert High School AP Capstone Research Program, 2020