

# 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

*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. Second revision requested at *Management Science*.

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

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

Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim and G.M. Allenby. Under review at *Marketing Science*.

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

## WORK IN PROGRESS

Serial Position Effects on Message Liking versus Persuasion Effectiveness, with W. Liu and K.C. Wilbur.

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

Optimal New Product Design under Consumers' Heterogeneous Responses to Improvement, with T. Hur and G.M. Allenby.

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

Serial Position Effects on Message Liking versus Persuasion Effectiveness

- The 15th ZEW Conference on Information and Communication Technologies, Mannheim, Germany, 2017 (Scheduled)

An Economic Model Explaining Reference Price Effects

- Whitman School of Management, Syracuse University, 2017

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

- 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

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

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 (5/5)
- Optimal Pricing and Product Design (FTMBA), Fall 2014, 2015, 2016 (4.5/5)
- Marketing Research (Undergraduate), Spring 2013, 2014, Fall 2014, 2015, 2016 (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, 2014

### Whitman School of Management, Syracuse University

- Brand Management (Undergraduate), Spring 2009, 2010
- Marketing Principles (Undergraduate), Fall 2011

## THESIS COMMITTEES

### Ph.D. Thesis

- Taegyur Hur (Co-advisor with G.M. Allenby, 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*, *European Journal of Marketing*

### External Reviewer:

Swiss National Science Foundation

### 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, 2016

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