

Mingyu (Max) Joo

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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

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

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

PUBLICATIONS

1. Divergent Temporal Courses for Liking vs. Wanting in Response to Persuasion, with W. Liu, K.C. Wilbur. *Emotion*, forthcoming.
2. Optimal Product Design by Sequential Experiments in High Dimensions, with M.L. Thompson, G.M. Allenby. *Management Science*, forthcoming.
3. Advertising and Brand Attitude: Evidence from 575 Brands over Five Years, with R.Y. Du, K.C. Wilbur. *Quantitative Marketing and Economics*, forthcoming.
 - **Runner-Up**, MSI 2018-2020 Research Priorities Working Paper Competition
 - Previous version released as MSI Report #13-138
4. 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.
5. 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
 - **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.
 6. 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. Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry, with K.C. Wilbur and D.K. Gauri. Under 4th round review at *Management Science*.
2. An Economic Model of Price Comparison with Consumers’ Internal Standards, with D.S. Kim. 2nd revision requested at *Marketing Science*.
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. A Flexible Method for Demand Forecasting with Structural Decomposition, with C. Kim and D.S. Kim.
2. Estimating Heterogeneity on Willingness-to-Pay in Demand Models, with A.N. Smith and D.S. Kim.
3. Ad Ordering Effects, with W. Liu and K.C. Wilbur.
4. Countercyclical 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.

INVITED SEMINARS AND TALKS

- 2019** Design and Analysis of Experiments Conference (Oct., scheduled)
 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

- A Flexible Method for Demand Forecasting with Structural Decomposition
- Joint Statistical Meeting, Denver, 2019 (Scheduled)
 - INFORMS Marketing Science Conference, University of Roma Tre, 2019 (Scheduled)
- Advertising and Brand Attitude: Evidence from 575 Brands over Five Years
- Marketing Dynamics Conference, University of Maryland, 2019 (Scheduled)
 - ZEW Conference on Information and Communication Technologies, Mannheim, 2018
- An Economic Model of Price Comparison with Consumers' Internal Standards
- 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
- 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 (Undergraduate), Winter 2019 (4.6/5)
- Field Colloquia (PhD), 2019 (4.9/5)

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 (w/ Markstrat simulation, Undergraduate), Spring 2009–10
- Marketing Principles (Undergraduate), Fall 2011

SERVICE

Associate Editor:

Information Economics and Policy, 2017–Present

Editorial Review Board:

Asia Marketing Journal, 2012–14

Ad-hoc Reviewer:

Management Science (Marketing, Information Systems), *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*, *Applied Marketing Analytics*

Guest Editor:

SAGE Open

External Reviewer:

MSI's 2019 Alden G. Clayton Doctoral Dissertation Proposal Competition
Swiss National Science Foundation

Discussant:

UT-Dallas Frank M. Bass FORMS Conference, 2018–19
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, CA, 2014

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

THESIS COMMITTEES

Ph.D. Thesis

- Hyowon Kim (OSU, Oral Exam Committee Member, In Progress)
- Adam N. Smith (OSU, Committee Member, Initial Placement: UCL, 2017)
- Marc R. Dotson (OSU, Committee Member, Initial 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