

# Mingyu (Max) Joo

Fisher College of Business  
The Ohio State University  
558 Fisher Hall, 2100 Neil Ave.  
Columbus, OH 43210

Phone: (614) 247-8845  
Fax: (614) 292-0879  
Email: [joo.85@osu.edu](mailto:joo.85@osu.edu)  
Web: <http://www.mingyujoo.com>

## 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. 3rd revision requested 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*.

Advertising and Brand Attitude: Empirical Investigation of 575 Brands over Five Years, with R.Y. Du and K.C. Wilbur. Revision requested at *Quantitative Marketing and Economics*.

Divergent Courses for Liking vs. Wanting in Response to Sequential Persuasion, with W. Liu and K.C. Wilbur. Under revision (to be submitted to *Emotion*).

Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim and G.M. Allenby. Under revision (to be submitted to *Journal of Marketing Research*).

- AMA ART Forum Best Paper Award

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

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.

Incorporating Anticipated Regret into Economic Models of Choice, 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

Optimal Product Design by Sequential Experiments in High Dimensions

- POMS Annual Conference, Houston, 2018 (Scheduled)
- Sawtooth Software Conference, Orlando, 2018 (Scheduled)
- Rady School of Management, University of California, San Diego, 2018 (Scheduled)
- Carey School of Business, Arizona State University, 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

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

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

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

- NYU-Temple Conference on Digital, Mobile, and Social Media Analytics, 2017
- 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 (4.8/5)
- 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:

*Management Science, 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 ICT, Mannheim, 2017

Conference Organization:

- Special Session Co-chair (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, The Ohio State University

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