Hana Choi

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ACADEMIC APPOINTMENTS

Simon Business School, University of Rochester

- Assistant Professor of Marketing   Jul 2019 – Present

EDUCATION

PhD	**Duke University**, Marketing	2013 - 2019
MA	**University of Pennsylvania**, Economics	2012
BS	**Yonsei University**, Business Administration and Economics	2007

RESEARCH INTERESTS

Digital Economy, Advertising, Consumer Search, Two-Sided Markets, Startup Business, Applied IO

PUBLISHED PAPERS

Choi, Hana, Carl F. Mela, Santiago Balseiro, and Adam Leary (2020), "Online Display Advertising Markets: A Literature Review and Future Directions", *Information Systems Research*, 31, 2, 556-575

Choi, Hana and Carl F. Mela (2019), "Monetizing Online Marketplaces", *Marketing Science,* 38, 6 (November-December), 948-972

- Lead Article
- Previously titled "Online Marketplace Advertising"
- Featured in Marketing Science Institute Working Paper Series, Fuqua Insights

WORKING PAPERS

Choi, Hana and Carl F. Mela (2023), "Display Advertising Pricing in Exchange Markets"

- Winner, John A. Howard/AMA Dissertation Award 2019
- Winner, ISMS Doctoral Dissertation Proposal Competition 2018
- Honorable Mention, Shankar-Spiegel Dissertation Proposal Award 2018
- MSI Research Grant 2016

WORK IN PROGRESS

Kim, Minkyung and Hana Choi, "Designing Review Incentive Policies: Reminder Advertising, Monetary Rewards, and Information"

Choi, Hana and Carl F. Mela, "The Bidding and Revenue Consequences of First-Price Auctions in Display Advertising"

Choi, Hana, "Display Advertising Pricing, Allocation, and Information Sharing in Dual Channel"

INDUSTRY EXPERIENCE

The-Nuvo, Seoul, Korea

- CMO   Feb 2013 – Aug 2013
- Data Analyst (Part Time)   Nov 2011 – Jan 2013

Ernst & Young, Transfer Pricing Division, Manhattan, NY

- Intern   Summer 2012

CONFERENCE AND INVITED PRESENTATIONS

Designing Review Incentive Policies: Reminder Advertising, Monetary Rewards, and Information

- Marketing Science Conference, Rochester, Zoom, June 2021

The Bidding and Revenue Consequences of First-Price Auctions in Display Advertising

- Korea Advanced Institute of Science and Technology, May 2022
- Department of Justice, December 2021
- Marketing Science Conference, Duke, Zoom, June 2020

Optimizing Reserve Prices in Display Advertising Auctions

- Department of Justice, November 2021
- Facebook Econ / Algorithm Meeting, March 2020
- Frank M. Bass UTD FORMS Conference, Dallas, TX, February 2020
- MSI State of Marketing Science Summit, San Francisco, CA, February 2020
- Conference on Digital Experimentation (CODE), Boston, MA, November 2019
- Marketing Science Conference, Rome, Italy, June 2019
- University of Rochester, Simon Business School, November 2018
- University of Illinois at Urbana-Champaign, Gies College of Business, November 2018
- Harvard University, Harvard Business School, November 2018
- Stanford University, Graduate School of Business, October 2018
- University of Miami, Herbert Business School, October 2018
- Boston University, Questrom School of Business, October 2018
- Northwestern University, Kellogg School of Management, October 2018

- HEC School of Management, Paris, October 2018
- University of College London, October 2018
- University of Texas at Austin, McCombs School of Business, September 2018
- Cornell University, SC Johnson College of Business, September 2018
- Southern Methodist University, Cox School of Business, September 2018
- Rice University, Jones Graduate School of Business, September 2018
- University of Notre Dame, Mendoza College Business, September 2018
- University of Georgia, Terry College of Business, September 2018
- Yonsei University, September 2018
- HKUST, September 2018
- Lingnan University, September 2018
- City University of Hong Kong, September 2018
- Tilburg University, School of Economics and Management, August 2018
- Duke-UNC Brownbag, Durham, NC, August 2016

Monetizing Online Marketplaces

- NBER Summer Institute IT and Digitization (Poster), Boston, MA, July 2017
- Summer Institute in Competitive Strategy, Berkeley, CA, June 2017†
- Marketing Science Conference, Baltimore, Maryland, June 2015

(† denotes presentation by co-author)

HONORS AND AWARDS

Winner, John A. Howard/AMA Dissertation Award	2019
Winner, ISMS Doctoral Dissertation Proposal Competition	2018
Honorable Mention, Shankar-Spiegel Dissertation Proposal Award	2018
Dissertation Research Travel Award, Duke University, $2000	2017
MSI Research Grant, co-PI with Carl Mela, Santiago Balseiro, Adam Leary, $5000	2016
Graduate Fellowship, Duke University	2013
Korea Foundation for Advanced Studies (KFAS) Fellowship	2007
BK 21 Research Scholarship	2007
DK Korea Fellowship	2006
Higher Civil Service National Examination Scholarship	2005
Yonsei University Scholarships	2003

TEACHING EXPERIENCE

University of Rochester, Simon Business School

- Core Statistics Using R (MS)	2019 - present

- Ph.D. Marketing Workshop (co-teach)   2019 - present

Duke University, Fuqua School of Business, Teaching Assistant

- Strategy and Tactics of Pricing (MBA), taught by Wilfred Amaldoss   2017
- Marketing Core (MBA), taught by Carl Mela and Bryan Bollinger   2015, 2016
- Product Management (MBA), taught by Carl Mela   2014

University of Pennsylvania, Wharton School, Teaching Assistant

- Microeconomic Foundations (MBA)   2012
- Advanced Topics in Managerial Economics (MBA)   2012
- Business Economics and Public Policy (Undergraduate)   2012
- Managerial Economics (Undergraduate)   2010, 2011

University of Pennsylvania, School of Arts and Science, Instructor

- Intermediate Microeconomics (Undergraduate, summer course)   2010

Yonsei University, Teaching Assistant

- Intermediate Microeconomics (Undergraduate)   2007

Professional Services

Ad-hoc Reviewer

- Asian Academy of Management Journal
- Information Systems Research
- International Journal of Research in Marketing
- Journal of Marketing
- Journal of Marketing Research
- Management Science
- Marketing Science