

# Hana Choi

Simon Business School  
University of Rochester  
Rochester, NY, 14627

Email: [hana.choi@rochester.edu](mailto:hana.choi@rochester.edu)  
Homepage: [hanachoi.github.io](https://hanachoi.github.io)  
Office Phone: (585) 275 - 0790

## ACADEMIC APPOINTMENTS

---

### Simon Business School, University of Rochester

- Assistant Professor of Marketing Jul 2019 – Present

## EDUCATION

---

- PhD Duke University, Marketing  
MA University of Pennsylvania, Economics  
BS Yonsei University, Business Administration and Economics

## RESEARCH INTERESTS

---

Digital Economy, Platform Economy, Advertising, Consumer Search, Online Reviews, 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 (2025), “[Optimizing Reserve Prices in Display Advertising Auctions](#)”, under 2<sup>nd</sup> round review at *Marketing Science*

- 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

Banerjee, Shrabastee, et al. (2025), “Digital Platforms 2.0: Emerging Topics, Opportunities, and Challenges”, minor revision at *International Journal of Research in Marketing*

Choi, Hana, Minkyung Kim, and Jinsoul Seo (2025) “Do Review Solicitations Elicit Reviews Where They Matter for Sales and Returns?”

Prusty, Siddharth, Carl F. Mela, and Hana Choi (2025) “Enhancing Position Auctions in Retail Media”

Choi, Hana (2023), “The Effect of First-Price vs. Second-Price Auctions on Display Advertising Markets”, manuscript available upon request

## WORK IN PROGRESS

---

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

## CONFERENCE AND INVITED PRESENTATIONS (\*: scheduled)

---

**2026:** Vienna University of Economics and Business\*

**2025:** University of Toronto, Marketing Science Conference, Business and Marketing Analytics Seminar

**2024:** Conference on Digital Experimentation (CODE), Conference on AIMLBA at Yale

**2023:** Junior Faculty Development Forum at WASHU, ISMS Early-Career Scholars Camp, Carnegie Mellon University, Instacart, Choice Symposium, Virtual Quantitative Marketing Seminar

**2022:** Korea Advanced Institute of Science and Technology

**2021:** U.S. Department of Justice, Marketing Science Conference

**2020:** Facebook Econ / Algorithm Meeting, Frank M. Bass UTD FORMS Conference, MSI State of Marketing Science Summit

**2019:** Conference on Digital Experimentation (CODE), Marketing Science Conference

**2018:** University of Rochester, University of Illinois at Urbana-Champaign, Harvard University, Stanford University, University of Miami, Boston University, Northwestern University, HEC School of Management, University of College London, University of Texas at Austin, Cornell University, Southern Methodist University, Rice University, University of Notre Dame, University of Georgia, Yonsei University, HKUST, Lingnan University, City University of Hong Kong, Tilburg University

**2017:** NBER Summer Institute IT and Digitization (Poster), Summer Institute in Competitive Strategy.

**2016:** Duke-UNC Brownbag

**2015:** Marketing Science Conference

## TEACHING EXPERIENCE

---

### University of Rochester, Simon Business School

- Core Statistics for MS Using Python

2024 - present

- Core Statistics for MS Using R 2019 - 2023
- 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
- Marketing Core (MBA), taught by Carl Mela and Bryan Bollinger
- Product Management (MBA), taught by Carl Mela

#### **University of Pennsylvania, Wharton School, Teaching Assistant**

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

#### **University of Pennsylvania, School of Arts and Science, Instructor**

- Intermediate Microeconomics (Undergraduate, summer course)

---

#### **DISCUSSANT / PANELIST**

**2025:** Virtual Quant Marketing Seminar (VQMS)

**2023:** Virtual Quant Marketing Seminar (VQMS)

**2022:** QME conference

**2021:** Virtual Quant Marketing Seminar (VQMS), Marketing Science Women's Workshop

---

#### **PROFESSIONAL SERVICES**

Editorial Review Board of Marketing Science, Jan 2025 - current

Referee

Asian Academy of Management Journal, Decision Sciences, Information Systems Research, International Journal of Research in Marketing, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Production and Operations Management

Conference Committee

Workshop on Platform Analytics 2024

MS Business Analytics & Marketing Analytics Committee member, Simon Business School, 2022-

Co-organizer of Women's Workshop, Marketing Science, 2021

PhD Program Committee member, Simon Business School, 2019-2022

---

#### **HONORS AND AWARDS**

Gerald and Deanne Gitner Prize for Teaching Excellence	2023
Teaching Honor Roll	2022, 2023
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
Korea Foundation for Advanced Studies (KFAS) Fellowship	

## INDUSTRY EXPERIENCE

---

### **The-Nuvo (Startup), Seoul, Korea**

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

### **Ernst & Young, Transfer Pricing Division, Manhattan, NY**

- Summer Intern Summer 2012