

# Hana Choi

Simon Business School  
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## ACADEMIC APPOINTMENTS

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### Simon Business School, University of Rochester

- Assistant Professor of Marketing Jul 2019 – Present

## EDUCATION

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

## RESEARCH INTERESTS

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Digital Economy, Platform Economy, Advertising, Consumer Search, Online Reviews, Applied IO

## PUBLISHED PAPERS

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

Choi, Hana and Carl F. Mela (2019), "Monetizing Online Marketplaces", *Marketing Science*

- Lead Article
- Featured in Marketing Science Institute Working Paper Series, Fuqua Insights

## WORKING PAPERS

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Choi, Hana and Carl F. Mela (2025), "Optimizing Reserve Prices in Display Advertising Auctions", conditional accept at *Marketing Science*

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

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?”, manuscript available upon request

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

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

## **WORK IN PROGRESS**

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

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

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**2026:** Frank M. Bass UTD FORMS Conference\*, Vienna University of Economics and Business\*, Marketing Dynamics Conference\*, Marketing Science Conference\*

**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**

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### **University of Rochester, Simon Business School**

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|---------------------------------------|----------------|
| • Core Statistics for 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
- 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)

**HONORS AND AWARDS**

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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	2017
MSI Research Grant, co-PI with Carl Mela, Santiago Balseiro, Adam Leary	2016
Korea Foundation for Advanced Studies (KFAS) Fellowship	

**SERVICES**

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## Editorial Review Board:

Marketing Science, Jan 2025 - present

## Ad-Hoc 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

## Other External Service:

Workshop on Platform Analytics Conference Committee, 2024

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

## University of Rochester Service:

MS Business Analytics & Marketing Analytics Committee, 2022 - present

PhD Program Committee, Simon Business School, 2019-2022

**DISCUSSANT / PANELIST**

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Marketing Science Women's Workshop (2021), QME conference (2022), Virtual Quant Marketing Seminar (2021, 2023, 2025)

### PHD STUDENT COMMITTEES (PhD Institution, Year, Initial Placement)

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- Jinsol Seo, University of Rochester, current
- Siddharth Prusty, Duke University, 2026, Indian School of Business
- Yulin Hao, University of Rochester, 2026, Peking University HSBC Business School
- Ruiqi Wu, University of Rochester, 2023, University of Delaware

### INDUSTRY EXPERIENCE

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The-Nuvo (Startup), Seoul, Korea

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

Ernst & Young, Transfer Pricing Division, Manhattan, NY

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|-----------------|-------------|
| • Summer Intern | Summer 2012 |
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### OTHER

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Nationality and Visa Status

- South Korean
- U.S. Permanent Resident (Green Card holder)