

Hana Choi

Simon Business School
University of Rochester
Rochester, NY, 14627

Email: hana.choi@rochester.edu
Homepage: 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 2nd 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), "Evolution of Platform Research: Challenges and Opportunities", revising for 3rd round review 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