

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
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*

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

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

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

CONFERENCE AND INVITED PRESENTATIONS (*: scheduled)

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

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

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

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

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

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

- 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

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

OTHER

Nationality and Visa Status

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