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Research Interests

Research Topics

Short-/Long-term Marketing Impact, Economics of Digitization, Mobile Marketing, FinTech, Innovation Policy, Social Influence, Consumer Decision-Making

Research Methods

Field Experiment, Quasi-Experiment and Applied Econometrics (i.e., 'Metrics), Causal Inference using Machine Learning (e.g., Deep IV)

Education

Korea Advanced Institute of Science and Technology (KAIST)　　　　　Daejeon, Republic of Korea

Ph.D. in Business and Technology Management. (September 2013 – present).

Dissertation: "Three Essays on Marketing Impact in the Era of Digitization" (tentative)

Advisor: Wonjoon Kim

Korea Advanced Institute of Science and Technology (KAIST)　　　　　Daejeon, Republic of Korea

M.Eng. in Management Science. (September 2011 - August 2013).

Thesis: "Exploring the Influence of Social Recommendation on Choice Overload Phenomenon: Focusing on Cognitive Conflict and Ideal Point Availability"

Advisor: Wonjoon Kim

The University of Arizona　　　　　Tucson, AZ

B.A. in Economics. Minor in Japanese. (August 2006 - December 2010).

Research Experience

Publication

1. **Yoo, Jaewon**, Hyunsik Park, and Wonjoon Kim. "Compromise Effect and Consideration Set Size in Consumer Decision-Making." *Applied Economics Letters* 25, no. 8 (2018): 513-517.

2. Kang, Minjeong, **Jaewon Yoo**, Wonjoon Kim, and Namil Kim. "The Effect of Alliance Activity on Patent Litigation." *Journal of Korea Technology Innovation Society* 21, no. 1 (2018): 265-299.

Working Papers

1. Yoon, Seokjoon, **Jaewon Yoo**, Minki Kim, Wonjoon Kim, and Minsok Lee. "Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World", preparing for submission at *Journal of Marketing Research*

   Abstract. Mobile marketing, despite its popularity among marketers, has yet to overcome persistent challenges of consumer apathy and short attention span, thus resulting in low engagement and conversion. Although mobile content marketing (MCM) has emerged as an alternative solution to such challenges in practice, academic research on the effectiveness and strategies of MCM is still in its infancy. This study aims to investigate the causal impact of MCM on customer engagement and sales. To this end, we conducted a randomized control trial in close collaboration with both a book retailer and a large number of publishers as well. We find that firms can "technically" engage with consumers more directly and actively with their mobile platform but the availability of the platform alone does not ensure the success of MCM. We empirically confirm the effectiveness of MCM by showing that it is capable of increasing both customer engagement (e.g., higher check-in rate) and sales revenue (e.g., higher click-through and sales conversion) but its success is largely determined by the quality of the content being used. However, MCM can backfire if not implemented properly. While informative and entertaining content is consumed more, entertaining content that better sustain readers' attention can be even more effective.

2. **Yoo, Jaewon**, Wonjoon Kim and Joshua M. Ackerman. "Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty", reject and resubmit at *Journal of Marketing*

   Abstract. The introduction of the Internet generated two significant developments for consumers; the emergence of social network services and relentlessly increasing product variety. However, recent research has highlighted the negative consequences of extensive choice variety and how it overloads cognition. Three experimental studies and a pilot study show that social recommendations appearing in the choice context mitigate assortment-driven choice difficulty, thereby eliminating choice overload effects. Interestingly, this effect is moderated by the similarity, but not by the felt social distance, between the recommendation provider and the chooser. In other words, consumers who are burdened by choice difficulty are more likely to choose the alternative recommended by similar others, which allows them to reduce the difficulty of evaluating other options available in the assortment—an activity that can produce dissatisfaction and choice deferral.

Work-in-Progress

1. "Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase and Consumption Variety" with Wonjoon Kim, Minki Kim, and Yuxin Chen (Preparing for submission at *Marketing Science: Frontier*)

2. "The Effect of Digitization on the Distribution and Usage of Illicit Drugs: Quasi-Experimental Approach Using the Entry of Cragslist" With Namil Kim and Wonjoon Kim (Data analysis in progress)

Conference Acceptance

"Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World"

1. *40th Annual ISMS Marketing Science Conference* in Philadelphia, PA. June 13-18, 2018.

2. *Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference* in Hong Kong, China. May 9-10, 2018.

3. *NYU-Temple 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics* in New York, NY. December 8-9, 2017.

4. *The 2017 Conference of Korea Association for Telecommunications Policies* in Seoul, Republic of Korea. November 17, 2017.

5. *The 2017 Fall Conference of the Korean Marketing Association* in Daejeon, Republic of Korea. November 3, 2017.

"Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty"

6. *International Conference on Information, Operations Management, and Statistics* in Kuala Lumpur, Malaysia. September 1-3, 2013.

7. *Shanghai International Conference on Social Science* in Shanghai, China. July 11-13, 2013.

8. *International Symposium on Education, Psychology, Society and Tourism* in Seoul, Republic of Korea. June 27-29, 2013.

9. *The IABE 2013 Bangkok Summer Conference* in Bangkok, Thailand. June 15-17, 2013.

Research Projects

1. Research Assistant for *the Global Innovation and Production Network and the Sustainable Industrial Ecosystem of Korea*, Social Sciences Korea (SSK), National Research Foundation (NRF) of Korea. (2012 – current)

2. Research Assistant for *Social Big Data Science Research Team*, BK21 Plus, NRF. (2013 – current) Media mention (in Korean): https://goo.gl/ZciGQP

Teaching Interests

Online and Mobile Business, Creative Marketing Strategy, Business Analytics, Research Methodology (e.g., Applied Econometrics, Natural and Quasi-Experiments), FinTech, Innovation Policy

Teaching Experience

Teaching Assistant for Graduate Courses

KAIST, Department of Management Science   Daejeon, Republic of Korea

1. Research Methodology I (Fall 2014)

Teaching Assistant for Undergraduate Courses

KAIST, School of Business and Technology Management   Daejeon, Republic of Korea

2. Supply Chain Management (Spring 2016)

KAIST, Department of Management Science   Daejeon, Republic of Korea

3. Introduction to Business Management (Spring 2014)

4. Intermediate Microeconomics (Fall 2013)

5. Corporate Strategy and Design Process (Fall 2012)

6. Special Topics in Management Science I <Innovation and Sustainability> (Spring 2012)

7. Microeconomics (Fall 2011)

Honors, Grants, and Awards

Global Ph.D. Fellowship Grant (March 2014 – February 2017)   NRF Korea

Size, Entropy, and Density: The Impact of Social Influence on Assortments and Choices

Total Grant: US$ 84,295/3yrs

Media mention (in Korean): https://goo.gl/vmNakP

KAIST Full Scholarship (September 2011 – present)   KAIST

Dean's List (Fall 2009)   University of Arizona

Honorable Mention (Spring 2009)   University of Arizona

Honorable Mention (Fall 2008)   University of Arizona

Activities

Academic Membership

Active member of INFORMS Society for Marketing Science; American Marketing Association (AMA); American Economic Association (AEA); Korea Technology Innovation Society; The Korean Society For Technology Management and Economics; and The Korean Academic Society for Business Administration

Other Activities

President of the graduate student counsil for the department of management science, KAIST (January 2015 - December 2015)

Relevant Courses and Workshops

Graduate Courses

Advanced Quantitative Marketing; Probability and Statistics; Advanced Statistics for Management; Econometrics; Research Methodology I; Advanced Special Topics I: Business Analytics (KAIST).

Undergraduate Courses

Statistical Inference in Management; Quantitative Methods in Economic Strategy; Introduction to Econometrics (University of Arizona).

Workshops

The 2015 Quantitative Marketing and Structural Econometrics (QMSE) Workshop (Northwestern University).

Skills

Research Methods

Field experiment (e.g., A/B testing in online platform), Quasi-experiment and applied econometrics (e.g., DID, RDD, matching methods, and synthetic control), Panel data analysis (regression and its variants), Web crawling, Survey methodology, Focus group

Analytical / Research Tools

R, STATA, LaTeX, Python, Google Analytics

Computer Skills

Operating systems: Linux, Unix, Windows

Maintained a Linux server for the ISP and CMP lab, KAIST (March 2016 - present)

Language

Korean (Native), English (Fluent), Japanese (Intermediate)

Reference

Wonjoon Kim
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