

Jaewon Yoo

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Research Interests

Causal Inference, Consumer Decision-Making, Bounded Rationality, Social Influence, IT Platform Innovation, Emerging Markets, Applied Econometrics (i.e., 'Metrics), Field Experiments, Quantitative Marketing, Consumer Behavior, Behavioral Economics

Education

Ph.D. Candidate, KAIST, 2013 – current.
M.S. in Management Science, KAIST, 2013.
B.A. in Economics, University of Arizona, 2010.

Research

Working Papers

"Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty" (with Wonjoon Kim and Joshua M. Ackerman), in preparation for submission at *Journal of Consumer Psychology*
"The role of affect in choice decision-making under a large assortment" (with Hyunsik Park and Wonjoon Kim), in preparation for submission at *Psychology & Marketing*
"Customer Centricity, Constituency Statute, and Marketing" (with Namil Kim), *Work in Progress*
"Stakeholder Orientation and Its Impact on the Business of Vice" (with Jaewon Kang, Namil Kim, and Wonjoon Kim), *Work in progress*
"Compromise Effect and Consideration Set Size in Consumer Decision-Making", *Work in progress*

Current Projects

Research Assistant for *the Global Innovation and Production Network and the Sustainable Industrial Ecosystem of Korea*, Social Sciences Korea (SSK), National Research Foundation of Korea (NRF). (2012 – current)
Research Assistant for *Social Big Data Science Research Team*, BK21 Plus, NRF. (2013 – current)
Research Assistant at *Innovation Strategy and Policy Lab*, KAIST (2011 – current)

Honors and Awards

Global Ph.D. Fellowship Grant (2014 – Current)	NRF
<i>Size, Entropy, and Density: The Impact of Social Influence on Assortments and Choices</i>	
Total Grant: US\$ 83,819 (2014 – 2017)	
KAIST Full Scholarship (2011 – Current)	KAIST
Dean's List (2009)	University of Arizona
Honorable Mention (2008 – 2009)	University of Arizona

Skills

Programming

R, STATA, L^AT_EX, Python (basic), PHP (basic), Javascript, HTML

Methods

Graduate Courses: Probability and Statistics, Research Methodology, Advanced Statistics for Management, Econometrics, Advanced Quantitative Marketing

Undergraduate Courses: Statistical Inference in Management, Quantitative Methods in Economic Strategy, Introduction to Econometrics

MOOC Courses: Behavioral Economics in Action, R Programming (with distinction)

Language

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

Teaching Experience

Teaching Assistant for

Supply Chain Management (2016)	KAIST
Research Methodology I (2014)	KAIST
Introduction to Business Management (2014)	KAIST
Intermediate Microeconomics (2013)	KAIST
Corporate Strategy and Design Process (2012)	KAIST
Special Topics in Management Science I <Innovation and Sustainability> (2012)	KAIST
Microeconomics (2011)	KAIST

Reference

Wonjoon Kim

Associate Professor

Graduate School of Innovation and Technology Management

Department of Business and Technology Management

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Last updated: April 14, 2016