

# Jaewon Yoo

National Tsing Hua University (國立清華大學)  
Institute of Serv. Sci., College of Tech. Mgmt.  
Rm 613, TSMC Bldg., No. 101, Sect. 2  
Kuang-Fu Rd., Hsinchu, Taiwan 30013

Phone: +886-03-5162543  
Email: [jaewon.yoo@iss.nthu.edu.tw](mailto:jaewon.yoo@iss.nthu.edu.tw)  
Homepage: [iss.nthu.edu.tw/faculty/jlyoo4.github.io/](http://iss.nthu.edu.tw/faculty/jlyoo4.github.io/)

## Academic Appointments

### National Tsing Hua University

Hsinchu, Taiwan

Assistant Professor (August 2021 – Current)

### New York University (NYU) Shanghai

Shanghai, China

Visiting Postdoctoral Fellow (March 2020 – February 2021)

Advisor: Yuxin Chen (Dean of Business & Distinguished Global Network Professor)

## Education

### Korea Advanced Institute of Science and Technology (KAIST)

Daejeon, Republic of Korea

Ph.D. in Business and Technology Management. (September 2013 – February 2020)

Dissertation: “Studies on the Impacts of Innovation and Emerging Technologies on Marketing”

Committee: Wonjoon Kim (Chair), Yuxin Chen (NYU), Minki Kim, Dukhee Lee, Hyejin Kim

- Visiting scholar at NYU Center for Business Education and Research (2018)

### 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”

Committee: Wonjoon Kim (Chair), Hangjung Zo, Youngyim Doh

### University of Arizona

Tucson, AZ

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

Minor in Japanese. Honorable mention (2008-2009), Dean’s list (2009)

## Research Interests

### Research Topics

Digital/Data-Driven Marketing, Economic and Societal Impacts of Innovation, Technological Platforms (e.g., Social, Crowd-Based, Sharing Economy)

### Research Methods

Field Experiment, Quasi-Experiment and Applied Econometrics (i.e., ‘Metrics)

## Research Experience

### Manuscripts in Preparation

1. **Yoo, Jaewon**, Yuxin Chen, Minki Kim, and Wonjoon Kim. "Mobile Payment and In-Store Mobile Purchase Behavior", preparing for submission to *Marketing Science*  
- Finalizing the texts and conducting robustness checks. (to be submitted in October 2021)
2. Yoon, Seokjoon, **Jaewon Yoo**, Minki Kim, Wonjoon Kim, and Minsok Lee. "Curiosity Creation and Resolution in Ads: Evidence from a Large-Scale Field Experiment", preparing for submission to *Journal of Marketing*
3. **Yoo, Jaewon**, Wonjoon Kim, and Joshua 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*

### Publications

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. SSCI.
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. KCI.
3. **Yoo, Jaewon** and Wonjoon Kim. "To What Extend does Social Effect has Influence on Choice Overload?" *Proceedings of the 2013 International Symposium on Education, Psychology, Society, and Tourism*. Seoul, Republic of Korea. June 27 - 29, 2013.

### Work-in-Progress

1. "Unexpected Consequences of Product Sales Bans: An Empirical Investigation" with Yuxin Chen and Namil Kim  
- Conceptualization and data collection completed. Data analysis in progress.
2. "The Dark Side of Digitization: Last Mile Mobility and Traffic Fatality" with Moon Gyu Kim  
- Received the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> CSES best paper awards. Data collection in progress.
3. "Empirical Investigation of The Impact of Online Platforms on Charitable Giving" with Namil Kim and Hyungseok (David) Yoon  
- Communicating with two leading firms in the used goods market & donation platforms in Korea for a research collaboration.

## Conference Presentations and Invited Talks

### "Mobile Payment and In-Store Mobile Purchase Behavior"

1. Invited Talk at the Institute of Service Science, National Tsing Hua University, Hsinchu, Taiwan. December 24, 2020. (held virtually due to COVID-19)
2. *The KAIS-KMMA Joint Conference on the Life in the Age of Digital Dynamics* at Korea U., Seoul, Republic of Korea. August 14, 2020.

3. 42<sup>nd</sup> Annual INFORMS Marketing Science Conference at Duke University, Durham, NC. June 11 - 13, 2020. (held virtually due to COVID-19)
4. The 2020 Korea's Allied Economic Associations Annual Meeting at Korea U., Seoul, Republic of Korea. February 13, 2020. (Presented by Prof. Minki Kim)
5. The 1<sup>st</sup> Joint Conference on Distribution, Marketing, Advertising, and Consumer Behavior (DMAC), Seoul, Republic of Korea. December 20, 2019. (**KMA doctoral dissertation competition best paper award**)
6. The 11<sup>th</sup> Yale China India Consumer Insights Conference at MIT, Boston, MA. September 20 - 21, 2019. (Accepted as a **recipient of the doctoral student support from Yale School of Management**)
7. 2019 KSMS International Conference, Seoul, Republic of Korea. November 16, 2019.
8. Invited Talk at the Erasmus School of Economics, Erasmus University Rotterdam, Rotterdam, Netherlands. September 12, 2019.
9. The 3<sup>rd</sup> CEIBS Marketing Symposium at CEIBS, Shanghai, China. April 26, 2019. (Presented by Prof. Yuxin Chen)
10. Invited Talk at KAIST College of Business, KAIST, Seoul, Republic of Korea. April 18, 2019.
11. The 2019 Spring Conference of the Korean Marketing Association at Korea U., Seoul, Republic of Korea. March 8, 2019.

**“Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World”**

12. The 2021 Korean Association for Information Society–Korea Media Management Association Conference, Seoul, Republic of Korea. July 3, 2021. (Presented by Prof. Minki Kim)
13. Research Seminar at UNIST School of Business Administration, Ulsan, Republic of Korea. November 20, 2019. (Presented by Prof. Minki Kim)
14. The 2019 Korean Marketing Association–Korean MIS Association Conference, Jungseon, Republic of Korea. August 21, 2019. (Presented by Prof. Minki Kim)
15. 40<sup>th</sup> Annual ISMS Marketing Science Conference at Temple U., Philadelphia, PA. June 13 - 18, 2018. (Presented by Prof. Minki Kim)
16. Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference at HKU, Hong Kong, China. May 9 - 10, 2018. (Presented by Prof. Minki Kim)
17. NYU-Temple 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics at NYU, New York, NY. December 8 - 9, 2017. (Presented by Minki Kim; **By invitation only**)
18. The 2017 Conference of Korea Association for Telecommunications Policies in Seoul, Republic of Korea. November 17, 2017. (Presented by Prof. Seokjoon Yoon)
19. The 2017 Fall Conference of the Korean Marketing Association in Daejeon, Republic of Korea. November 3, 2017. (Presented by Prof. Minki Kim)

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

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

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

## Teaching and Academic Service

### Instructor

- *Programming for Business Analytics (ISS506600)* - Fall 2021, NTHU
- *Business Experimentation (TBD)* - NTHU
- *Research Seminar on Innovation and Marketing (TBD)* - NTHU

### Teaching Assistant

- *R&D Project Management (MSB 360)* - Fall 2016, KAIST
- *Supply Chain Management (MSB 446)* - Spring 2016, KAIST
- *Research Methodologies I (MSB 601)* - Fall 2014, KAIST
- *Introduction to Business Management (MSB 200)* - Spring 2014, KAIST
- *Intermediate Microeconomics (ECN 311)* - Fall 2013, KAIST
- *Corporate Strategy and Design Process (MSB 552)* - Fall 2012, KAIST
- *Special Topics in Mgmt. Sci. <Innovation and Sustainability> (MSB 481)* - Spring 2012, KAIST
- *Microeconomics (MSB 504)* - Fall 2011, KAIST

## Project Experience

1. *Research Associate for Kyobo-KAIST Industry and Academia Collaborative Research Team* (June 2017 – September 2018)
  - Designed and executed large-scaled field experiments in collaboration with the data center and the mobile marketing team.
  - Analyzed sales impact of mobile advertising (e.g., content sliders, mobile display ad).
2. *Research Assistant for Social Big Data Science Research Team, BK21 Plus, NRF.* (September 2013 – September 2017. Media mention in Korean: <https://goo.gl/ZciGQP>)
  - Participated in the construction of database for big data analysis (e.g., 25 years/4 million New York Times articles).
  - Preprocessed & analyzed unstructured data to extract insights.
3. *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.* (September 2012 – February 2020)
  - Analyzed changes in firms' advertising strategies in response to the emergence of SNSs.
4. *Principal Investigator (PI) for Size, Entropy, and Density: The Impact of Social Influence on Assortments and Choices, National Research Foundation (NRF) of Korea.* (March 2014 – February 2017)
  - Examined the effects of assortment size and attribute extremeness on compromise effect.

- Identified and analyzed moderators (e.g., homophily) of the choice overload phenomenon.

## Honors, Awards, and Grants

CSES Research Competition Best Paper Award (3R) SK Center for Social Value Enhancement Studies

- Prize amount: KRW 5 mil. ( $\approx$  USD 4,297 or EUR 3,670 as of Oct. 2020)

CSES Research Competition Best Paper Award (2R) SK Center for Social Value Enhancement Studies

- Prize amount: KRW 3 mil. ( $\approx$  USD 2,508 or EUR 2,219 as of Jul. 2020)

CSES Research Competition Best Paper Award (1R) **SK Center for Social Value Enhancement Studies**

- Prize amount: KRW 1 mil. ( $\approx$  USD 818 or EUR 753 as of Apr. 2020)

2019 Ph.D. Dissertation Competition, Best Paper Award Korean Marketing Association

- Prize amount: KRW 1 mil. ( $\approx$  USD 864 or EUR 775 as of Jan. 2020)

2015 Global Ph.D. Fellowship Grant NRF Korea

- Total Grant: KRW 60 mil. ( $\approx$  USD 50,644 or EUR 45,954 as of Sep. 2019)

2014 Global Ph.D. Fellowship Grant NRF Korea

- Total Grant: KRW 30 mil. ( $\approx$  USD 25,322 or EUR 22,977 as of Sep. 2019)

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

KAIST Ph.D. Full Scholarship (September 2013 – February 2019) KAIST

- Total Scholarship: KRW 76.634 mil. ( $\approx$  USD 64,681 or EUR 58,678)

KAIST Master's Degree Full Scholarship (September 2011 – August 2013) KAIST

- Total Scholarship: KRW 32.048 mil. ( $\approx$  USD 27,042 or EUR 24,534)

## Industry Experience

**Samsung SDS** Seoul, Republic of Korea

Senior Consultant, Marketing Strategy Group (2021)

## References

**Wonjoon Kim** (committee chair)

Professor, and Director of Center for Innovation Strategy and Policy

School of Business and Technology Management, KAIST College of Business

Korea Advanced Institute of Science and Technology (KAIST)

Email: [wonjoon.kim@kaist.edu](mailto:wonjoon.kim@kaist.edu)

Office: +82-(0)42-350-4336

**Yuxin Chen** (committee)

Dean of Business, Distinguished Global Network Professor at NYU Shanghai

Global Network Professor at Leonard N. Stern School of Business

New York University (NYU)

Email: [yc18@nyu.edu](mailto:yc18@nyu.edu)  
Office: +86-(21)-2059-5162

**Minki Kim** (committee)  
Associate Professor of Marketing  
School of Management Engineering, KAIST College of Business  
Korea Advanced Institute of Science and Technology (KAIST)  
Email: [minki.kim@kaist.ac.kr](mailto:minki.kim@kaist.ac.kr)  
Office: +82-(0)2-958-3512

**Namil Kim**  
Associate Professor of Strategy and Innovation  
School of Management  
Harbin Institute of Technology  
Email: [namil.kim@hit.edu.cn](mailto:namil.kim@hit.edu.cn)  
Office: +86-(0)451-8641-2771

**Hyungseok (David) Yoon**  
Associate Professor of International Business  
Leeds University Business School  
University of Leeds  
Email: [H.Yoon@leeds.ac.uk](mailto:H.Yoon@leeds.ac.uk)  
Office: +44-(0)113-343-9590

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