

JOONHYUK YANG

395 Mendoza College of Business, Notre Dame, IN 46556

✉ joonhyuk.yang@nd.edu 🌐 <https://joonhyuk-yang.github.io>

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Academic Positions

Mendoza College of Business, University of Notre Dame

Assistant Professor of Marketing, July 2021 – present

Computational Marketing Lab, Stanford Graduate School of Business

Postdoctoral Research Fellow, September 2020 – June 2021

Education

Ph.D. in Marketing, Kellogg School of Management, Northwestern University, 2020

Ph.D. in Engineering, Graduate School of Culture Technology, KAIST, 2014

B.Sc. *cum laude* in Industrial & Management Engineering, POSTECH, 2008

Research Interests

Quantitative Marketing

Platforms and Advertising

Consumer Credit

Media Economics

Publications

(* indicates equal contribution)

*Lee, J. Y., *J. Yang, & E. T. Anderson, “Who Benefits from Alternative Data for Credit Scoring? Evidence from Peru,” *Journal of Marketing Research*, 2026, 63(1): 105-26.

Lee, J. Y., J. Yang, & E. T. Anderson, “Using Grocery Data for Credit Decisions,” *Management Science*, 2025, 71(4): 2753-77.

*Lee, J. Y., & *J. Yang, “Properties of Alternative Data for Fairer Credit Risk Predictions,” *Journal of Data-centric Machine Learning Research (DMLR)*, 2024, 2(2): 1-27.

Yang, J., N. S. Sahni, H. S. Nair, & X. Xiong, “Advertising as Information for Ranking E-Commerce Search Listings,” *Marketing Science*, 2024, 43(2): 360-77.

*Yang, J., *Y. Xie, L. Krishnamurthi, & P. Papatla, “High-Energy Ad Content: A Large-scale Investigation of TV Commercials,” *Journal of Marketing Research*, 2022, 59(4):840-59.

*Yang, J., *J. Y. Lee, & *P. K. Chintagunta, "Commercial Success through Commercials? Advertising and Pay-TV Operators," *Journal of Marketing Research*, 2021, 58(5):925-47.

Yang, J., E. T. Anderson, & B. R. Gordon, "Digitization and Flexibility: Evidence from the South Korean Movie Market," *Marketing Science*, 2021, 40(5):821-43.

Yang, J., & W. Kim, "Seasonality in the Non-US Motion Picture Industry: A Case of South Korea," *Journal of Media Economics*, 2014, 27(1):38-55.

Yang, J., W. Kim, N. Amblee, & J. Jeong, "Heterogeneous Effect of WOM on Product Sales: Why the Effect of WOM Valence is Mixed?" *European Journal of Marketing*, 2012, 46(11/12):1523-38.

Yang, J., J. Kim, W. Kim, & Y. H. Kim, "Measuring User Similarity using Electric Circuit Analysis: Application to Collaborative Filtering," *PLOS ONE*, 2012, 7(11):e49126.

- Patent No. 1020120138919, June 13, 2014, South Korea

Working Papers

"Demand for a Public AI Option" with Jung Youn Lee.

"Co-branded Credit Cards as a Credit Gateway: Retail Demand Effects on First-Time Credit" with Jung Youn Lee and Eric Anderson.

"Missing Appeals: Emotional Incongruence as a Friction in the Supply of Persuasion During Crises" with Jiyeon Hong and Sunghan Ryu.

"Wearing Both Hats: Dual Roles as a Signaling Mechanism in Crowdfunding Platforms" with Esther Kim, Helen Chun and Sunghan Ryu.

"Does Ad Transparency Work? Evidence from Video Ads" with Anuj Kapoor, Arjit Sachdeva and Amitt Sharma.

Other Publications and Conference Proceedings

Bae, E., J. Yang, & S. Ryu, "Ad Aversion and In-App Purchases," *International Conference on Information Science (ICIS) 2024 Proceedings*, 25.

Kim, J., J. Yang, & K. Wohn, "AgeCAPTCHA: An Image-based CAPTCHA that Annotates Images of Human Faces with their Age Groups," *KSII Transactions on Internet & Information Systems*, 2014, 8(3):1071-92.

Kim, J., S. Kim, J. Yang, J. H. Ryu, & K. Wohn, "FaceCAPTCHA: A CAPTCHA that Identifies the Gender of Face Images Unrecognized by Existing Gender Classifiers," *Multimedia Tools and Applications*, 2014, 72(2):1215-37.

Kim, J., T. Jang, J. Yang, & J. H. Ryu, "Acquaintances Clustering for Social Relationship-based Indexing of Digital Photos," *IFIP Human-Computer Interaction Symposium*, 2010, 163-74.

Go, G., J. Yang, H. Park, & S. Han, "Using Online Media Sharing Behavior as Implicit Feedback for Collaborative Filtering," *IEEE International Conference on Social Computing*, 2010, 439-45.

Yang, J., L. Kim, N. Amblee, & W. Kim, "Word of Mouth and Critical Reviews for the Motion Picture Industry in South Korea: On Mainstream and Non-mainstream Movies," *IEEE Hawaii International Conference on System Sciences*, 2009, 1-10.

Grants, Honors and Awards

Prochaska Outstanding Teaching Award, 2025
Kemper Foundation Professor Award Grant, 2023
Wharton AI & Analytics for Business Data Grant, 2023
ISMS Early Career Scholars Camp Fellow, 2022
Wharton Customer Analytics Initiative Data Grant, 2016, 2019
NBER Digitization Tutorial and Conference Fellow, 2016, 2017
NCAR King Research Award, National Center for Arts Research, 2016
PhD Fellowship, Kellogg School of Management, 2014–2019
High Risk High Return Project Research Grant, KAIST, 2012
Research Grant, Korean Film Council, 2009
National Culture Technology Scholarship, South Korea, 2008–2013
National Science Scholarship, South Korea, 2003–2007

Conference and Invited Presentations

(*presented by co-authors)

2025: Hong Kong Polytechnic University; Artificial Intelligence in Management Conference*; Marketing Dynamics Conference*; Boulder Summer Conference on Consumer Financial Decision Making (poster)*

2024: Georgetown University, McDonough; Intercorp Lima Headquarter; Artificial Intelligence in Management Conference*; Theory+Practice in Marketing Conference*; Analytics at Wharton Research Symposium*; International Conference on Information Science*

2023: Cornell University, Dyson; Indiana University, Kelley; Temple University, Fox; Artificial Intelligence in Management Conference; Workshop of Platform Analytics; ISMS Marketing Science Conference*; China India Insights Conference*

2022: Harvard Business School; Carnegie Mellon University, Tepper; Indian Institute of Management, Ahmedabad; Boulder Summer Conference on Consumer Financial Decision Making*; Behavioral Science and Policy Association Conference*; Artificial Intelligence in Management Conference*; AMA Summer Academic Conference*; INFORMS Annual Meeting*

2021: Kellogg Quant Marketing Workshop; KAIST College of Business; Korea University Business School; ISMS Marketing Science Conference; Conference on AI, ML, and Business Analytics*

- 2020: JD.com Silicon Valley Lab; JD.com Headquarter; Stanford Quant Marketing Seminar; Wharton Customer Analytics Symposium*
- 2019: City University of Hong Kong; University of Notre Dame; University of Illinois at Chicago; Penn State University; Temple University; London School of Economics and Political Science; University College London; Haring Symposium
- Pre-2019: Haring Symposium (discussant); ISMS Marketing Science Conference; The Association for Cultural Economics International (ACEI) Conference; Hawaii International Conference on System Sciences (HICSS); KAIST Culture Technology Colloquium

Teaching

Mendoza College of Business, University of Notre Dame

Instructor: Retail Analytics and Pricing (MSBA), Spring 2026–present

Instructor: Retail Analytics and Pricing (MBA), Spring 2022–present

Instructor: Pricing Analytics (Undergraduate; Honors; Broadening), Spring 2023–present

Instructor: Pricing and Distribution (Undergraduate), Spring 2022

Kellogg School of Management, Northwestern University

Teaching Assistant: Customer Analytics (MBA), Marketing Management (MBA), Launching New Products and Services (MBA), Advertising Strategy (EMBA), 2015–18

Professional Service

Ad Hoc Referee

Management Science

Journal of Marketing Research

Journal of Marketing

Other Reviewing & Selection Committees

Invited Reviewer, Taylor & Francis (*The Strategy and Tactics of Pricing, 7th ed.*), 2026

Invited Reviewer, Chilean National Agency for Research and Development (AIND), 2026

Invited Reviewer, MSI Clayton Dissertation Proposal Award, 2022, 2023

Program Committee, Workshop on Platform Analytics, 2023

Conference Organization

Session Organizer & (Co-)Chair, “Ad Content and Market Outcomes I & II,” ISMS Marketing Science Conference, June 2022

Session Organizer & Chair, “Issues on Advertising, Search and Platforms I & II,” ISMS Marketing Science Conference, June 2021

University Service

Faculty Mentor, Building Bridges Mentoring Program, 2022–present

Faculty Affiliate, Lucy Family Institute for Data & Society, 2022–present

College and Department Service

Faculty Recruiting Committee, Fall 2023, Fall 2025

Clark Lecture Series Committee, Spring 2024

Presenter, Marketing Club (MBA), Nov 2021, Nov 2022, Nov 2023

Presenter, Welcome to Marketing (undergraduate), Apr 2022

Other Field Service

Faculty Mentor, INFORMS Mentor Match Program, 2023–present