

# JOONHYUK YANG

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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*, forthcoming.

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. Ambler, & 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

- “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. Ambler, & 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, 2014-19  
High Risk High Return Project Research Grant, KAIST, 2012  
Research Grant, Korean Film Council, 2009  
National Culture Technology Scholarship, South Korea, 2008-13  
National Science Scholarship, South Korea, 2003-07

## 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 (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 Reviewer

*Journal of Marketing Research*

*Management Science*

*Journal of Marketing*

*Workshop on Platform Analytics (2023)*

*MSI Clayton Awards (2022, 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 2025

Clark Lecture Series Committee, Spring 2024

Faculty Recruiting Committee, Fall 2023

Presenter, Marketing Club (MBA), November 2023

Presenter, Marketing Club (MBA), November 2022

Presenter, Welcome to Marketing (undergraduate), April 2022

Presenter, Marketing Club (MBA), November 2021

Other Field Service

Faculty Mentor, INFORMS Mentor Match Program, 2023 – present