Joon H. Ro

Assistant Professor of Marketing
A.B. Freeman School of Business
Tulane University
7 McAlister Dr., Room 548, New Orleans, LA 70118
+1 (504) 314-7460, jro@tulane.edu

Education

Ph.D. Marketing, 2014
McCombs School of Business, University of Texas at Austin

M.S. Economics, 2009
University of Texas at Austin

M.A. Economics, 2007
B.A. English Language and Literature, 2005 (Cum Laude)
B.E. Economics, 2005 (Cum Laude)
Sogang University, Seoul, Korea

Research Interests

- Durable goods, entertainment consumption, resale, word of mouth
- Modeling consumer choice and learning, pricing, and imperfect competition
- Structural models, computational methods, bayesian analysis, big data

Manuscripts Under Review

Joon, Ro and Jason Duan, (2014). Pricing and Resale Market Strategies for Durable Goods: A Dynamic Equilibrium Model of Video Games.

We develop a dynamic structural model for the video game market, to study how prohibiting resale affects profits for durable goods monopolists. Our model incorporates consumers and a monopolist, which are both forward-looking, and market equilibria for both the new- and used-goods markets. We include the supply-side equilibrium in estimation to make use of publicly observable price data when proprietary sales data are unavailable. We use equilibrium solutions and the varying rates of price decrease over time to identify underlying demand. Using this model, we estimate game-specific demand for multiple games released in the U.S. Policy simulations suggest that prohibiting resale becomes more attractive for firms as the mean valuation of a game's demand becomes higher, as it becomes less durable, and as its demand consists of more price-insensitive consumers. For the majority of games in our sample, however, we find it is more profitable to keep the used-goods market. When we allow firms to set optimal initial prices after prohibiting resale, the model predicts that initial prices for the majority of games will increase. This suggests that producers will likely to use the structural change (prohibiting resale) as a chance to increase their prices.

Working Papers

Joon, Ro and Romana Khan, (2014). Attribute-Level Variety Seeking in Experiential Consumption: Evidence from the Movie Industry.

Many experiential products are characterized by single consumption episodes and hedonic nature. In this context, consumers' uncertainty about product quality may mitigate their tendency to seek variety for hedonic consumption. We examine (a) the extent to which consumers seek variety and (b) the impact of online consumer ratings on their choices. We use large movie ticket sales data to estimate a choice model which incorporates state dependence, genre preferences of consumers, and the impact of online consumer ratings. We find that consumers show time-dependent variety seeking behavior; consumers seek variety in genre choice in short time interval, while in general displaying inertia. Quality signals can overcome the inertia, as the impact of online ratings are higher when the genre of the subsequent movie differs from that of the previously viewed one.

Invited Talks

Pricing and Resale Market Strategies for Durable Goods: A Dynamic Equilibrium Model of Video Games

- Tulane University, New Orleans, LA, 2014
- Yale University, New Haven, CT, 2013
- Erasmus University, Rotterdam, Netherlands, 2013
- University of Rochester, Rochester, NY, 2013
- University of Delaware, Newark, DE, 2013
- Özyegin University, Istanbul, Turkey, 2013
- Koç University, Istanbul, Turkey, 2013
- University of Arizona, Tucson, AZ, 2013

Colloquia/Presentations

- "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market," Marketing Dynamics Conference, Las Vegas, Nevada, 2014.
- "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market," UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, 2014.
- "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games," INFORMS Marketing Science Conference, Boston, MA, 2012.
- "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games," University of Houston Doctoral Symposium, 2012.
- "Quality Uncertainty and Variety Seeking Behavior: the Role of Ratings in the Movie Industry," INFORMS Marketing Science Conference, Houston, TX, 2011.

Honors & Awards

- Student Sponsorship, SciPy (Scientific Python) Conference, 2011, 2013
- Bonham Funds, Department of Marketing, UT-Austin, 2010, 2013
- Funding, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, 2010
- Brain Korea 21 Scholarship, Ministry of Education and Human Resources Development, Korea, 2006
- Graduate School Department Scholarship, Sogang University, Korea, 2005
- Undergraduate Distinguished Student Scholarship, Sogang University, Korea, 2003-04

Teaching Experience

- (Instructor) *Principles of Marketing*, 2012, University of Texas at Austin
  - Nominated for *Fred Moore Assistant Instructor Awards for Teaching Excellence*
- (Instructor) *Numerical Computation with Numpy*, 2012 Software Carpentry bootcamp, University of Texas at Austin

Service

- Reviewer: Journal of Open Research Software

Computational Skills

- Programming Languages: C, Python, MATLAB, R
- Others: Git, GNU/Linux, HTML, JavaScript, LaTeX, PowerShell, RegEx, VBA

Software Packages Authored

- BLP-Python: Random coefficients logit model of Berry, Levinsohn and Pakes (1995)
- Fast Cubic Spline Python: Fast spline interpolation of Habermann and Kindermann (2007)

Professional Experience

- Research Analyst, Samsung Economic Research Institute, Korea, 2007
- Military Service, 2nd Infantry Division in the U.S. Army, Korea, 2000-2003