Joon H. Ro

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(Updated on 2013-05-28)

EDUCATION

- 2014, (Expected) Ph.D. Marketing, University of Texas at Austin, Austin, TX

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

- 2007, M.A. Economics, Sogang University, Seoul, Republic of Korea

- 2005, B.A. Economics and English Language and Literature, Sogang University, Seoul, Republic of Korea

HONORS & AWARDS

- 2011, 2013, SciPy Conference Student Sponsorship

- 2010, 2013, Bonham Funds, Department of Marketing, University of Texas at Austin

- 2013, Nominated for Fred Moore Assistant Instructor Awards for Teaching Excellence

- 2010, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Funding

- 2006, Brain Korea 21 Scholarship, Sogang University

- 2005, Graduate School Department Scholarship, Sogang University

- 2005, Unbong Scholarship Foundation Scholarship, Korea

- 2003-2004, Undergraduate Distinguished Student Scholarship, Sogang University

MANUSCRIPTS

In Preparation

- Ro, J. H., & Duan, J. A. "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games"

- Ro, J. H., & Khan, R. "Quality Uncertainty and Variety Seeking Behavior: the Role of Ratings in the Movie Industry"

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Presentations

- Ro, J. H., & Duan, J. A. (2012) "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games," Paper presentation at annual INFORMS Marketing Science Society Conference, Boston, MA

- Ro, J. H., & Duan, J. A. (2012) "A Dynamic Equilibrium Model of Durable Goods Market: Intertem- poral Pricing and Durability Extension for Video Games," Paper presentation at the University of Houston Doctoral Symposium

- Ro, J. H., & Khan, R. (2011) "Quality Uncertainty and Variety Seeking Behavior: the Role of Ratings in the Movie Industry," Paper presentation at annual INFORMS Marketing Science Society Conference, Houston, TX

TEACHING

Instructor

- 2012, Principles of Marketing, University of Texas at Austin

    - Nominated for Fred Moore Assistant Instructor Awards for Teaching Excellence
- 2012, Instructor for *Numerical Computation with Numpy* at 2012 Software Carpentry Bootcamp at the University of Texas at Austin

Training

- 2013, Software Carpentry Instructors Study Group

- 2012, Graduate Teaching Scholars Seminar

- 2012, Supervised Teaching

Teaching Assistant

- University of Texas at Austin

    - Bayesian Econometrics (Graduate)

    - Principles of Marketing

    - Marketing Information and Analysis

RELEVANT COURSEWORK

Quantitative Marketing

- Marketing Models I & II

- Marketing Research Methods

• 2010 Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics

Economics

• Microeconomics I & II

• Macroeconomics I & II

• Industrial Organization I & II

• Computational Economics I

Econometrics

• Econometrics I, II, & III

• Bayesian Econometrics

• Discrete Choice Theory and Modeling

Operations Research

• Applied Stochastic Processes

• Markov Decision Processes

• Stochastic Optimization

COMPUTATIONAL SKILLS

• General-Purpose Languages: C, Python

• Numerical Programming Languages: Gauss, MATLAB, R

• Others: Git, GNU/Linux, HTML, JavaScript, LaTeX, RegEx, VBA

Packages

• BLP-Python: a Python with Cython implementation of random coefficients logit model of Berry, Levinsohn and Pakes (1995).

• Fast Cubic Spline Python: an implementation of fast spline interpolation algorithm of Habermann and Kindermann (2007) in Python with Cython.

REFERENCES