

Joon H. Ro

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Academic Position

Assistant Professor of Marketing, 2014-present
A.B. Freeman School of Business, Tulane University

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

Working Papers

Joon, Ro and Jason Duan, "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of Video Games"

Joon, Ro and Romana Khan, "Variety Seeking in Experiential Consumption: Evidence from the Movie Industry"

Teaching

- (Instructor) 2012, Principles of Marketing, University of Texas at Austin (Average Rating: 4.0/5.0)
 - Nominated for *Fred Moore Assistant Instructor Awards for Teaching Excellence*

Invited Talks

Pricing and Resale Market Strategy 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," 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

Service

- Reviewer: Journal of Open Research Software
- Instructor, *Numerical Computation with Numpy*, 2012 [Software Carpentry](#) bootcamp, UT-Austin

Computational Skills

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

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