

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

Working Paper

A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games

(with Jason Duan)

Abstract

Quality Uncertainty and Variety Seeking Behavior: the Role of Ratings in the Movie Industry

(with Romana Khan)

Abstract

Work In Progress

Measuring Benefits from Bilateral Free Trade Agreement: the Case of Korean Automotive Industry

Abstract

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: Intertemporal 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