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

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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

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WORKING PAPER

A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Secondary Market

(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

A Model of Downloadable Contents: Add-on and Secondary Market

I extend

Measuring Benefits from Bilateral Free Trade Agreement: A Dynamic Structural Approach

I quantify the consumer welfare gains and supplier profit changes from the FTAs in the Korean Automotive Industry. Recently South Korea has negotiated a couple of major bilateral free trade agreements (FTAs), one with EU and the other with the U.S, which have come into force in 2011 and 2012, respectively.

Since there are significant time gap between the announcement of an agreement and the actual date when the agreement enters into effect, durable goods consumers might postpone purchase, expecting future price decline due to the agreement. Thus modeling dynamics is important in the welfare calculation.

Utilizing unique, hand-collected automotive characteristics information and aggregate level sales data, I estimate dynamic new durable goods demand model and conduct counterfactual analyses with different levels of tariffs.

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

PACKAGES AUTHORED

- 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.

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

REFERENCES