

Joon H. Ro

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Education

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| Ph.D. in Marketing | 2014 |
| McCombs School of Business, University of Texas at Austin | |
| M.S. in Economics | 2009 |
| University of Texas at Austin | |
| M.A. in Economics | 2007 |
| Sogang University, Seoul, South Korea | |
| B.E. in Economics and B.A. in English Language and Literature, cum laude | 2005 |
| Sogang University, Seoul, South Korea | |

Professional Appointments

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| Assistant Professor of Marketing | 2014-current |
| A.B. Freeman School of Business | |
| Tulane University | |

Publications

- Namkoong, J., **Ro, J. H.** & Henderson, M. D. (in press). Responding to Causal Uncertainty in the Twitterverse: When Abstract Language and Social Prominence Increase Message Engagement, *Journal of Interactive Marketing*.
- Ro, J. H.** & Namkoong, J (2019). Org-Coursepack: A Modular and Reusable Teaching Materials Template in Org-mode, *Journal of Open Source Education*.

Honors and Awards

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| Invitation and sponsored attendance, Professor's Institute, Marketing EDGE, University of Texas at Dallas, TX, | 2016 |
| Student sponsorship, SciPy (Scientific Python) Conference | 2011, 2013 |
| Bonham Funds, Department of Marketing, University of Texas at Austin | 2010, 2013 |
| Nominated for Fred Moore Assistant Instructor Award for Teaching Excellence, McCombs School of Business, University of Texas at Austin | 2012 |
| Funding, Workshop on Quantitative Marketing and Structural Econometrics, Duke University | 2010 |
| Brain Korea 21 scholarship, Ministry of Education and Human Resources Development, South Korea | 2006 |
| Graduate school department scholarship, Sogang University, South Korea | 2005 |
| Distinguished student scholarship, Sogang University, South Korea | 2003, 2004 |

Invited Talks

University of Nevada, Reno, NV, 2016
Tulane University, New Orleans, LA, 2014
in4mation insights (Marketing analytics consulting firm), Boston, MA, 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

Conference Presentations

"Responding to Causal Uncertainty in the Twitterverse: When Abstract Language and Social Prominence Increase Message Engagement" APA, San Francisco, CA, 2018 (Presenter: Namkoong, J.)

"Fool Me Twice: Measuring Consumer Learning and Forgetting from Biases in Online Reviews" Marketing Dynamics Conference, SMU, Dallas, TX, 2018

"Fool Me Twice: Measuring Consumer Learning and Forgetting from Biases in Online Reviews" NYU-Temple conference on Digital, Mobile, and Social Media Analytics, New York University, New York, NY, 2017

"Measuring the Impact of Biases in Online Reviews on Consumers' Usage of Online Information" 39th Annual ISMS Marketing Science Conference, USC, Los Angeles, CA, 2017

"Python + Org-mode for fluent output generation of scientific research" PyTexas, College Station, TX, 2015

"Price Skimming and Resale Market Strategies for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market" Marketing Dynamics Conference, Las Vegas, NV, 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 (UTD FORMS), Dallas, TX, 2014

"Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market" 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

Teaching Experience

Tulane University

Research and Analytics (Spring 2016, Spring 2017, Spring 2018, Fall 2018)

Research and Analytics (MBA, Spring 2017, Spring 2018)

Marketing Analytics (Spring 2015)

Marketing Analytics (MBA, Spring 2015)

University of Texas at Austin

Principles of Marketing (Fall 2012)

Departmental/University Service

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| MBA Curriculum Committee | 2018-Present |
| Undergraduate Curriculum Committee | 2015-2018 |

Software Packages Authored

Ro, J. H. & Namkoong J. (2018). Org-Coursepack: Template for developing and managing teaching materials using Org mode, a major mode in GNU Emacs. (<http://github.com/joonro/Org-Coursepack>)

Ro, J. H. (2017). BLP-Python: Random coefficients logit model of Berry, Levinsohn and Pakes (1995). (<https://github.com/joonro/BLP-Python>)

Ro, J. H. (2013). Fast Cubic Spline Python: Fast spline interpolation of Habermann and Kinderman (2007). (<https://github.com/joonro/fast-cubic-spline-python>)

Professional Experience

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|---|------|
| Research analyst, Samsung Economic Research Institute, South Korea | 2007 |
| Military service, Korean Augmentation To the United States Army (KATUSA), 2000-2003 2nd Infantry Division, South Korea | |