

Joon H. Ro

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Education

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

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*.

Honors and Awards

Invitation and sponsored attendance, Professor's Institute,	2016
Marketing EDGE, University of Texas at Dallas, TX,	
Student sponsorship, SciPy (Scientific Python) Conference	2011, 2013
Bonham Funds, Department of Marketing, University of Texas at Austin	2010, 2013

Nominated for <i>Fred Moore Assistant Instructor Awards for Teaching Excellence</i> , 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 Twittersverse: 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 (Undergraduate, Springs 2017, 2018, Fall 2018)

Research and Analytics (MBA, Springs 2017, 2018)

Marketing Analytics (Undergraduate, Spring 2015)

Marketing Analytics (MBA, Spring 2015)

University of Texas at Austin

Principles of Marketing (Fall 2012)

Departmental/University Service

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.

Ro, J. H. (2017). BLP-Python: Random coefficients logit model of Berry, Levinsohn and Pakes (1995).

Ro, J. H. (2013). Fast Cubic Spline Python: Fast spline interpolation of Habermann and Kinderman (2007).

Professional Experience

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