Jung Youn Lee

Rice University
Jones Graduate School of Business
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EMPLOYMENT

Rice University

Jones Graduate School of Business, Assistant Professor of Marketing	2022 – Present
Texas Policy Lab, Faculty Affiliate	2022 – Present

EDUCATION

Northwestern University, Kellogg School of Management	2016 – 2022
Ph.D. in Quantitative Marketing	
Korea Advanced Institute of Science and Technology	2012 – 2014
M.S. in Culture Technology	
Rice University	2007 – 2011
B.A. in Economics	

RESEARCH INTERESTS

Quantitative Marketing, Causal Inference, Applied Machine Learning
Consumer Protection, Consumer Finance, Advertising

PUBLISHED AND FORTHCOMING PAPERS
(*Indicates equal contribution)

- ****Lee, Jung Youn**, *Joonhyuk Yang (2024). "Properties of Alternative Data for Fairer Credit Risk Predictions." *Data-Centric Machine Learning Research*, Accepted.

- **Lee, Jung Youn**, Joonhyuk Yang, and Eric T. Anderson (2024). "Using Grocery Data for Credit Decisions." *Management Science*, Forthcoming.
    - Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, 2021.

- *Yang, Joonhyuk, ****Jung Youn Lee**, *Pradeep K. Chintagunta (2021). "Commercial Success Through Commercials? Advertising and Pay-TV Operators." *Journal of Marketing Research*, 58(5), 925-947.

WORKING PAPERS

- "Who Benefits from Alternative Data for Credit Scoring? Evidence from Peru" with Joonhyuk Yang and Eric T. Anderson.
    - Revise and Resubmit, *Journal of Marketing Research*.

- "If You Build It, They Will Come: A Demand Analysis of Household-Level Childcare Choices" with Ritika Sethi and Flavio Cunha.

CONFERENCES AND INVITED PRESENTATIONS

- "Who Benefits from Alternative Data for Credit Scoring? Evidence from Peru"
  - University of Seoul, August 2024.
  - Intercorp/AAW Research Symposium, May 2024.
  - Theory and Practice in Marketing, May 2024.
  - Texas Christian University Dyess Research Camp, April 2024.

- "Leveraging Gender Proxies Can Lead to Fairer Credit Risk Predictions"
  - Artificial Intelligence in Management Conference, March 2024.

- "Using Grocery Data for Credit Decisions"
  - China India Insights Conference, September 2023.
  - AMA Summer Academic Conference, August 2022.
  - TCR-AMA Impact Festival, August 2022.
  - Marketing Science Conference, June 2022.
  - Boulder Summer Conference on Consumer Financial Decision Making, May 2022.
  - Behavioral Science and Policy Association (BSPA) Conference, May 2022.
  - Artificial Intelligence in Management Conference, May 2022.
  - KER International Conference, February 2022.
  - Conference on AI/ML and Business Analytics, December 2021.
  - Rice University, September 2021.
  - University of Notre Dame, August 2021.
  - National University of Singapore, August 2021.
  - Wharton Customer Analytics Symposium, May 2020.

AWARDS, GRANTS, AND FELLOWSHIPS

ISMS Early Career Scholars Camp Fellow, 2023.
Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2021.
ISMS Doctoral Consortium Fellow, 2021.
Wharton Customer Analytics Data Grant, 2019.
International Telecommunications Policy Review Best Paper Award, 2015.
National Scholarship, Korea (covered full tuition with stipend), 2012 – 2014.
Best Teaching Assistant Award, KAIST, 2012.
Cum Laude, Rice University, 2011.
President's Honors Rolls, Rice University, 2007 – 2009.

TEACHING

Marketing Analytics (MBA Elective), 2022 – Present
Marketing Analytics (Undergraduate Elective), 2022 – Present

SERVICE

Discussant

Bass FORMS Conference, March 2023

Haring Symposium, April 2021

Dissertation Committee Member

Myoungji Yang (Rice Economics)

Ji Hee Lee (Rice Economics)

Ritika Sethi (Rice Economics)

Faculty Associate

Wiess College, Rice University, 2022 – Present