

# Seung Yoon Lee

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## Education

Yale University, School of Management	
Ph.D. in Marketing	(Expected) 2025
M.A. & M.Phil. in Marketing	2021
Korea Advanced Institute of Science and Technology (KAIST)	
M.S. in Information Systems	2018
B.S. in Industrial Systems Engineering	2016
Minor: Business and Technology Management	

## Research Interests

**Methodological:** Structural Modeling, Multimodal Machine Learning, Field Experiments  
**Substantive:** Virtual Economy and Commerce, Gaming, Personalization, Targeting, Gamification Systems

## Working Papers

“A Structural Model of Consumer Utility Generation for Personalization in Gaming Environments” (with K. Sudhir and Kosuke Uetake) **Job Market Paper**

“Lookalike Targeting on Others’ Journeys: Brand Versus Performance Marketing” (with K. Sudhir and Subroto Roy) Under Review, *Marketing Science*

## Selected Works in Progress

A Structural Model of Production and Consumption for Virtual Economy (with K. Sudhir)

Information Modality and Persuasion in Advertising: A Customer Journey Perspective

## Pre-Ph.D. Publication

Lee, Seung Yoon, Yoonseock Son, and Wonseok Oh “Effectiveness of Integrated Offline-and-Online Promotions in Omnichannel Targeting: A Randomized Field Experiment” *Journal of Management Information Systems* (2021)

## Awards & Honors

AMA-Sheth Foundation Doctoral Consortium Fellow	2023
The Grand Prix Award, Undergraduate Research Program, KAIST	2014
• “Optimizing Distribution of Items in Fashion Industry using Big Data and Business Analytics” (with So Yeon Kim, Eun Jeong Ko, Ji Eun Roh, and Young Jae Jang)	
Industrial Systems Engineering Frontier Award, KAIST	2014

## Conference Presentations

- “Ownership and Commercial Rights in the Metaverse: Case of NFTs”
- International Conference on Crypto-Marketing, Columbia Business School, December, 2022
- “The Digital Diet: Effects of Self-Regulatory IT Artifacts on Mobile App Usage Patterns”
- INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, 2017
- “Omnichannel Targeting: A Randomized Field Experiment on “Online-to-Offline-to-Online” Promotions”
- Workshop on Information Systems and Economics (WISE), Seoul, South Korea, 2017
- “Distribution Optimization in Fashion Retail Industry: a Case Study at Kolon Sports”
- Proceedings of the 15th Asia Pacific Industrial Engineering & Management Systems Conference (APIEMS), Jeju, South Korea, 2014

## Teaching Interests

Customer Analytics, AI & Digital Marketing, Metaverse Strategy, Applied Machine Learning

## Teaching Experience

### Teaching Assistant *Yale School of Management*

AI Strategy & Marketing (MBA)	Vineet Kumar (Spring 2022, 2024)
Basics of Economics (Core, EMBA)	Kai Hao Yang, Jidong Zhou (Summer 2023)
Big Data & Customer Analytics (MBA)	Kosuke Uetake (Spring 2021)
Customer (Core, EMBA)	K. Sudhir (Fall 2022)
Digital Strategy (MBA)	Vineet Kumar (Fall 2020, 2021)
Managing Marketing Programs (MBA)	Jiwoong Shin (Spring 2020, 2021)
Marketing Strategy (MBA, EMBA)	Jiwoong Shin (Fall 2019, 2020, 2021, 2023)
Strategic Market Measurement (MBA)	Aniko Oery (Fall 2019)

## Work Experience

Ph.D. Research Intern, Game Company, South Korea	Winter 2022
• <i>company name anonymized due to NDA</i>	
Ph.D. Research Intern, Zuora (Subscriptions Platform), San Francisco, CA	Summer 2019
Research Intern, RecoBell (Recommender Systems Startup), Seoul, Korea	Winter 2017
Research Assistant, System Design Management Laboratory, KAIST	Summer 2014

## Workshop Attendance

Dynamic Structural Econometrics Summer School	2023
IBM Neuro-Symbolic AI Summer School/ Winter Workshop	2022 - 2024
Quantitative Marketing and Structural Econometrics Workshop	2019

## Personal

American International Education

- Dubai, United Arab Emirates (2004-2009); Riyadh, Saudi Arabia (2009-2011)

## Ph.D. Coursework

### *Department of Economics*

Microeconomics I	Larry Samuelson, John Geanakoplos, Eduardo Davilla
Microeconomics II	Johannes Horner
Econometrics I	Don Andrews
Econometrics II	Xu Cheng
Industrial Organization I	Phil Haile, Mitsuru Igami
Industrial Organization II	Steve Berry, Katja Seim
Topics in Empirical Economics and Public Policy	Phil Haile, Edward Vytlačil

### *Department of Computer Science*

Advanced Natural Language Processing	Drago Radev
Natural Language Processing	Drago Radev
Deep Learning	Smita Krishnaswamy
Applied Data Mining and Machine Learning	John Lafferty

### *School of Management*

Empirical Methods in Marketing	K. Sudhir
Analytical Methods in Marketing	Jiwoong Shin
Behavioral Economics	Shane Frederick
Seminar in Quantitative Marketing I	Yale Quant Marketing Faculty
Seminar in Quantitative Marketing II	Yale Quant Marketing Faculty

## References

### **K. Sudhir (Chair)**

James L. Frank '32 Professor of Marketing  
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### **Kosuke Uetake**

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### **Jiwoong Shin**

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## Selected Abstracts

### **A Structural Model of Consumer Utility Generation for Personalization in Gaming Environments** (with K. Sudhir and Kosuke Uetake) Job Market Paper

In gaming and gamified environments, consumer utility is generated through an active, dynamic process in response to game features. Consumers choose whether to spend time (play or quit) and money (purchase “tools”) to maximize utility. As the game difficulty level increases, win rate and player utility decrease, and players quit. But purchasing tools increases ability to win and help reach a higher game level, increasing utility and extending play. As players reach a higher level with tools, they may continue to purchase additional tools to increase win rates and reach higher levels—creating the possibility of a positive feedback loop between purchase and play. In this paper, we build a dynamic structural model of the active process of consumer utility generation in gaming environments with time and money as inputs. The model generalizes dynamic durable goods purchase models (where only purchases are made) and dynamic models of effort/time response (as in incentive compensation models); this makes our model suitable for novel gamified environments requiring both time/effort and money inputs (e.g., digital learning/health habits, gamified loyalty programs). Estimates reveal three latent segments of players: *premium enthusiasts* who derive enjoyment from play itself and most willing to purchase tools; and *win-seekers* and *progress-seekers* who both find playing the game itself costly and have higher price sensitivity—the former primarily values immediate rewards, while the latter also values level-up rewards. We use counterfactuals to evaluate real-time personalization policies on who to target and when during gameplay with (i) discounts on tools; and (ii) dynamic difficulty adjustment of the game. Our counterfactual results show support for the positive feedback mechanism between purchase and play.

### **Lookalike Targeting on Others’ Journeys: Brand Versus Performance Marketing** (with K. Sudhir and Subroto Roy)

Lookalike Targeting is a widely used model-based ad targeting approach that uses a seed database of individuals to identify matching “lookalikes” for targeted customer acquisition. An advertiser has to make two key choices: (1) who to seed on and (2) seed-match rank range. First, we find that seeding on others’ journey stage can be effective in new customer acquisition; despite the cold start nature of customer acquisition using lookalike audiences, third parties can indeed identify factors unobserved to the advertiser that move individuals along the journey and can be correlated with the lookalikes. Further, while journey-based seeding adds no incremental value for brand marketing (click-through), seeding on more downstream stages improves performance marketing (donation) outcomes. Second, we evaluate audience expansion strategies by lowering match ranks between the seed and lookalikes to increase acquisition reach. The drop in effectiveness with lower match rank range is much greater for performance marketing than for brand marketing. Performance marketers can alleviate the problem by making the ad targeting explicit, and thus increase perceived relevance; however, it has no incremental impact for higher match lookalikes. Increasing perceived targeting relevance makes acquisition cost comparable for both high and low match ranks.