

Suyoung Moon

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EDUCATION

University of Wisconsin-Madison

Madison, WI

Ph.D. in Business Administration, Quantitative Marketing

May 2027 (Expected)

Minor: Computer Science

Korea University

Seoul, Korea

M.S. in Business Administration, Marketing

Feb 2022

Korea University

Seoul, Korea

Bachelor of Arts in English Language and Literature

Feb 2019

Bachelor of Public Governance in Public Governance and Leadership (Economics, Law, and Public Administration)

Binghamton University

Binghamton, NY

Exchange student in English, General Literature and Rhetoric

Fall 2017

Kings College London

London, United Kingdom

Exchange student in English

Summer 2017

RESEARCH INTERESTS

Influencer Marketing, Social Media, Online Word of Mouth, Conspicuous Consumption, Physical Retailing, Unstructured Data, Natural Language Processing, Causal Inference

PUBLICATIONS/RESEARCH EXPERIENCE

Master's Thesis

Moon, Suyoung and Shijin Yoo (2022) "Are More Followers Always Better? The Non-Linear Relationship between the Number of Followers and User Engagement on Seeded Marketing Campaigns in Instagram," Asia Marketing Journal, 24 (2), Article 3, <https://doi.org/10.53728/2765-6500.1589>

- A quadratic model analyzed through negative binomial regression reveals an inverted U-shape relationship between user engagement of seeded post and the seeded influencer's number of followers
- The negative impact of having a large follower base can be mitigated if the influencer has expertise in the seeded product

TEACHING EXPERIENCE

Teaching Assistant | University of Wisconsin-Madison

Sep 2022 - Dec 2023

- Data Visualization for Business Analytics (MBA)
- Data Visualization for Business Analytics (MSBA)
- Social Media Marketing (MSBA)
- Social Media Marketing
- Marketing Research

Teaching Assistant | Korea University

Mar 2019 - Feb 2021

- Marketing Research
- Marketing Management

Education Assistant for Disabled Students | Korea University

Spring 2018, Spring 2021

- Digital Governance
- Statistical Computing Software

English Tutor | Private

2014 - 2022

SELECTED COURSEWORK

University of Wisconsin-Madison

- Advanced Natural Language Processing
- Design Analysis of Quasi-Experiments for Causal Inference
- Introduction to Bayesian Decision and Control I

- Introduction to Statistical Inference
- Economic Statistics Econometrics I

Korea University

- Unstructured Data Analytics
- Statistical Methods for Linear Model
- Advanced Statistics for Business and Economics

HONORS, AWARDS, GRANTS

University of Wisconsin-Madison <i>Grants</i>	Fall 2023 - Spring 2024
• Jockey, International Marketing Scholarship Fund	
University of Wisconsin-Madison <i>Grants</i>	Fall 2022 - Spring 2023
• Robert Bruce Fund	
University of Wisconsin-Madison <i>Grants</i>	Fall 2022 - Spring 2024
• Dean's Naming Award	
University of Wisconsin-Madison <i>Grants</i>	Summer 2022
• Marketing Scholarship Award	
Korea University <i>Grants</i>	Mar 2019 - Feb 2021
• Full scholarship for Master's Program in Korea University as an RA	
Korea University <i>Honors</i>	Fall 2015
• Semester High Honors	

SKILLS

Languages English (fluent), Korean (native)

Computer Tools R, Python, SPSS, SAS, Tableau, Matlab, SQL, Amos, Qualtrics, Amazon Mechanical Turk, CloudResearch

EXTRA-CURRICULAR EXPERIENCE

Board of Korean Students & Scholars Association UW-Madison	2023 - 2024
Assisted in the research and writing for (2003) <i>Principles of Marketing</i> , 8th ed. Hakhyunsa, authored by Shijin Yoo	2022
Korea Summer Session on Causal Inference	2021
Summer Programming Bootcamp (Python & SQL) in Korea University	2021
Summer Programming Bootcamp (Python Web Crawling) in Korea University	2020
Voluntary staff of Korean Scholars of Marketing Science International Conference	2019
Brand Ambassador of Lifeplus by Hanwha, a Fortune Global 500 company	2019