

Yeo Lim Yoon

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EDUCATION

Ph.D.	Business Administration: Marketing Minor in Information Systems Advisor: Jeonghye Choi [Link]	Yonsei University
B.A. 2018	Sports Industry and Management Minor in Business Administration, <i>Summa Cum Laude</i>	Hanyang University

RESEARCH INTERESTS

Digital Marketing, Log Data Analytics, Panel Data Analysis, Business-to-Business, Online Platform, Luxury Marketing, Advertising, Mobile Marketing,

RESEARCH UNDER REVIEW

1. “Who Considers Leaving a Job in a Pandemic? The Unfolding Model of Voluntary Turnover in Covid-19” with Boram Do and Jeonghye Choi (submitted at *Human Resource Management*)
2. “Mobile Video Advertising: The Roles of Ad Content, Brand and Targeting” with Jikyung (Jeanne) Kim, Sanghyeak Yoon, and Jeonghye Choi (target at *Journal of Interactive Marketing*) [\[Link\]](#)

PUBLICATIONS (IN ENGLISH)

1. Yeo Lim Yoon, Yeohong Yoon, Hyoryung Nam, and Jeonghye Choi (2021). “Buyer-Supplier Matching in Online B2B Marketplace: An Empirical Study of Small- and Medium-Sized Enterprises (SMEs)”, *Industrial Marketing Management*, 93. 90-100. [\[Link\]](#)

PUBLICATIONS (IN KOREAN)

2. Boram Do, Yeo Lim Yoon, Taeyeon Kim, and Jeonghye Choi (2021). "Exploring the Determinants of Job Satisfaction and Mobile Productivity amidst COVID-19", *Knowledge Management Research*, 22(1). [\[Link\]](#)

CONFERENCE PRESENTATIONS

- “Mobile Video Advertising of High-End Cosmetic Brands: The roles of ad content, model and targeting”
• 2020 Global Marketing Conference at Seoul Nov. 2020
- “Empirical Studies on Digital Platforms for B2B Outsourcing Projects”
• 2019 Global Fashion Management Conference at Paris Jul. 2019
- “Identifying the Factors Driving Ticket Redemption”
• 2018 KSMS International Conference at Seoul Nov. 2018

SCHOLARSHIPS AND PRIZES

Scholarship

• SSK (Social Sciences Korea) Research Fellow	2019 - 2021
• BK (Brain Korea) 21 Plus Research Fellow	2018 - 2021
• Yonsei Future Education and Growth Scholarship	2018 - 2020
• International Joint Research Scholarship	2019
• Yonsei Student Assistant Scholarship	2019
• National Excellence Undergraduate Scholarship	2016 - 2017
• Hanyang Undergraduate Scholarship	2014 - 2017

Prizes

• SSK (Social Sciences Korea)	prize	May.	2021
• Korea Management Association (KMAC)	prize (with \$500)	Dec.	2019
• Global Business Review Competition	1 st prize (with \$1,000)	Nov.	2018

ACADEMIC SERVICES

1. 2020 *Global Marketing Conference*, Assistant to the Proceedings Editor
2. 2019 *Global Fashion Management Conference*, Assistant to the Proceedings Editor

SELECTED COURSEWORK

Marketing Department - Quantitative Marketing Seminar, Marketing Decision Models, Digital Marketing Seminar, Seminar in Marketing, Marketing Proseminar on Consumer Behavior

Information Systems Department - Data Management for BA, Web and Text Analytics, IS Economics Seminar, Business Analytics I

Others - AI Based Media Data Analysis, Big Data Analytics Programming, IoT Foundation I, Public Health Data Science Project, Advanced Mathematical Statistics, Analysis of Longitudinal Data, Advanced Biostatistics, Statistics for Management, Categorical Data Analysis

SKILL SET

Statistical Software - SAS, R, Python, SPSS

Others - Tableau, Html, Shinyapp, ArcGIS, Qualtrics, Photoshop, Premiere

WORK EXPERIENCES

Research Assistant at Deloitte Consulting Dec. 2017 – Feb. 2018

- Research and arrangement of overseas and domestic data. Providing strategic advice to and work closely with the client company in a consultative role.
- Designed and implemented overall progress of the consulting project, solving business challenges.
- Supported organizing FGIs and visualize interview notes. Communicated with employees at client company proactively, via phone and email.

Assistant Product Manager at LG Electronics Nordic Feb. 2017 – Aug. 2017

- Information Displays Division (B2B) at Stockholm, Sweden
- Monitored business performance and analyzed the Nordic market - made a report on a weekly basis, to keep a record of distributors and stock aging checks, resulting in the discovery of business opportunities in the Nordic electronics market.
- Contributed to the process of communication with relevant divisions and an overseas affiliated company.

Marketing Specialist at Remare Korea (Sports Brand) Sep. 2015 – Oct. 2016

- Managed websites (e-commerce platform), SNS, and Naver keyword search ads.
- Developed and fostered relationships with a multitude of partners/third parties.
- Identified local opportunities for co-marketing and partnerships.

Student Assistant at Goyang Dinos (Pro Baseball League in Korea) Mar. 2015 – Sep. 2015

- PR, Marketing, Project Planning.
- Analyzed fan demographics survey data for the managerial suggestion.