

Mingyu (Max) Joo

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Employment

University of California, Riverside, School of Business

Associate Professor of Marketing
Assistant Professor of Marketing

July 2024–Present
July 2018–June 2024

Ohio State University, Fisher College of Business

Assistant Professor of Marketing

July 2012–June 2018

Education

Ph.D. in Marketing, Syracuse University, Whitman School of Management
M.S. in Statistics, Stanford University, School of Humanities and Sciences
B.S. in Industrial Management, KAIST

June 2012
June 2007
February 2001

Visiting Positions

University of California, San Diego, Rady School of Management
Duke University, Fuqua School of Business

January–March 2022
July–December 2010

Research Interests

Quantitative Marketing, Dynamic Pricing and Advertising, Digital Platforms, Field Experiments

Research Awards

- 2023** Winner, ISMS Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 6~10 years
- 2022** Finalist, ISMS Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 6~10 years
- 2021** Finalist, ISMS Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 6~10 years
- 2020** Finalist, Robert D. Buzzell MSI Best Paper Award for the MSI working papers that have made the most significant contribution to marketing practice and thought
- 2018** Runner-up, MSI 2018–20 Research Priorities Working Paper Competition
- 2017** Best Paper Award, AMA Advanced Research Techniques Forum
- 2015** Winner, John D.C. Little Award for the Best Marketing Paper Published in *Marketing Science* or *Management Science*
- 2015** Finalist, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS journals

Refereed Publications

1. [Theory-Regularized Deep Learning for Demand-Curve Estimation and Prediction](#), with C. Kim, D.S. Kim, H. Che. *Proceedings of the IEEE International Conference on Artificial Intelligence for Business*, 2024.
2. [Do Sellers Benefit from Sponsored Product Listings? Evidence from an Online Marketplace](#), with J. Shi, V. Abhishek. *Marketing Science*, Vol.43, No.4, 2024, pp.817–839.
 - Media coverage: [Phys.org](#), [LifeTechnology](#), [UCR News](#)

3. [Designing Distributed Ledger Technologies, like Blockchain, for Advertising Markets](#), with S. Kim, A. Ghose, K.C. Wilbur. *International Journal of Research in Marketing*, Vol.40, No.1, 2023, pp.12–21.
 - Media coverage: [UpNextPodcast](#), [CurrentScienceDaily](#), [Phys.org](#), [UCR News](#)
4. [Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry](#), with D.K. Gauri, K.C. Wilbur. *Management Science*, Vol.66, No.11, 2020, pp.5362–5388.
 - Media coverage: [Phys.org](#), [TravelIndustryToday](#), [CruisingtonTimes](#), [UCR News](#)
5. [Divergent Temporal Courses for Liking vs. Wanting in Response to Persuasion](#), with W. Liu, K.C. Wilbur. *Emotion*, Vol.20, No.2, 2020, pp.261–270.
6. [Advertising and Brand Attitude: Evidence from 575 Brands over Five Years](#), with R.Y. Du, K.C. Wilbur. *Quantitative Marketing and Economics*, Vol.17, No.3, 2019, pp.257–323.
 - **Finalist, Robert D. Buzzell MSI Best Paper Award, 2020**
 - **Runner-up, MSI 2018-2020 Research Priorities Working Paper Competition**
 - Previous version released as [MSI Report #13-138](#)
7. [Optimal Product Design by Sequential Experiments in High Dimensions](#), with M.L. Thompson, G.M. Allenby. *Management Science*, Vol.65, No.7, 2019, pp.3235–3254.
8. [Effects of TV Advertising on Keyword Search](#), with K.C. Wilbur, Y. Zhu. *International Journal of Research in Marketing*, Vol.33, No.3, 2016, pp.508–523.
 - Highlighted in “What Should Marketers Read? Our Academic Trustees Tell Us,” by K. Ailawadi, 2017, MSI
9. [Television Advertising and Online Search](#), with K.C. Wilbur, B. Cowgill, Y. Zhu. *Management Science*, Vol.60, No.1, 2014, pp.56–73.
 - **Winner, ISMS Don Morrison Long Term Impact Award, 2023**
 - **Finalist, ISMS Don Morrison Long Term Impact Award, 2021, 2022**
 - **Winner, John D.C. Little Best Paper Award, 2015**
 - **Finalist, Frank M. Bass Outstanding Dissertation Award, 2015**
 - Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by D.M. Hanssens, 2015, MSI
10. [Bidding Strategies and Consumer Savings in NYOP Auctions](#), with T. Mazumdar, S.P. Raj. *Journal of Retailing*, Vol.88, No.1, 2012, pp.180–188.

Working Papers

1. [Geographic \(Dis\)Advantages and Location-Targeted Mobile Advertising](#), with S. Kim, A.J. Kim. Under review at *Marketing Science*.
2. [Consumer Aversion to Platform-Induced Price Instability: Evidence from Airbnb’s Dynamic Pricing](#), with J. Shi, J. Lin, T. Nian. Major revision requested at *Information Systems Research*.
 - **INFORMS ISS Cluster Best Paper Award Shortlist, 2023**
3. [Beyond Reservation Prices: How External Opportunities Shape Willingness to Pay](#), with D.S. Kim. Under review at *International Journal of Research in Marketing*.

Research in Progress

1. Optimal Pricing under Seasonal Demand: A Subsistence Frontier Approach, with D.S. Kim and C. Kim
2. Opportunity Costs and Context-Dependent Choice

Unpublished Manuscripts

1. Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim, G.M. Allenby.
 - **AMA ART Forum Best Paper Award, 2017**
2. Demand Allocation Effects of Product Line Pricing with Advance Selling, with K.C. Wilbur, D.K. Gauri.

Other Publications

1. Reward Salience vs. Hedonic Adaptation: Liking vs. Wanting in Response to Sequential Persuasion, with W. Liu, K.C. Wilbur. *E-European Advances in Consumer Research Volume 11*, eds. M. Geuens, M. Pandelaere, and M.T. Pham, I. Vermeir, Duluth, MN: Association for Consumer Research, Pages: 19–23, 2018.
2. Optimal Product Design by Sequential Experiments, with M.L. Thompson, G.M. Allenby. *Proceedings of Sawtooth Software Conference*, 2018.
3. Structural Analysis of Dynamic Multiproduct Pricing and Advertising of a Capacity Constrained Firm, with K.C. Wilbur, D.K. Gauri. *Proceedings of the 13th Annual Pricing Conference*, 2011.

Professional Activity

Editorial Review Board:

- *Marketing Science*, 2024–Present
- *International Journal of Research in Marketing*, 2025–Present
- *Journal of Business Research* (Big Data and Business Analytics), 2022–Present
- *Asia Marketing Journal*, 2012–14

Associate Editor:

- *Decision Sciences* (Marketing/OM/IS interface), 2019–Present
- *Information Economics and Policy*, 2017–Present
- *Korean Journal of Marketing*, 2023–Present

Guest Editor:

- *SAGE Open*, 2018

Reviewer:

Marketing Science, *Management Science* (Marketing, Information Systems), *Journal of Marketing Research*, *Journal of Marketing*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Decision Sciences*, *Production and Operations Management*, *Scientific Reports (Nature)*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *Journal of Retailing*, *Marketing Letters*, *Journal of Industrial Economics*, *Review of Industrial Organization*, *Addictive Behaviors*, *Frontiers in Psychology*, *IEEE Transactions on Computational Social Systems*, *European Journal of Marketing*, *Applied Marketing Analytics*, Handbook of Market Research (2021, Eds., Homburg, Klarmann, Vomberg), DSJ Best Paper Award (2020–21, 2024), MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2019, 2022–23), Swiss National Science Foundation (2016)

Discussant:

- Workshop on Platform Analytics, UCSD, 2026
- UT-Dallas Frank M. Bass FORMS Conference, 2018–22, 2025
- ZEW Conference on ICT, Mannheim, 2017–18

Services:

- V.P. Electronic Communication, INFORMS Society for Marketing Science (ISMS), 2026–Present
- Session Planning Committee, INFORMS Marketing Science Conference, Nova School of Business and Economics, 2026

- Scientific Committee, Workshop on Platform Analytics, UCSD, 2023, 2026–27
- Advisory Committee on Outreach and Marketing, INFORMS Society for Marketing Science (ISMS), 2025
- Co-organizer (with J. Shin and W. Shin), Symposium on Consumer Analytics and Data Science, Summer 2020
- Special Session Co-organizer (with R.E. Sanders), Dynamic Pricing and Revenue Management, INFORMS Marketing Science Conference, Temple University, 2018
- Track Co-chair (with S. Blanchard), Advances in Data Analysis, AMA Summer Marketing Educators' Conference, San Francisco, 2014

Honors and Grants

- 2022** Fellow, ISMS Early-Career Scholars Camp, Duke University
- 2015** Nominee for Outstanding and Distinguished Research Mentor Award, OSU Denman Undergraduate Research Forum
- 2014** Procter and Gamble Research Grant (co-PI with G.M. Allenby), \$100,000
Faculty Representative, Albert Haring Symposium, Indiana University
- 2012** All-University Doctoral Prize for Best Dissertation, Syracuse University
- 2010** Fellow, AMA-Sheth Foundation Doctoral Consortium, Texas Christian University
MSI-WIMI Research Grant (co-PI with K.C. Wilbur and Y. Zhu), \$12,000
Fellow, Workshop on Quantitative Marketing and Structural Econometrics, Duke University
- 2009** Future Professoriate Award for University Teaching, Syracuse University

Invited Seminars and Lectures

- 2026** Rutgers Business School, Rutgers University (Oct.)
University of California, Riverside, Department of Economics (May)
- 2024** University of Hyderabad, School of Management Studies (Apr.)
Yonsei University, School of Business (Mar.)
- 2023** Amazon (Nov.)
Sungkyunkwan University, SKK Business School (Oct.)
Washington University in St. Louis, Olin Business School (Sep.)
American Marketing Association at UCR (May)
KAIST, College of Business (Mar.)
- 2022** Ohio State University, Fisher College of Business (Feb.)
- 2021** CUNY Baruch, Zicklin School of Business (Sep.)
KAIST, School of Business and Technology Management (Jul.)
Sungkyunkwan University, SKK Business School (Apr.)
University of Houston, Bauer College of Business (Mar.)
- 2020** University of California, Riverside, Department of Statistics (Nov.)
Symposium on Consumer Analytics and Data Science (Jun.)
University of California, Riverside, Department of Economics (May)
- 2019** Design and Analysis of Experiments Conference (Oct.)
University of Southern California, Marshall School of Business (Apr.)
Data Institute SF Annual Conference, Data Science in Marketing (Mar.)
University of California, San Diego, Rady School of Management (Feb.)
- 2018** Data Science Online Workshop, American Statistical Association (Jul.)
University of California, Riverside, School of Business (Apr.)
Ohio State University, Department of Economics (Mar.)
University of California, San Diego, Rady School of Management (Feb.)
Arizona State University, Carey School of Business (Feb.)

- University of Arizona, Eller College of Management (Feb.)
- Boston College, Carroll School of Management (Feb.)
- 2017** Syracuse University, Whitman School of Management (Feb.)
- 2015** University of Houston, Bauer College of Business (Nov.)
- 2011** Ohio State University, Fisher College of Business (Sep.)

Conference Presentations

- Geographic (Dis)Advantages and Location-Targeted Mobile Advertising
 - POMS Annual Conference, Reno, 2026
- Geotargeted Mobile Advertising for Small Businesses
 - POMS Annual Conference, Atlanta, 2025
 - Marketing Dynamics Conference, Northeastern University, 2023
 - ZEW Conference on Information and Communication Technologies, Mannheim, 2023
 - Conference on AI/ML/BA, Harvard University, 2022
 - INFORMS Marketing Science Conference, University of Chicago, 2022
- Theory-Regularized Deep Learning for Demand-Curve Estimation and Prediction
 - IEEE International Conference on AI×Business, Laguna Hills, 2024
 - ML for Economic Policy Workshop, NeurIPS, 2020
 - Conference on AI/ML/BA, 2020
 - Causal Data Science Meeting, 2020
 - INFORMS Marketing Science Conference (AI/ML Track), Duke University, 2020
 - Symposium on Data Science and Statistics, ASA, 2020
 - Joint Statistical Meeting, Denver, 2019
 - INFORMS Marketing Science Conference, University of Roma Tre, 2019
- Quality-Adjusted Reference Price for Differentiated Goods
 - INFORMS Marketing Science Conference, University of Miami, 2023
- Do Sellers Benefit from Sponsored Product Listings? Evidence from an Online Marketplace
 - Field Colloquia, University of California, Riverside, 2021
 - 17th Symposium on Statistical Challenges in Electronic Commerce Research, 2021
 - INFORMS Marketing Science Conference, University of Rochester, 2021
 - Conference on Digital Experimentation, MIT, 2020
- Optimal Product Design by Sequential Experiments in High Dimensions
 - IISA Conference, Statistics in the Era of Evidence Based Inference, UIC, 2021
 - Marketing Dynamics Conference, SMU, 2018
 - POMS Annual Conference, Houston, 2018
 - Sawtooth Software Conference, Orlando, 2018
 - INFORMS Marketing Science Conference (AI/ML Track), USC, 2017
 - Theory and Practice in Marketing Conference, University of Virginia, 2017
 - UT-Dallas Frank M. Bass FORMS Conference, 2016
- A Microeconomic Choice Model with Consumers' Internal Price Standard
 - Field Colloquia, University of California, Riverside, 2019
 - Behavioral IO and Marketing Symposium, University of Michigan, 2018
- Advertising and Brand Attitude: Evidence from 575 Brands over Five Years
 - Marketing Dynamics Conference, University of Maryland, 2019
 - ZEW Conference on Information and Communication Technologies, Mannheim, 2018
- Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry
 - INFORMS Marketing Science Conference, Temple University, 2018
 - POMS Annual Conference, Seattle, 2017
 - UT-Dallas Frank M. Bass FORMS Conference, 2016

Divergent Temporal Courses for Liking vs. Wanting in Response to Persuasion

- NYU-Temple Conference on Digital, Mobile, and Social Media Analytics, 2017
- ZEW Conference on Information and Communication Technologies, Mannheim, 2017

Television Advertising and Online Search

- INFORMS Annual Meeting, Minneapolis, 2013
- INFORMS Marketing Science Conference, Rice University, 2011
- UT-Dallas Frank M. Bass FORMS Conference, 2011

Demand Allocation Effects of Product Line Pricing with Advance Selling

- INFORMS Annual Meeting, Minneapolis, 2013
- The 13th Annual Pricing Conference, Syracuse University, 2011
- INFORMS Revenue Management and Pricing Conference, Columbia University, 2011
- INFORMS Marketing Science Conference, University of Michigan, 2009

Teaching

UC Riverside, School of Business

- Data Mining and Machine Learning for Marketing (FTMBA), W 2027
- Brand Management (FTMBA), W 2021/23/27, S 2020/22/24–26
- Brand Management (Undergrad), W 2019–21, 2023–26, S 2020–27
- Field Colloquia (Ph.D.), 2018–27

Ohio State University, Fisher College of Business

- Marketing Models Seminar (Ph.D.), Spring 2014, Fall 2015/17 (5/5)
- Optimal Pricing and Product Design (FTMBA), Fall 2014–17 (4.5/5)
- Marketing Research (Undergrad), Spring 2013–14, Fall 2014–17 (4.8/5)
- Customer Relationship Management (Undergrad), Spring 2014, Fall 2014/16 (4.3/5)
- Quantitative Pricing (FTMBA Individual Studies), Spring 2013–14

Syracuse University, Whitman School of Management

- Brand Management (Undergrad with Markstrat), Spring 2009–10
- Marketing Principles (Undergrad), Fall 2011

Service

UC Riverside, School of Business

- UCR-UCAD Committee (School of Business Representative), 2025–Present
- Executive Committee (Marketing Area Representative), 2025–Present
- Undergraduate Academic Integrity Committee, 2024–27
- Marketing Speaker Series Organizer, 2019–Present
- IS Faculty Search Committee, 2025–26
- Master's Program Committee (Marketing Area Representative), 2023–2025
- Doctoral Student Recruiting Committee, 2023
- Undergraduate Program Committee (Marketing Area Representative), 2020–22
- Marketing Faculty Search Committee, 2019–20

Ohio State University, Fisher College of Business

- Undergraduate Program Committee, 2013–18
- Marketing Faculty Search Committee, 2012, 2015–17
- Department Review Committee, Educational Programs and Students, 2017
- Doctoral Student Recruiting Committee, 2016

Thesis Committee

Ph.D. Thesis

- Jiaqi Shi (UCI, Thesis co-chair with V. Abhishek, Placement: SUNY Buffalo, 2024)
Winner, ISMS 2021 Doctoral Dissertation Early-Stage Research Grant, \$5,000
- Jane Park (UCR, Thesis Committee, 2021)
- Hyowon Kim (OSU, Oral Exam Committee, Placement: Case Western Reserve, 2020)
- Adam N. Smith (OSU, Thesis Committee, Placement: UCL, 2017)
- Marc R. Dotson (OSU, Thesis Committee, Placement: BYU, 2016)

Undergraduate Honors Thesis

- Andrea E. Dempsey (OSU, Advisor)
Third Place Award, Business/Education and Human Ecology/Speech and Hearing Science Category, Denman Undergraduate Research Forum, 2016
- Mitchell B. Heller (OSU, Advisor)
Second Place Award, Business/Education and Human Ecology/Speech and Hearing Science Category, Denman Undergraduate Research Forum, 2015

Voluntary Advising

- Expert Advisor, Palm Desert High School AP Capstone Research Program, 2020