

# Mingyu (Max) Joo

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## Employment

Assistant Professor of Marketing, University of California, Riverside	July 2018–Present
Assistant Professor of Marketing, Ohio State University	July 2012–June 2018

## Education

Ph.D. in Marketing, Syracuse University	June 2012
M.S. in Statistics, Stanford University	June 2007
B.S. in Industrial Management, KAIST	February 2001

## Visiting Positions

Visiting Scholar, University of California, San Diego (Sabbatical)	January–March 2022
Visiting Doctoral Student, Duke University	July–December 2010

## Research Interests

Quantitative Marketing, Dynamic Pricing and Advertising, Online Platforms, Digital 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*  
Finalist, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS journals

## Journal Publications

1. [Do Sellers Benefit from Sponsored Product Listings? Evidence from an Online Marketplace](#), with J. Shi and V. Abhishek. *Marketing Science*, forthcoming.
  - Media coverage: [UpNextPodcast](#), [UCR News](#)
2. [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: [Phys.org](#), [Travel Industry Today](#), [Cruisington Times](#), [UCR News](#)
3. [Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry](#), with D.K. Gauri and K.C. Wilbur. *Management Science*, Vol.66, No.11, 2020, pp.5362–5388.
  - Media coverage: [Phys.org](#), [Travel Industry Today](#), [Cruisington Times](#), [UCR News](#)

4. [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.
5. [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](#)
6. [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.
7. [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
8. [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
9. [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

10. Geotargeted Mobile Advertising for Small Businesses, with I. Chae and A.J. Kim. Reject and resubmit at *Marketing Science*.
11. Counterfactual Demand Predictions by Theory-Regularized Deep Learning, with D.S. Kim, C. Kim and H. Che. Reject and resubmit at *Marketing Science*.
12. [Consumer Aversion to Price Volatility: Implications to Airbnb’s Algorithmic Pricing](#), with J. Shi, J. Lin and T. Nian.
  - **INFORMS ISS Cluster Best Paper Award Shortlist, 2023**
13. Context-Dependent Willingness to Pay, with D.S. Kim.

### Research in Progress

14. Sponsored Product Listings and Price Promotions, with J. Shi and V. Abhishek
15. Are Prime-time Ads Still Worth Prime-costs for Mobile Apps?

### Unpublished Manuscripts

16. A Microeconomic Choice Model with Consumers’ Internal Price Standard, with D.S. Kim.
17. Reconciling Stated and Revealed Preferences, with N. Hardt, Y. Kim, J. Kim and G.M. Allenby.
  - **AMA ART Forum Best Paper Award, 2017**
18. Demand Allocation Effects of Product Line Pricing with Advance Selling, with K.C. Wilbur and D.K. Gauri.

## Other Publications and Conference Proceedings

19. New Advertising Insights and Tactics, with K.C. Wilbur. *Impact at JMR*, Forthcoming.
20. 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.
21. Optimal Product Design by Sequential Experiments, with M.L. Thompson, G.M. Allenby. *Proceedings of Sawtooth Software Conference*, 2018.
22. 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 Appointments:

- Associate Editor, *Decision Sciences* (Marketing/OM/IS interface), 2019–Present
- Associate Editor, *Information Economics and Policy*, 2017–Present
- Editorial Review Board, *Journal of Business Research* (Big Data and BA), 2022–Present
- Co-editor, *Frontiers in Blockchain*, Special Issue on Blockchain and Advertising (with R. Hofstetter, X. Hui, and V. Stallone), 2023
- Guest Editor, *SAGE Open*, 2018
- Associate Editor, *Korean Journal of Marketing*, 2023–Present
- Editorial Review Board, *Asia Marketing Journal*, 2012–14

### Reviewer:

*Management Science* (Marketing, IS), *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*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *Journal of Retailing*, *Marketing Letters*, *Journal of Industrial Economics*, *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), MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2019, 2022–23), Swiss National Science Foundation (2016)

### Discussant:

- UT-Dallas Frank M. Bass FORMS Conference, 2018–22
- ZEW Conference on ICT, Mannheim, 2017–18

### Conference Organization:

- Scientific Committee, Workshop on Platform Analytics, UCSD, 2023
- 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

- 2023** Olin Business School, Washington University in St. Louis (Sep.)  
American Marketing Association at UCR (May)  
College of Business, KAIST (Mar.)
- 2022** Fisher College of Business, Ohio State University (Feb.)
- 2021** Zicklin School of Business, Baruch College, CUNY (Sep.)  
School of Business and Technology Management, KAIST (Jul.)  
SKK Business School, Sungkyunkwan University (Apr.)  
Bauer College of Business, University of Houston (Mar.)
- 2020** Department of Statistics, University of California, Riverside (Nov.)  
Symposium on Consumer Analytics and Data Science (Jun.)  
Department of Economics, University of California, Riverside (May)
- 2019** Design and Analysis of Experiments Conference (Oct.)  
Marshall School of Business, University of Southern California (Apr.)  
Data Institute SF Annual Conference, Data Science in Marketing (Mar.)  
Rady School of Management, University of California, San Diego (Feb.)
- 2018** Data Science Online Workshop, American Statistical Association (Jul.)  
School of Business, University of California, Riverside (Apr.)  
Department of Economics, Ohio State University (Mar.)  
Rady School of Management, University of California, San Diego (Feb.)  
Carey School of Business, Arizona State University (Feb.)  
Eller College of Management, University of Arizona (Feb.)  
Carroll School of Management, Boston College (Feb.)
- 2017** Whitman School of Management, Syracuse University (Feb.)
- 2015** Bauer College of Business, University of Houston (Nov.)
- 2011** Fisher College of Business, Ohio State University (Sep.)

### Conference Presentations

#### Geotargeted Mobile Advertising for Small Businesses

- 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

#### Quality-Adjusted Deal Evaluations 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

#### Counterfactual Demand Predictions by Theory-Regularized Deep Learning

- 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

#### 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

- Brand Management (FTMBA), Winter 2021, 2023, Spring 2020, 2022 (4.8/5)
- Brand Management (Undergrad), Winter 2019–21, 2023, Spring 2020–23 (4.8/5)
- Field Colloquia (Ph.D.), 2018–22 (5/5)

### Ohio State University, Fisher College of Business

- Marketing Models Seminar (Ph.D.), Spring 2014, Fall 2015, 2017 (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, 2016 (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

- Marketing Speaker Series Organizer, 2019–Present
- Doctoral Student Recruiting Committee, 2023
- Undergraduate Program Committee (Marketing Area Representative), 2020–2022
- Faculty Search Committee, 2019–20

Ohio State University, Fisher College of Business

- Undergraduate Program Committee, 2013–18
- 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, Co-advisor with V. Abhishek, In Progress)  
*Winner*, ISMS 2021 Doctoral Dissertation Early-Stage Research Grant, \$5,000
- Alyssa Wicker (UCR, Thesis Committee, In Progress)
- 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