

Jiwoong Shin

Curriculum Vitae (June 2024)

School of Management, Yale University
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New Haven, CT 06520

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Homepage:faculty.som.yale.edu/jiwoongshin/

EDUCATION

Massachusetts Institute of Technology, Cambridge, MA
Ph.D. in Management Science, 2005
Seoul National University, Seoul, Korea
M.S. in Business Administration, 1999
B.S. in Business Administration, *magna cum laude*, 1997

ACADEMIC POSITION

Yale University, New Haven, CT, 2004 -Present
School of Management, Professor of Marketing
Marketing Area Coordinator (Chair), 2019-2022
Ph.D. Program Director, Quantitative Marketing, 2014-
YCCI Faculty Fellow
Morse College, Faculty Fellow
Economics Department (by courtesy)

Visiting Position

CEIBS, August 2023
Visiting Thought Leader
NUS (National University of Singapore), NUS Business School, April 2023
OSIM Visiting Chair Professor of Marketing
KAIST, College of Business, July-August 2022
Distinguished Visiting Scholar
University of Cambridge, Judge Business School, June 2022
Sandra Dawson Visiting Professor of Marketing, Strategy and Innovation,
Visiting Fellow of Sidney Sussex College
Korea University, Business School, 2018- 2020
International Eminent Research Professor, Annual Visiting Professor
Seoul National University, Business School, 2014-2018
Annual Visiting Professor
UC-San Diego, Rady School of Management
Visiting Assistant Professor, Spring 2008

HONORS AND AWARDS

Thought Leader Award 2023, CEIBS
Keynote speaker, 2023 AI, Machine Learning, and Business Analytics Conference
Keynote speaker, 2023 China Marketing International Conference
2022 Marketing Science Service Awards (for Associate Editor)
AMA-Seth Foundation Doctoral Consortium, Faculty Fellow 2021, 2022
Keynote speaker, 2021 China Marketing International Conference
Vice President of Education, ISMS (INFORMS Society for Marketing Science), 2021- 2024
Finalist, 2020 ISMS Long-term Impact Award (“A Customer Management Dilemma: When is it Profitable to Reward One’s Own Customers?”)
Inspiring Yale Award 2020, annual Yale University-wide Award for inspiring Yale students in and out of the classroom
MSI Scholars 2018, the inaugural class of faculty
ISMS Doctoral Consortium, Faculty Fellow 2012, 2013, 2014, 2018, 2019, 2020, 2021, 2022, 2023, 2024
Management Science Meritorious Service Award, 2016, 2014, 2013, 2011, 2010, 2009
Management Science Distinguished Service Award 2015
Whitebox Research Grant, International Center for Finance, 2015, 2010
Honorary Master of Arts, Yale University, 2015
Winner, 2011 John D. C. Little Best Paper Award (“Uninformative Advertising as an Invitation to Search”).
Winner, 2010 John D. C. Little Best Paper Award (“A Customer Management Dilemma: When is it Profitable to Reward One’s Own Customers?”)
Faculty Fellow, Keizai Koho Center (KKC)
Jon Cummings Research Grant, Yale Center for Customer Insight, 2011
MSI Young Scholars 2011, leaders of the next generation of marketing academics
AMA-Sheth Foundation Doctoral Consortium Fellow (for Sloan School, MIT), 2003
Media Lab Research Fellowship, MIT, 2003-2004
The Walter A. Rosenblith (WAR) Fellowship Award, 1999-2000
Sloan Fellowship, MIT, 1999-2004

PUBLICATIONS: JOURNAL ARTICLES

1. Ning, Eddie, Jiwoong Shin, and Jungju Yu (2024), “Targeted Advertising as an Implicit Recommendation and Personal Data Opt-Out,” *Marketing Science*, forthcoming
2. Shin, Jiwoong and Chi-Ying Wang (2024), “The Role of Messenger in Advertising Content: Bayesian Persuasion Perspective,” *Marketing Science*, 43(4), 840–862.
3. Choi, Jason, Qihong Liu, and Jiwoong Shin (2024) “Predictive Analytics and Ship-then-shop Subscription,” *Management Science*, 70(2), 1012-1028.
4. Ke, Tony, Jiwoong Shin, and Jungju Yu (2023), “A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning,” *Marketing Science*, 42(6), 1101-1124.

- This paper has previously been circulated under the title of “A Theory of Brand Positioning: Product-Portfolio View.”
5. Shin, Jiwoong and Woochoel Shin (2023), “A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency,” *Management Science*, 69(8), 4481-4497.
 6. Shin, Minkyu, Jiwoong Shin, Soheil Ghili, and Jaehwan Kim (2023), “The Impact of Gig Economy on Product Quality through the Labor Market: Evidence from Ride-sharing and Restaurant Quality,” *Management Science*, 69(5), 2620-2638.
 7. Mittendorf, Brian, Jiwoong Shin, and Dae-Hee Yoon (2022), "Ratcheting of Profitability Expectations and its Consequence for Supply Chains," *Journal of Marketing Research*, 59(2), 290-305.
 8. Shin, Jiwoong, and Jungju Yu (2021), “Targeted Advertising and Consumer Inference,” *Marketing Science*, 40(5), 900-922.
 9. Gordon, Brett, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin, and Ken Wilbur (2021), “Inefficiencies in Digital Advertising Markets,” *Journal of Marketing*, 85(1), 7-25.
 - Lead Article
 - “**Commentary**: Half My Digital Advertising Is Wasted...” (by Marc Pichard, *Journal of Marketing*, 85(1), 26-29)
 - “**Commentary**: Inefficiencies in Digital Advertising Markets: Evidence from the Field” (by Jonathan Porter, *Journal of Marketing*, 85(1), 30-34)
 10. Lu, Michelle Y. and Jiwoong Shin (2018), “A Model of Two-Sided Costly Communication for Building New Product Category Demand,” *Marketing Science*, 37(3), 382-402.
 11. Campbell, Arthur, Dina Mayzlin and Jiwoong Shin (2017), “Buzz Management,” *RAND Journal of Economics*, 48(1), 203-229.
 12. Hu, Yu (Jeffrey), Jiwoong Shin and Zhulei Tang (2016), “Incentive Problems in Performance-Based Online Advertising Pricing: Cost-Per-Click vs. Cost-Per-Action,” *Management Science*, 62 (7), 2022-2038.
 13. Ridlon, Robert, and Jiwoong Shin (2013), “Favoring the Winner or Loser in Repeated Contests,” *Marketing Science*, 32 (5), 768-785.
 14. Shin, Jiwoong, and K. Sudhir (2013), “Should You Punish or Reward Current Customers?” *Sloan Management Review*, 55 (1), 59-64.
 15. Mittendorf, Brian, Jiwoong Shin and Dae-Hee Yoon (2013), “Manufacturer Marketing Initiatives and Retailer Information Sharing,” *Quantitative Marketing and Economics*, 11 (2), 263-287.
 16. Shin, Jiwoong, K. Sudhir and Dae-Hee Yoon (2012), “When to Fire Customers? Customer Cost Based Pricing,” *Management Science*, 58 (5), 932-947.
 17. Thomadsen, R., R. Zeithammer, D. Mayzlin, Y. Orhun, A. Pazgal, D. Purohit, R. Rao, M. Riordan, J. Shin, M. Sun, and J. Villas-Boas (2012), “A Reflection on Analytical Work in Marketing: Three Points of Consensus,” *Marketing Letters*, 23 (2), 381-389.
 18. Mayzlin, Dina, and Jiwoong Shin (2011), “Uninformative Advertising as an Invitation to Search,” *Marketing Science*, 30 (4), 666-685.

- **Winner** of 2011 **John D. C. Little Best Paper Award**, awarded for the best paper published in Marketing Science and Management Science in 2011.
 - This paper is reprinted in Hauser, J.R. and Urban, G.L. eds., 2016. *From Little's Law to Marketing Science: Essays in Honor of John D. C. Little*. MIT Press.
19. Shin, Jiwoong, and K. Sudhir (2010), "A Customer Management Dilemma: When is it Profitable to Reward One's Own Customers?" *Marketing Science*, 29 (4), 671-689.
 - **Winner** of 2010 **John D. C. Little Best Paper Award**, awarded for the best paper published in *Marketing Science* and *Management Science* in 2010.
 - **Finalist** of 2020 **ISMS Long-Term Impact Award**, awarded annually to a marketing paper published in Marketing Science, or Management Science, or another INFORMS journal, that is viewed to have made a significant long-run impact on the field of Marketing.
 20. Shin, Jiwoong, and K. Sudhir (2009), "Comment: Switching Costs and Market Competitiveness: De-constructing the Relationship," *Journal of Marketing Research*, 46 (4), 446-449.
 21. Shin, Jiwoong (2007), "How Does Free Riding on Customer Service Affect Competition?" *Marketing Science*, 26 (4), 488-503.
 22. Shin, Jiwoong (2005), "The Role of Selling Costs in Signaling Price Image," *Journal of Marketing Research*, 42 (3), 302-312.
 23. Shin, Jiwoong, and Dan Ariely (2004), "Keeping Doors Open: The Effect of Unavailability on Incentives to Keep Options Viable," *Management Science*, 50 (5), 576-586.
 24. Kim, Byung-Do, and Jiwoong Shin (1998), "Maximizing the Value of a Customer in Credit Cards: Credit Scoring, Revenue Scoring, Or Both?" *Journal of Database Marketing*, 6 (2), 164-173.

Submitted Manuscript and Working Papers

25. Ke, Tony, Jiwoong Shin, and Xu Zhu (2024), "Searching for Rewards," revise and resubmit for the 2nd round review at *Management Science*
26. Lee, Jae-Yun, Jiwoong Shin, and Jungju Yu (2024), "Communicating Attribute Importance under Competition," working paper.
27. Hu, Yu (Jeffrey), Vanya Kelnovskiy, and Jiwoong Shin (2024), "The Impact of Store Location on Customer Foot Traffic and Store Revenues: Evidence from Shopping Malls," working paper
28. Liu, Zikun, Jiwoong Shin, and Jidong Zhou (2024), "Customized Discount Signaling and Consumer Search," working paper.
29. Sen, Boudhayan, Jiwoong Shin, and K. Sudhir (2016), "Demand Externalities from Co-Location," revise and resubmit for the 2nd round review at *Quantitative Marketing and Economics*

Selected Work-in-Progress

1. "Consumers' Motivations and Preferences in Entertainment Media Consumption: Love vs. Hate and Suspense vs. Surprise" (with Vanya Kelnovskiy and Ian Weaver)
2. "Platform Format and Consumer Information" (with Chi-Ying Wang)
3. "The Effect of Merger and Acquisition on Local Entrepreneurship: Evidence from Craft Beer Markets" (with Kosuke Uetake and Chi-Ying Wang)

TEACHING

Classes (Executive MBA / MBA / PhD)

- "Customers" (MGT 411), MBA Core, Yale School of Management
- "Digital Marketing Strategy" online course, Executive, Yale School of Management
- "Managing Marketing Programs" (MGT 856), MBA, Yale School of Management
- "Marketing Strategy" (MGT 559), Executive MBA, MBA, Yale School of Management
- "Introduction to Marketing Management" (MGT 505), undergrad, Yale School of Management
- "Strategic Market Research" (EMGT 851), Executive MBA, Yale School of Management
- "Marketing Channel Strategies" (MGT 552, MGT 854), MBA, Yale School of Management
- "Hypothesis Testing and Regression" (MGT 511), MBA, Yale School of Management
- "Listening to the Customer" (MGT 851), MBA, Yale School of Management
- "Strategic Market Measurement" (MGT 852), MBA, Yale School of Management
- "International Experience: Korea" (MGT 416), MBA Core, Yale School of Management
- "Analytical Methods in Marketing" (MGMT 755), Ph.D. course, Yale School of Management
- "Quantitative Marketing Seminar" (MGMT 750, 751), Ph.D. course, Yale School of Management

Student Advising

- **Doctoral Degree (PhD)** with initial placement, year: *dissertation chair
 - *Zikun Liu (Chair), 4th year student paper advisor, ongoing
 - *Chi-Ying Wang (Chair), 5th year student, ongoing
 - Fei Ting (Committee), 5th year student, ongoing
 - Seung-Yoon Lee (Committee), 6th year student, ongoing
 - Ian Weaver (Committee), National University of Singapore
 - *Minkyu Shin (Co-Chair with K. Sudhir), City University of Hong Kong, 2021
 - Minkyung Kim (Committee), University of North Carolina, 2019
 - *Jungju Yu (Chair), City University of Hong Kong, 2018
 - Recipient of *Harry and Heesun You Fellowship Award* for Dissertation, 2018
 - Beomjoon Shim (Committee), EA Sports, 2017
 - *Michelle Y. Lu (Chair), McGill University, 2015
 - *Boudhayan Sen (Chair), McKinsey & Company, 2012
 - *Hema Yoganarasimhan (Co-Chair with Dina Mayzlin), UC-Davis, 2009
 - Winner of *Frank Bass Dissertation Award*, 2013
 - Winner of *MSI Clayton Dissertation Award*, 2009
 - Sumon Datta (Committee), Purdue University, 2009
 - Sachin Sancheti (Committee), Cornerstone Research, 2009
 - Dae-Hee Yoon (Committee), Baruch College, Accounting, 2008

Jackie Luan (Committee), Dartmouth University, 2006

- **Master Thesis**

Patricia Ishigai (Professional Master in International Management, FGV Brazil), 2020

Matthew Friedlund (Divinity School, Yale University), 2015

- **Undergraduate Thesis**

Andy Hill (Psychology major, Yale College), 2016

PROFESSIONAL ACTIVITIES

- **Vice President of Education, ISMS** (INFORMS Society for Marketing Science), 2021-

- **Chair, Marketing Science** Editor in Chief (EIC) Search Committee, 2021

- **Associate Editor:** *Journal of Marketing Research, Management Science, Marketing Science, Operations Research, Quantitative Marketing and Economics*

- **Editorial Board:** *International Journal of Research in Marketing, Customer Needs and Solutions*

- **Reviewer**

Econometrica, American Economic Journal: Microeconomics, California Management Review, Customer Needs and Solutions, E-Commerce Forum, Information Systems Research, International Journal of Research in Marketing, Journal of Advertising, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Economics & Management Strategy, Journal of European Economic Association, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Retailing and Consumer Services, Management Science, Marketing Letters, Marketing Science, Operations Research, Production and Operations Management, PSC-CUNY Research Grant, Research Grant Council of Hong Kong, Review of Industrial Organization, Scientific Journal of Administrative Development, Quantitative Marketing and Economics, Shanker-Spiegel Doctoral Dissertation Proposal Competition, Social Sciences and Humanities Research Council of Canada, Sungkyun Journal of East Asia Studies

- **Conference Organizing**

Frank M. Bass UTD-FORMS Conference 2024, organizing committee

ISMS Early-Career Scholars Camp, 2023, 2022 (with Doug Bowman)

ISMS Doctoral Consortium 2024, 2023, 2022, 2021

NEMC (North East Marketing Consortium: Cornell-Dartmouth-Harvard-MIT-Yale) 2021

Four School Conference (Columbia-NYU-Wharton-Yale) 2021

Symposium on Consumer Analytics and Data Science 2021, 2020 co-organizer (with Mingyu Joo and Woochoel Shin)

Zero Decade Marketing Theory Consortium 2019, co-organizer (with Dina Mayzlin, Matthew Selov, Robert Zeithammer)

MIO (Marketing and IO) Conference 2018, co-organizer (with Dirk Bergemann)

Summer Institute of Competitive Strategy (SICS) Conference 2017, co-organizer (with Dave Godes)

Frank M. Bass UTD-FORMS Conference 2017, organizing committee

Quantitative Marketing and Economics (QME) Conference 2013, organizing committee

YCCI Customer Insight Conference, organizing committee, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024

- **Professional affiliation (member)**

American Economic Association, American Marketing Association, INFORMS (Institute of Operations Research and Management Science), Yale Center for Customer Insight

- **Consulting**

IBM, P&G, GSK, NFL, Samsung Electronics, Hyundai Motors, Volvo Motors, Cigna Insurance, and others

INVITED TALKS AND CONFERENCE PRESENTATIONS

2024

UNC, Kenan-Flagler Business School
University of Miami, Marketing Camp
ISMS Doctoral Consortium, UNSW
Marketing Science Conference, UNSW

2023

CEIBS, Marketing Symposium
University of Toronto, Rotman School of Management
Carlos III University of Madrid, Department of Business Administration
University of Georgia, Grady College of Journalism and Mass Communication
Yale University, Marketing Seminar
Conference on Artificial Intelligence, Machine Learning, and Business Analytics
Amazon.com, Amazon Advertisement Science Seminar Series
Hong Kong University, HKU Business School
China Marketing International Conference
ISMS Doctoral Consortium, University of Miami
ISMS Early-Career Scholars Camp
Marketing Science Conference, University of Miami

2022

Purdue University, Krannert School of Management
London Business School, Marketing Seminar
University of Cambridge, Judge Business School
University College of London, Marketing Seminar
Yale University, Marketing Seminar
KAIST, Business School
22nd Marketing in Israel Conference
ISMS Early-Career Scholars Camp
Yale Customer Insight Conference, Yale University
Operation and Marketing Modeling workshop, Fudan University
Bass FORMS conference, UT-Dallas
AMA-Seth Doctoral Consortium, UT-Austin
ISMS Doctoral Consortium
Marketing Science Conference, University of Chicago

2021

KAIST, Business School
City University of Hong Kong, College of Business
University of Illinois, Urbana-Champaign, Gies College of Business
University of Guelph, Gordon Lang School of Business and Economics
Korea University, KU Business school
Yale University (Marketing), School of Management
2021 China Marketing International Conference, Keynote Speech
AMA-Seth Doctoral Consortium, Indiana University
ISMS Doctoral Consortium
Marketing Science Conference, University of Rochester
Consumer Search Digital Seminar
Symposium on Consumer Analytics and Data Science
Bass FORMS Conference, University of Texas at Dallas

2020

Symposium on Consumer Analytics and Data Science
Inspiring Yale, Yale University
Yale University (Marketing), School of Management
Korea University, KU Business school
Symposium on Consumer Analytics and Data Science
Marketing Science Conference, Duke University
Bass FORMS Conference, University of Texas at Dallas
Four Schools (Columbia-NYU-Wharton-Yale) Colloquium, Columbia University

2019

Boston University, Questrom School of Business
University of Cambridge, Judge Business School
University of College London (UCL), School of Management
UC-Berkeley (Haas School of Business)
Yale University (Marketing), School of Management
University of Pittsburgh, Katz Graduate School of Business
Korea University, KU Business school
Quantitative Marketing and Economics (QME) Conference
Marketing Science Conference, University of Rome
ISMS Doctoral Consortium, University of Rome
Bass FORMS Conference, University of Texas at Dallas
Zero Decade Marketing Theory Consortium
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (discussant)

2018

UC-Riverside, School of Business
Korea University, KU Business School
MSI Scholar Conference, Breckenridge Colorado
University of Texas at Dallas, Naveen Jindal School of Management
Marketing Modeler's Meeting, NYC, NY
CUHK (Business School), Hong Kong
ISMS Doctoral Consortium, Temple University
Marketing Science Conference, Temple University
Behavioral IO and Marketing conference, University of Michigan (Discussant)

MIO (Marketing and IO) conference, New Haven (co-organizer)

2017

IDC, Herzlia, Israel
CKGSB (Business School), Beijing, China
University of Washington at Bothell
Yale University (Marketing), School of Management
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Co-organizer)

2016

Johns Hopkins University (Marketing), Carey Business School
INSEAD (Marketing)
Yale University, Psychology Department
Emory University, Goizueta Business School
Fudan University, Business School
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2015

Duke, Fuqua School of Business
Wisconsin-Madison, School of Business
MIT, Operation Research Center
Georgia Institute of Technology, Scheller College of Business
HKUST, Business School
Korea University, KU Business School
Korea Marketing Management Association, Keynote speaker
Keizai Koho Center (KKC) Invitation Program (Japan)
McGill University, marketing workshop

2014

UC-Berkeley, Haas School of Business
Temple University, Fox School of Business, Global Center for Big Data in Mobile Analytics
University of Washington at Seattle, Foster School of Business
University of Minnesota, Carlson School of Management
University of British Columbia, Sauder School of Business
Seoul National University, Business School
Yonsei University, Business School
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)
ISMS Doctoral Consortium, Emory University

2013

University of Pennsylvania, Wharton School of Business
MIT, Sloan School of Management
Columbia University, Columbia Business School
Indiana University, Kelley School of Business (Economics)
University of Florida, Warrington College of Business Administration
Yale University, School of Management
ISMS Doctoral Consortium, Özyeğin University
Marketing Science Conference, Özyeğin University
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2012

Carnegie Mellon University, Tepper School of Business

University of Rochester, Simon School of Business
Washington University in St. Louis, Olin School of Management
University of Texas, Austin, McCombs School of Business
Purdue University, Krannert School of Management
CKGSB (Business School), Beijing, China
ISMS Doctoral Consortium, Boston University
Marketing Science Conference, Boston University
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley
North East Marketing Consortium, Harvard
Marketing Science Emerging Markets (MSEM) Conference, Wharton (Discussant)

2011

University of Southern California, Marshall School of Business
National University of Singapore (NUS), Business School
Yale University, School of Management
MSI Young Scholars Program, Marketing Science Institute
Marketing Science Conference, Rice University

2010

Northwestern University, Kellogg School of Management
Syracuse University, Whitman School of Management
Faculty Seminar, Yale University (School of Management)
Columbia-NYU-Wharton-Yale Colloquium, NYU
8th triennial Invitational Choice Symposium, University of Miami
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley (Discussant)

2009

Stanford University, GSB
KAIST, Business School
Korea University, School of Business
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley
John D. C. Little Festschrift Conference, University of Michigan
Marketing Science Conference, University of Michigan

2008

University of Chicago, Booth School of Business
Duke University, Fuqua School of Business
UCLA, Anderson School of Management
Quantitative Marketing and Economics (QME) conference
Marketing Science Conference, University of British-Columbia

2007

Korea University, School of Business
Yale University, School of Management
Summer Institute of Competitive Strategy (SICS) Conference, UC-Berkeley
North East Marketing Consortium, MIT
Marketing Science Conference, Singapore Management University
INFORMS Annual Conference, Seattle, WA

2006

UC-San Diego, Rady School of Management
Yale University, School of Management

Marketing Science Conference, University of Pittsburgh

2005

IDC (Interdisciplinary Center), Herzlia, Israel
Marketing Science Conference, Emory University
International Symposium of Marketing, Korea University
Columbia-NYU-Wharton-Yale Colloquium, Columbia University

2004

Yale University, School of Management
MIT, Sloan School of Management

2003

Washington University in St. Louis, Olin School of Management
Yale University, School of Management
University of Toronto, Rotman School of Business
University of Chicago, GSB
Purdue University, Krannert School of Management
Cornell University, Johnson School of Management
HKUST, School of Business
Vanderbilt University, Owen Graduate School of Business
MIT, Sloan School of Management
MIT, Media Lab