

# JIWOONG SHIN

*Curriculum Vitae* (April 2019)

School of Management, Yale University  
Room 5518, 165 Whitney Avenue  
New Haven, CT 06520

Phone: (203) 432-6665  
Email: [jiwoong.shin@yale.edu](mailto:jiwoong.shin@yale.edu)  
Homepage: [faculty.som.yale.edu/jiwoongshin/](http://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. Business Administration, 1999  
B.S. Business Administration, 1997

## Academic Position

Yale School of Management, Yale University, New Haven, CT  
Professor (with tenure), July 2014 -  
Associate Professor, 2010- June 2014  
Assistant Professor, 2005-2010  
Lecturer and Post-Doctoral Researcher, 2004-2005

Business School, Korea University, Seoul, Korea  
Visiting Professor, International Eminent Research Professor, Fall 2018

SNU Business School, Seoul National University, Seoul, Korea  
Annual Visiting Professor, 2014-2018

Rady School of Management, UC-San Diego, CA  
Visiting Assistant Professor, Spring 2008

## Honors And Awards

MSI Scholars 2018, the inaugural class of faculty  
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  
ISMS Doctoral Consortium, Faculty Fellow 2012, 2013, 2014, 2018, 2019  
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  
Merit Fellowship, Seoul National University, 1993-1997

## Publications

1. Lu, Yi (Michelle) and Jiwoong Shin (2018), "A Model of Two-Sided Costly Communication for Building New Product Category Demand," *Marketing Science*, 37(3), 382-402.
2. Campbell, Arthur, Dina Mayzlin and Jiwoong Shin (2017), "Buzz Management," *RAND Journal of Economics*, 48(1), 203-229. (2)
3. Yu (Jeffrey) Hu, 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. (12)
4. Robert Ridlon and Jiwoong Shin (2013), "Favoring the Winner or Loser in Repeated Contests," *Marketing Science*, 32 (5), 768-785. (9)
5. Shin, Jiwoong and K. Sudhir (2013), "Should You Punish or Reward Current Customers?" *Sloan Management Review*, 55 (1), 59-64. (2)
6. Mittendorf, Brian, Jiwoong Shin and Dae-Hee Yoon (2013), "Manufacturer Marketing Initiatives and Retailer Information Sharing," *Quantitative Marketing and Economics*, 11 (2), 263-287. (10)
7. Shin, Jiwoong, K. Sudhir and Dae-Hee Yoon (2012), "When to Fire Customers? Customer Cost Based Pricing," *Management Science*, 58 (5), 932-947. (23)
8. 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. (2)
9. Mayzlin, Dina and Jiwoong Shin (2011), "Uninformative Advertising as an Invitation to Search," *Marketing Science*, 30 (4), 666-685. (48)
  - **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 DC Little*. MIT Press.
10. 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. (57)
  - **Winner** of 2010 John D. C. Little Best Paper Award, awarded for the best paper published in *Marketing Science* and *Management Science* in 2010.
11. Shin, Jiwoong and K. Sudhir (2009), "Switching Costs and Market Competitiveness: De-constructing the Relationship," *Journal of Marketing Research*, 46 (4), 446-449. (8)
12. Shin, Jiwoong (2007), "How Does Free Riding on Customer Service Affect Competition?" *Marketing Science*, 26 (4), 488-503. (46)
13. Shin, Jiwoong (2005), "The Role of Selling Costs in Signaling Price Image," *Journal of Marketing Research*, 42 (3), 302-312. (19)

14. 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. (41)
15. 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

16. Shin, Jiwoong and Jungju Yu (2019), "Online Targeted Advertising: how do consumers make inferences?" under review at *Marketing Science*
17. Sen, Boudhayan, Jiwoong Shin, and K. Sudhir (2016), "Demand Externalities from Co-Location," revise and resubmit at *Quantitative Marketing and Economics*
18. Mittendorf, Brian, Jiwoong Shin, and Dae-Hee Yoon (2018), "Ratcheting of Profitability Expectations and its Consequence for Supply Chains," under review at *Journal of Marketing Research*
19. Gordon, Brett, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin, and Ken Wilbur (2019), "Digital Advertising Inefficiency," revise and resubmit at *Journal of Marketing*
20. Lu, Michelle (Yi), Jiwoong Shin, and Dae-Hee Yoon (2017), "Economy of Scale and Product Differentiation in Channel Competition: Why Does NOT a Firm Provide a Low-Quality Input to Its Rival?," working paper
21. Chang, Donkyu, Jiwoong Shin, and Jungju Yu (2019), "The Granularity and Value of Information in Targeted Advertising," working paper
22. Ke, Tony, Jiwoong Shin, and Jungju Yu (2019), "A Model of Brand Positioning: Product Perspective," working paper

#### Work-in-progress

1. "Loss-Leader View of Coupon" (with David Bell and Jaehwan Kim)
2. "The Adverse Effect of Public Policy: Negative News can be better than no news" (with Jaehwan Kim)
3. "Loyalty Program: The Value of Loyalty Status and Loyalty Spillover," (with Jaehwan Kim)
4. "Inference from Consumer Search: Firm's optimal experimentation" (with Jungju Yu)
5. "Market Competition and Product Quality Erosion" (with David Gal and Jeff Parker)
6. "The Origin of Fake News and Echo-Chamber," (with Dina Mayzlin)

#### Teaching

##### Classes (Executive MBA / MBA / PhD)

*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  
*Digital Marketing Strategy*, online course, Executive, 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

Minkyung Kim (Committee, University of North Carolina), 2019  
Jungju Yu\* (Chair, City University of Hong Kong), 2018  
Jai Subrahmanyam (Committee), 2018  
Boemjoon Shim (Committee, EA Sports), 2017  
Michelle Y. Lu\* (Chair, McGill University), 2015  
Boudhayan Sen\* (Chair, McKinsey & Company), 2012  
Hema Yoganarasimhan\* (Co-Chair, 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

Matthew Friedlund (Divinity School, Yale University), 2015

## Professional activities

- Associate Editor: *Marketing Science*, *Operations Research*, *Quantitative Marketing and Economics*
- Editorial Board: *International Journal of Research in Marketing*, *Customer Needs and Solutions*, *Seoul Journal of Business*
- Reviewer: *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
  - o *Zero Decade Marketing Theory Consortium 2019*, co-organizer (with Dina Mayzlin, Matthew Selov, Robert Zeithammer)
  - o *MIO (Marketing and IO) Conference 2018*, co-organizer (with Dirk Bergemann)
  - o *Summer Institute of Competitive Strategy (SICS) Conference 2017*, co-organizer (with Dave Godes)
  - o *Frank M. Bass UTD-Forms Conference 2017*, organizing committee
  - o *Quantitative Marketing and Economics (QME) Conference 2013*, organizing committee
  - o *YCCI Customer Insight Conference*, organizing committee, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019
- Professional affiliation (member): American Economic Association, American Marketing Association, INFORMS (Institute of Operations Research and Management Science), Yale Center for Customer Insight (faculty fellow)

## Invited Talks And Conference Presentations

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, scheduled  
Marketing Science Conference, University of Rome, scheduled  
ISMS Doctoral Consortium, University of Rome, scheduled  
Bass FORMS Conference, University of Texas at Dallas  
Zero Decade Marketing Theory Consortium  
Summer Institute of Competitive Strategy (SICS) Conference, 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, Ann Harbor (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, Berkeley (Co-chair)

2016

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

2015

Wisconsin-Madison (School of Business)  
Duke (Fuqua School of Business)  
MIT (Operation Research Center)  
Georgia Institute of Technology (Scheller College of Business)  
HKUST (Business School)  
Korea University (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), Seoul, Korea  
Yonsei University (Business School), Seoul, Korea  
Summer Institute of Competitive Strategy (SICS) Conference, 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, 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, Berkeley  
North East Marketing Consortium, Harvard  
Marketing Science Emerging Markets (MSEM) Conference, Wharton (Discussant)

2011

University of Southern California (Marshall School of Business)  
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  
8<sup>th</sup> triennial Invitational Choice Symposium, University of Miami  
Summer Institute of Competitive Strategy (SICS) Conference, Berkeley (Discussant)

2009

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