

JIWOONG SHIN

Curriculum Vitae (August 2011)

Yale School of Management
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EDUCATION

Massachusetts Institute of Technology, Cambridge, MA
Ph.D. in Management Science, 2005
Major: Marketing
Minor: Economics

Seoul National University, Seoul, Korea
M.S. Business Administration, 1999
B.S. Business Administration, 1997

ACADEMIC POSITION

School of Management, Yale University, New Haven, CT
Associate Professor, 2010-Present
Assistant Professor, 2005-2010
Lecturer and Post-Doctoral Researcher, 2004-2005

HONORS & AWARDS

Winner, John D. C. Little Best Paper Award, awarded for the best marketing paper published
in *Marketing Science* and *Management Science*, 2011
2011 *Management Science* Meritorious Service Award
Jon Cummings Research Grant, Yale Center for Customer Insight, 2011
MSI Young Scholars 2011
Whitebox Research Grant, International Center for Finance, 2010
2010 *Management Science* Meritorious Service Award
2009 *Management Science* Meritorious Service Award
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. Shin, Jiwoong, K. Sudhir and Dae-Hee Yoon, "When to Fire Customers? Customer Cost Based Pricing," *Management Science*, forthcoming.
2. Thomadsen, R., R. Zeithammer, D. Mayzlin, Y. Orhun, A. Pazgal, D. Purohit, R. Rao, M. Riordan, J. Shin, M. Sun, and J. Villas-Boas, "A Reflection on Analytical Work in Marketing: Three Points of Consensus," *Marketing Letters*, forthcoming.
3. Mayzlin, Dina and Jiwoong Shin (2011), "Uninformative Advertising as an Invitation to Search," *Marketing Science*, 30 (4), 666-685.
 - This paper will be reprinted in the Festschrift to Honor John D. C. Little (forthcoming).
4. 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.
5. Shin, Jiwoong and K. Sudhir (2009), "Switching Costs and Market Competitiveness: Deconstructing the Relationship," *Journal of Marketing Research*, 46 (4), 446-449.
6. Shin, Jiwoong (2007), "How Does Free Riding on Customer Service Affect Competition?" *Marketing Science*, 26 (4), 488-503.
7. Shin, Jiwoong (2005), "The Role of Selling Costs in Signaling Price Image," *Journal of Marketing Research*, 42 (3), 302-312.
8. 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 [[Lead Article](#)].
9. 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

10. Mittendorf, Brian, Jiwoong Shin and Dae-Hee Yoon, "Strategic Use of Demand-Enhancing Investment to Elicit Market Information," working paper.
11. Yu (Jeffrey) Hu, Jiwoong Shin and Zhulei Tang, "Performance-Based Models in Online Advertising: Cost-Per-Click vs. Cost-Per-Action," working paper.
12. Robert Ridlon and Jiwoong Shin, "Should a Firm Favor a Weaker or Stronger Employee? Multi-period Dynamic Contest Approach," working paper.
13. Sen, Boudhayan, Jiwoong Shin and K. Sudhir, "Demand Externalities from Co-Location: Evidence from a Natural Experiment," working paper.

WORK IN PROGRESS

1. "Rumor Management" (with Yaniv Dover and Dina Mayzlin)

2. “A Model of Buzz” (with Arthur Campbell and Dina Mayzlin)

TEACHING

Strategic Market Research (EMGT 851), Executive MBA, Yale School of Management
Marketing Strategy (MGT 201), Executive MBA, Rady School of Management, UCSD
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
Analytical Methods in Marketing (MGMT 755), Ph.D. course, Yale School of Management
Quantitative Marketing Seminar (MGMT 751), Ph.D. course, Yale School of Management

DOCTORAL ADVISING

Sachin Sancheti (Committee, Cornerstone Research)
Hema Yoganarasimhan (Co-Chair, UC-Davis)
- Winner of MSI Clayton Dissertation Award, 2009
Sumon Datta (Committee, Purdue University)
Jackie Luan (Committee, Dartmouth University)
Dae-Hee Yoon (Committee, Baruch College, Accounting)
Boudhayan Sen (Chair, Ongoing)
Michelle Y. Lu (Co-advisor, Ongoing)

PROFESSIONAL ACTIVITIES

REVIEWER

American Economic Journal: Microeconomics, E-Commerce Forum, Information Systems Research, 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 Marketing, Journal of Marketing Research, Journal of Retailing and Consumer Services, Management Science, Marketing Letters, Marketing Science, PSC-CUNY Research Grant, Scientific Journal of Administrative Development, Sungkyun Journal of East Asia Studies

INVITED TALKS AND CONFERENCE PRESENTATIONS

2011

NUS (Business School), Scheduled

USC (Marshall School of Business)
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, 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 (Co-author presents the paper)
Marketing Science Conference, University of British-Columbia

2007

Korea University (School of Business)
Faculty Seminar, 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

UCSD (Rady School of Management)
Faculty Seminar, 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

Marketing Seminar, Yale University (School of Management)
MIT (Sloan School of Management)

2003

Washington University (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)
BDRM Conference, University of Chicago

SELECTED MEDIA COVERAGE

Marketing Thought Leaders Newsletter, “Selling Costs Dictate Advertising Strategies,” November 11, 2006

Money, “Get the Best Buy,” November 1, 2007

The New York Times, “The Advantage of Closing a Few Doors,” February 26, 2008
: Reprinted in *International Herald Tribune*

Business Wire, “Study Identifies When it is Profitable to Reward or Punish Customers,” March 18, 2008
: Reprinted in *Forbes*, *Dallas Morning News*, *Providence Journal*, *EuroInvestor*, *MorningStar*

The New York Times, “Economics: Predictably Irrational,” March 18, 2008

The Wise Marketer, “When to Use Pricing to Retain or Acquire Customers,” March 26, 2008

BizEd Magazine, “When Rewarding Customers Doesn’t Pay,” July 2008