

Young-Hoon Park

SC Johnson Graduate School of Management
SC Johnson College of Business, Cornell University
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Academic positions

Samuel Curtis Johnson Graduate School of Management, Cornell University
Professor of Marketing, July 2017 to present
Sung-Whan Suh Professor of Management, July 2014 to present
AMOREPACIFIC Professor of Management, February 2011 to June 2014
Associate Professor of Marketing, July 2008 to June 2017
Assistant Professor of Marketing, July 2001 to June 2008

Visiting positions

The Wharton School, University of Pennsylvania
Visiting Associate Professor of Marketing, July 2015 to June 2016

Leonard N. Stern School of Business, New York University
Visiting Associate Professor of Marketing, September 2009 to August 2010

Education

The Wharton School, University of Pennsylvania
Ph.D., Marketing, May 2002
M.A., Operations and Information Management, August 1997

Korea Advanced Institute of Science and Technology, Republic of Korea
M.S., Management and Policy, February 1995

Sogang University, Republic of Korea
B.B.A., Business Administration and Economics, February 1993

Research interests

Advertising, Customer Analytics, Customer Experience, Customer Strategy, Digital Strategy, E-commerce, Promotions, Retailing

Articles published at refereed journals

Unal, Murat and Young-Hoon Park (2022), “Fewer Clicks, More Purchases,” *Management Science* (forthcoming).

Iyengar, Raghuram, Young-Hoon Park, and Qi Yu (2022), “The Impact of Subscription Programs on Customer Purchases,” *Journal of Marketing Research*, 59 (6), 1101-1119.

Gopalakrishnan, Arun and Young-Hoon Park (2021), “The Impact of Coupons on the Visit-to-Purchase Funnel,” *Marketing Science*, 40 (1), 48-61.

Stourm, Valeria, Scott Neslin, Eric T. Bradlow, Els Breugelmans, So Yeon Chun, Pedro Gardete, P.K. Kannan, Praveen Kopalle, Young-Hoon Park, David Restrepo Amariles, Raphael Thomadsen, Yuping Liu-Thompkins, and Rajkumar Venkatesan (2020), “Refocusing Loyalty Programs in the Era of Big Data: A Societal Lens Paradigm,” *Marketing Letters*, 31, 405-418.

Park, Chang Hee, Young-Hoon Park, and David A. Schweidel (2018), “The Effects of Mobile Promotions on Customer Purchase Dynamics,” *International Journal of Research in Marketing*, 35 (3), 453-470.

Park, Chang Hee and Young-Hoon Park (2016), “Investigating Purchase Conversion by Uncovering Online Visit Patterns,” *Marketing Science*, 36 (6), 894-914.

Chan, Tat Y. and Young-Hoon Park (2015), “Consumer Search Activities and the Value of Ad Positions in Sponsored Search Advertising,” *Marketing Science*, 34 (4) 606-623.

Park, Chang Hee, Young-Hoon Park, and David A. Schweidel (2014), “A Multi-Category Customer Base Analysis,” *International Journal of Research in Marketing*, 31 (3), 266-279.

Jerath, Kinshuk, Liye Ma, and Young-Hoon Park (2014), “Consumer Click Behavior at a Web Search Engine: The Role of Keyword Popularity,” *Journal of Marketing Research*, 51 (4), 480-486.

Kim, Hye-Jin, Young-Hoon Park, Eric T. Bradlow, and Min Ding (2014), “PIE: A Holistic Preference Concept and Measurement Model,” *Journal of Marketing Research*, 51 (3), 335-351.

Schweidel, David A., Young-Hoon Park, and Zainab Jamal (2014), “A Multiactivity Latent Attrition Model for Customer Base Analysis,” *Marketing Science*, 33 (2), 273-286.

Park, Young-Hoon, Chang Hee Park, and Pulak Ghosh (2011), “Modelling Member Behaviour in Online User-Generated Content Sites: A Semiparametric Bayesian Approach,” *Journal of the Royal Statistical Society: Series A*, 174 (4), 1051-1069.

Jerath, Kinshuk, Liye Ma, Young-Hoon Park, and Kannan Srinivasan (2011), “A “Position Paradox” in Sponsored Search Auctions,” *Marketing Science*, 30 (4), 612-627.

Ding, Min, Young-Hoon Park, and Eric T. Bradlow (2009), "Barter Markets for Conjoint Analysis," *Management Science*, 55 (6), 1003-1017.

Haruvy, Ernan, Peter T. L. Popkowski Leszczyc, Octavian Carare, James C. Cox, Eric A. Greenleaf, Wolfgang Jank, Sandy Jap, Young-Hoon Park, and Michael H. Rothkopf (2008), "Competition Between Auctions," *Marketing Letters*, 19 (3-4), 431-448.

Park, Young-Hoon, Min Ding, and Vithala R. Rao (2008), "Eliciting Preference for Complex Products: A Web-Based Upgrading Method," *Journal of Marketing Research*, 45 (5), 562-574.

Chan, Tat Y., Vrinda Kadiyali, and Young-Hoon Park (2007), "Willingness to Pay and Competition in Online Auctions," *Journal of Marketing Research*, 44 (2), 324-333.

Bradlow, Eric T. and Young-Hoon Park (2007), "Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model," *Marketing Science*, 26 (2), 218-229. (Finalist for the John D.C. Little Award)

Gaur, Vishal and Young-Hoon Park (2007), "Asymmetric Consumer Learning and Inventory Competition," *Management Science*, 53 (2), 227-240.

Ho, Teck-Hua, Young-Hoon Park, and Yong-Pin Zhou (2006), "Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Customer Lifetime Value," *Marketing Science*, 25 (3), 260-277.

Park, Young-Hoon and Eric T. Bradlow (2005), "An Integrated Model for Bidding Behavior in Internet Auctions: Whether, Who, When and How Much," *Journal of Marketing Research*, 42 (4), 470-482.

Park, Young-Hoon and Peter S. Fader (2004), "Modeling Browsing Behavior at Multiple Websites," *Marketing Science*, 23 (3), 280-303.

Book chapters and other publications

Iyengar, Raghuram, Young-Hoon Park, and Qi Yu (2022), "Your Loyalty Program Might Be Losing You Money," HBR.org, April 2022.

Gopalakrishnan, Arun and Young-Hoon Park (2021), "Retargeting Using Advertising and Promotions," Marketing Science Institute, Report 21-133, Cambridge, MA.

Unal, Murat and Young-Hoon Park (2021), "Fewer Clicks, More Purchases," Marketing Science Institute, Report 21-102, Cambridge, MA.

Gopalakrishnan, Arun and Young-Hoon Park (2019), "The Impact of Coupons in the Search-to-Purchase Funnel: Theory and Empirical Evidence," Marketing Science Institute, Report 19-106, Cambridge, MA.

Iyengar, Raghuram and Young-Hoon Park (2016), “The Impact of Referral Coupons on Customer Behavior and Firm Revenues: Evidence from Field Experiments,” Marketing Science Institute, Report 16-123, Cambridge, MA.

Jerath, Kinshuk, Liye Ma, and Young-Hoon Park (2013), “Consumer Click Behavior at a Web Search Engine: The Role of Keyword Popularity,” Marketing Science Institute, Report 13-106, Cambridge, MA.

Park, Young-Hoon and Xin Wang (2009), “Online and Name-Your-Own Auctions: A Literature Review,” in Vithala R. Rao (ed.), *Handbook of Research in Pricing*, Northampton, MA: Edward Elgar Publishing Inc.

Park, Young-Hoon, Min Ding, and Vithala R. Rao (2007), “Understanding Consumer Preferences for Complex Products: A Web-Based Method,” Marketing Science Institute, Report 07-103, Cambridge, MA.

Working papers under review at refereed journals

Gopalakrishnan, Arun and Young-Hoon Park (2022), “Retargeting Using Advertising and Promotions,” under revision.

Unal, Murat and Young-Hoon Park (2022), “The Impact of Online Product Sampling on Customer Behavior,” under revision.

Other working papers

Chen, Jialie, Arun Gopalakrishnan, and Young-Hoon Park (2020), “Coupons along the Conversion Funnel: A Structural Approach,” Working Paper.

Jialie Chen, Young-Hoon Park, and Tat Y. Chan (2019), “A Structural Model of Multi-Attribute Information Consumption: An Application to Search Advertising,” Working Paper.

Bentley, Taylor, Tat Y. Chan, and Young-Hoon Park (2019), “Position as an Imperfect Signal in Search Advertising: Empirical Implications and Evidence,” Working Paper.

Iyengar, Raghuram and Young-Hoon Park (2017), “Sharable Coupons,” Working Paper.

Wang, Xin, Donglei Qiu, and Young-Hoon Park (2008), “The Effects of Consumer Perceptions of Price Unfairness on Auctions and Posted Prices for Online Selling,” Working Paper.

Park, Young-Hoon, Chang Hee Park, and Vishal Gaur (2008), “Consumer Learning, Word of Mouth and Quality Competition,” Working Paper.

Chan, Tat Y., Vrinda Kadiyali, and Young-Hoon Park (2006), “The Exercise of Buy-It-Now Pricing in Auctions: Seller Revenue Implications,” Working Paper.

Hoch, Stephen J., Alan L. Montgomery, and Young-Hoon Park (2002), "Why Private Labels Show Long-Term Market Share Evolution?," Working Paper.

Invited research presentations

Chinese University of Hong Kong, Columbia University, Cornell University, Emory University, eBay Inc., Erasmus University, Fudan University, Hong Kong University of Science and Technology, HP Labs, Microsoft Corp., MIT, Nanyang Technological University, National University of Singapore, New York University, Northwestern University, Pennsylvania State University, Purdue University, Rice University, Rutgers University, Singapore Management University, Syracuse University, Temple University, Tilburg University, Vanderbilt University, University of British Columbia, University of Chile, University of Delaware, University of Houston, University of Michigan at Ann Arbor, University of Pennsylvania, University of Southern California, University of Texas at Austin, University of Texas at Dallas, University of Washington at Seattle, University of Wisconsin at Madison, Washington University in St. Louis.

Conference presentations (since 2015)

"Uncovering Successful Narratives in Super Bowl Ads," ISMS Marketing Science Conference, University of Chicago, June 2022.

"Fewer Clicks, More Purchases," ISMS Marketing Science Conference, University of Chicago, June 2022.

"Shopping Cart Retargeting," ISMS Marketing Science Conference, University of Rochester, June 2021.

"The Impact of Coupons on the Visit-to-Purchase Funnel," ISMS Marketing Science Conference, Duke University, June 2020.

"Fewer Clicks, More Purchases," ISMS Marketing Science Conference, Duke University, June 2020.

"The Impact of Subscription Programs on Customer Purchases," ISMS Marketing Science Conference, Duke University, June 2020.

"Data, Patterns, and Personalization," 4th Roundtable of the Institute for Behavioral Economics and Consumer Choice, New York, October 2019.

"The Impact of Subscription Programs on Customer Purchases," 11th Triennial Invitational Choice Symposium, Georgetown University, May 2019.

"Targeted Coupons on a Heterogeneous Customer Base," ISMS Marketing Science Conference, Temple University, June 2018.

"The Impact of Subscription Programs on Customers' Purchase Behavior," ISMS Marketing Science Conference, Temple University, June 2018.

“The Impact of Coupon Value in Customer Management: Evidence from a Field Experiment,” Marketing Dynamics Conference, Hong Kong University of Science and Technology, August 2017.

“Position as an Imperfect Signal in Search Advertising,” ISMS Marketing Science Conference, University of Southern California, June 2017.

“The Impact of Loyalty Shipping Program on Multi-channel Purchase Behavior,” ISMS Marketing Science Conference, University of Southern California, June 2017.

“The Impact of Referral Coupons on Customer Behavior and Firm Revenues,” ISMS Marketing Science Conference, University of Southern California, June 2017.

“The Impact of Referral Coupons on Customer Behavior and Firm Revenues: Evidence from Field Experiments,” Conference on Digital Experimentation, MIT, October 2016.

“Investigating Purchase Conversion by Uncovering Online Visit Patterns,” Marketing Dynamics Conference, Tsinghua University, June 2015.

“Testing the Signaling Theory of Advertising: Evidence from Search Advertisements,” Yale Customer Insights Conference, Yale University, May 2015.

“Investigating Purchase Conversion by Uncovering Online Visit Patterns,” UT Dallas FORMS Conference, University of Texas, Dallas, February 2015.

Teaching interests

Marketing Management, Business/Customer Analytics, Customer Strategy, Digital Marketing, Marketing Strategy, Pricing, Retailing, Strategic Marketing Research

Courses taught

MBA: Customer Relationship Management, Customer Analytics & Strategy, Data and Analysis for Marketing Decisions, Marketing & Electronic Commerce, Marketing Research

Undergraduate: Customer Analytics & Strategy, Data and Analysis for Marketing Decisions, Marketing Management, Marketing Research

Doctoral: Doctoral Pro-seminar in Marketing, Quantitative Marketing Models, Doctoral Seminar in Quantitative Marketing

Guest lectures in doctoral courses: Columbia University, Erasmus University, Tilburg University

Executive education

Faculty Director, Custom-Design Executive Development Program

Daum Communications, Lycos Inc., 2007-08
LIG Corp., 2004-06

Courses developed: Building Business Models, Customer Relationship Management, Driving Toward the Digital Transformation, Managing Changes, How to Win in the Digital Age, Managing Customers for Profitable Growth, Marketing Metrics, Maximizing ROI through Experimental Designs, Measuring and Managing Marketing Performance, Smart Experiments for Better Decision Making

Doctoral dissertation supervision

Chair/Co-chair

Murat Unal, Cornell University (Marketing), 2022
Jialie Chen, Cornell University (Marketing), 2018
Chang Hee Park, Cornell University (Marketing), 2012; Finalist for the 2011 Mary Kay Doctoral Dissertation Award from the Academy of Marketing Science

Committee member

Si Zuo, Cornell University (Economics), in progress
Taylor Bentley, Washington University, St. Louis (Marketing), 2015
Sungho Park, Cornell University (Marketing), 2010
Lyublena Antova, Cornell University (Computer Science), 2010
Iris Lui, Cornell University (Hotel Administration), 2009

Professional service

Associate Editor for *Customer Needs and Solutions*, 2013-
Member of Editorial Board of *Journal of Marketing Research*, 2013-
Member of Editorial Board of *Marketing Science*, 2016-, 2007-10
Member of Editorial Board of *Seoul Journal of Business*, 2012-
Member of Editorial Board of *RRBM Honor Roll*, 2022-

Ad hoc Reviewer: *ACM Transactions on Internet Technology*, *California Management Review*, *Electronic Markets – The International Journal*, *EMAC Conference*, *Hong Kong Research Grants Council*, *Information Systems Research*, *International Journal of Electronic Commerce*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of the American Statistical Association*, *Journal of Business and Economic Statistics*, *Journal of Interactive Marketing*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Retailing and Consumer Services*, *Journal of the Royal Statistical Society*, *Management Science*, *Manufacturing and Service Operations Management*, *Marketing Letters*, *Marketing Science*, *MIS Quarterly*, *National Science Foundation*, *Operations Research*, *Production and Operations Management Society*, *Psychometrika*

Reviewer for Association for Consumer Research, European Marketing Academy, Research Grants Council of Hong Kong

University activities

Faculty Advisory Committee, 2022-present
MSBA Program Committee, 2022-present
Business Analytics Program Committee, 2020-22
College Educational Policy and Curriculum Committee, 2020-21
Residential MBA Programs Committee, 2018-present
PhD Program Committee/Coordinator, 2022-23, 2016-20
Faculty Representative, PhD Project Conference, 2016-17
Faculty Policy Committee, 2022-23, 2013-14
Advisory Board, Office of Faculty Development and Diversity, 2012-15
Johnson Diversity Council, 2012-15
China Implementation Committee, 2012-13
Business@Cornell Consortium, 2012-13
China/Asia Strategy Committee, 2011-12
Rankings Committee, 2010-13
Faculty Promotion Committee, 2016-, 2009-14
Academic Integrity Board, 2008-09
Faculty Search Committee for OTIM at Johnson, 2020-22, 2014-15, 2008-09
Organizer, Marketing Seminar Series, 2019-20, 2013-14, 2006-09
Faculty Representative for MBA student trip to Japan/Korea, 2006-08
Faculty Director, Executive Development Program, 2004-08
Boardroom EMBA Advisory Committee, 2003-05
Queen's Advisory Committee, 2003-04
Faculty Search Committee for Marketing, 2012-18, 2005-06, 2002-03

Corporate activities

Samsung's Four Seasons of Hope, 2004-10

Honors and awards

Stanley Sun Faculty Global Research Fund, 2022
Innovation, Entrepreneurship, and Technology Theme Research Grant, 2022, 2020, 2019
Sung-Whan Suh Professorship, Johnson at Cornell, 2014-
AMOREPACIFIC Professorship, Johnson at Cornell, 2011-14
Wharton Customer Analytics Initiative Research Grant, 2014, 2011
Clifford H. Whitcomb Faculty Fellowship, Johnson at Cornell, 2009
Finalist, 2007 John D.C. Little Best Paper Award, 2008
Apple Award for Excellence in Teaching, Johnson at Cornell, 2008
Triennial Invitational Choice Symposium, 2019, 2007
Marketing Science Institute's Young Scholar Program, 2007
Air Products Faculty Fellow Award, Johnson at Cornell, 2005
Ada Howe Kent Foundation Fellow Award, Johnson at Cornell, 2004
Dean's Honor Roll for Teaching, Johnson at Cornell, 2001-
AMA Sheth Foundation Doctoral Consortium Fellow, 2000

Penn Prize for Excellence in Teaching, University of Pennsylvania, 2000
Wharton Advisory Board Outstanding Teaching Award, University of Pennsylvania, 1999
Finalist, Graduate Student Association Council Teaching Award, Univ. of Pennsylvania, 1999
Research Fellow, The Wharton School, University of Pennsylvania, 1997-2001
Ambassador Scholarship, Rotary International, 1996
Korean Government Scholarship, KAIST, 1993-95

Professional affiliations

American Marketing Association
American Statistical Association
Institute for Operations Research and Management Sciences

Personal information

Citizen of Republic of Korea
Visa Status: United States Permanent Resident
Personal Interests: Cooking, Music, Movies, Squash and Travel

Last updated: December 2022