

## **Young-Hoon Park**

SC Johnson Graduate School of Management  
SC Johnson College of Business, Cornell University  
377 Sage Hall, Ithaca, NY 14853-6201  
(607) 255-3217, [yp34@cornell.edu](mailto:yp34@cornell.edu)

### **Academic positions**

Samuel Curtis Johnson Graduate School of Management, Cornell University  
Academic Director of the Residential MS in Business Analytics, July 2025 to present  
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 (2023), “Fewer Clicks, More Purchases,” *Management Science*, 69 (12), 7317-7334.

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**

McCarthy, Daniel M., Shin Oblender, Young-Hoon Park, and Yeohong Yoon (2024), Expanding Markets or Capturing Share: Effects of Subscription on Spending and Share-of-Wallet in Restaurant Delivery,” Marketing Science Institute, Report 24-140, Cambridge, MA.

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.

### **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, Dartmouth College, 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)**

“Expanding Markets or Capturing Share: Effects of Subscription on Spending and Share-of-Wallet in Restaurant Delivery” ISMS Marketing Science Conference, University of Georgia, June 2025.

“The Impact of Experiential Store on Customer Purchases,” Marketing Dynamics Conference, Goa Institute of Management, May 2025.

“Experiment Design for Intervention Timing: The Case of Shopping Cart Conversion,” Marketing Dynamics Conference, Goa Institute of Management, May 2025.

“Timing the Offer for Shopping Cart Conversion: Evidence from a Field Experiment,” UT Dallas FORMS Conference, University of Texas, Dallas, February 2025.

“When Do Shopping Cart Interventions Increase Purchases?,” ISMS Marketing Science Conference, University of New South Wales, June 2024.

“The Impact of Experiential Store on Customer Purchases,” TPM Conference, University of Texas at Austin, May 2024.

“The Impact of a Subscription Program Within and Across Categories,” ISMS Marketing Science Conference, University of Miami, June 2023.

“How Soon Should Consumer Receive Mobile Coupons: The Role of Recency,” ISMS Marketing Science Conference, University of Miami, June 2023.

“How Soon Should Consumer Receive Mobile Coupons: The Role of Recency,” TPM Conference, University of Lausanne, May 2023.

“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, Customer Analytics, Customer Strategy, Digital Marketing, Marketing Strategy, Pricing, Retailing, Strategic Marketing Research

### **Courses taught**

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

Undergraduate: Customer Analytics, 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**

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*, 2016-2022, 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

Member, MSBA-MBA Dual Degree Design Committee, 2025-present  
Chair of the Residential MSBA Program Committee, 2024-present  
Member of the Faculty Advisory Committee, 2022-25  
Member/Chair of the MSBA Program Committee, 2022-25  
Member of the Business Analytics Program Committee, 2020-22  
Member of the College Educational Policy and Curriculum Committee, 2020-21  
Member of the Residential MBA Programs Committee, 2018-23  
Coordinator and Member of the PhD Program Committee, 2022-23, 2016-20  
Member of the Faculty Representative, PhD Project Conference, 2016-17  
Member of the Faculty Policy Committee, 2022-23, 2013-14  
Member of the Advisory Board, Office of Faculty Development and Diversity, 2012-15  
Member of the Johnson Diversity Council, 2012-15  
Member of the China Implementation Committee, 2012-13  
Member of the Business@Cornell Consortium, 2012-13  
Member of the China/Asia Strategy Committee, 2011-12  
Member of the Rankings Committee, 2010-13  
Member/Chair of the Faculty Promotion Committee, 2016-, 2009-14  
Member of the Academic Integrity Board, 2008-09  
Member of the Faculty Search Committee for OTIM at Johnson, 2020-22, 2014-15, 2008-09  
Organizer of the Marketing Seminar Series, 2019-20, 2013-14, 2006-09  
Faculty Representative for MBA student trip to Japan/Korea, 2006-08  
Faculty Director of the Executive Development Program, 2004-08  
Member of the Boardroom EMBA Advisory Committee, 2003-05  
Member of the Queen's Advisory Committee, 2003-04

Member/Chair of the Faculty Search Committee for Marketing, 2012-18, 2005-06, 2002-03

## **Corporate activities**

Samsung's Four Seasons of Hope, 2004-10

## **Honors and awards**

MSBA Electives Faculty Award, Johnson at Cornell, 2025, 2023  
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 2025