

## **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  
Sung-Whan Suh Professor of Management, July 2014 to present  
Professor of Marketing, July 2017 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

The Wharton School, University of Pennsylvania  
Lecturer of Marketing, July 1999 to June 2001

### **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**

Business Analytics, Customer Experience, Digital Strategy, E-commerce, Product Management, Retailing, Service

## Articles published at refereed journals

Gopalakrishnan, Arun and Young-Hoon Park (2020), "The Impact of Coupons on the Visit-to-Purchase Funnel," *Marketing Science* (forthcoming).

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**

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**

Iyengar, Raghuram, Young-Hoon Park, and Qi Yu (2020), "The Impact of Subscription Programs on Customer Purchases," under third-round review at *Journal of Marketing Research*.

Unal, Murat and Young-Hoon Park (2020), "Fewer Clicks, More Purchases," under second-round review at *Journal of Marketing Research*.

Chen, Jialie, Arun Gopalakrishnan, and Young-Hoon Park (2019), "Coupons along the Conversion Funnel: A Structural Approach," under revision at *Marketing Science*.

Park, Young-Hoon, Jialie Chen, and Tat Y. Chan (2020), "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," under revision at *Management Science*.

Iyengar, Raghuram and Young-Hoon Park (2017), "Sharable Coupons," under revision at *Marketing Science*.

### **Other working papers**

Bentley, Taylor, Tat Y. Chan, and Young-Hoon Park (2014), "How Search Advertising Works? A Model of Consumer Information Search in Organic and Sponsored Links," 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, 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)**

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

“Fewer Clicks, More Purchases,” INFORMS Marketing Science Conference, Duke University, June 2020.

“The Impact of Subscription Programs on Customer Purchases,” INFORMS 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,” INFORMS Marketing Science Conference, Temple University, June 2018.

“The Impact of Subscription Programs on Customers’ Purchase Behavior,” INFORMS 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,” INFORMS Marketing Science Conference, University of Southern California, June 2017.

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

“The Impact of Referral Coupons on Customer Behavior and Firm Revenues,” INFORMS 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, Marketing Research, Marketing Strategy, Pricing, Retailing

### **Courses taught**

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

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

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

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

### **Executive education**

Faculty Director, Two-Week 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, 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), In progress

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-, 2007-10

Member of Editorial Board of *Seoul Journal of Business*, 2012-

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**

College Educational Policy and Curriculum Committee, 2020

Business Analytics Program Committee, 2020

Residential MBA Programs Committee, 2018-

PhD Program Committee/Coordinator, 2016-20

Faculty Representative, PhD Project Conference, 2016-17

Faculty Search Committee for Marketing at Dyson, 2014-15

Faculty Policy Committee, 2013-14

Faculty Search Committee for Marketing at Cornell Tech, 2012-14

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  
Faculty Search Committee for OTIM at Johnson, 2020-21, 2014-15, 2008-09  
Academic Integrity Board, 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 at Johnson, 2013-18, 2005-06, 2002-03

### **Corporate activities**

Samsung's Four Seasons of Hope, 2004-10

### **Honors and awards**

Innovation, Entrepreneurship, and Technology Theme Research Grant, 2019, 2020  
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  
Nominee, Apple Award for Excellence in Teaching, Johnson at Cornell, 2009, 2007  
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, 2001-19  
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 2020