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Academic Appointments

National Tsing Hua University

Hsinchu, Taiwan

Assistant Professor (August 2021 – Current)

- Institute of Service Science (ISS), College of Technology Management

Committee member (March 2022 – Current)

- International Master of Business Administration Program (iMBA)

- International Bachelor of Business Administration Program (iBBA)

New York University (NYU) Shanghai

Shanghai, China

Visiting Postdoctoral Fellow (March 2020 – October 2020)

- NYU Shanghai Faculty of Business

- Postdoc supervisor: Yuxin Chen (Dean of Business & Distinguished Global Network Professor)

Education

Korea Advanced Institute of Science and Technology (KAIST)

Daejeon, Republic of Korea

Ph.D. in Business and Technology Management. (September 2013 – February 2020)

Dissertation: “Studies on the Impacts of Innovation and Emerging Technologies on Marketing”

Committee: Wonjoon Kim (Chair), Yuxin Chen (NYU), Minki Kim, Dukhee Lee, Hyejin Kim

- Visiting scholar at NYU Center for Business Education and Research (2018)

Korea Advanced Institute of Science and Technology (KAIST)

Daejeon, Republic of Korea

M.Eng. in Management Science. (September 2011 - August 2013)

Thesis: “Exploring the Influence of Social Recommendation on Choice Overload Phenomenon: Focusing on Cognitive Conflict and Ideal Point Availability”

Committee: Wonjoon Kim (Chair), Hangjung Zo, Youngyim Doh

University of Arizona

Tucson, AZ

B.A. in Economics. (August 2006 - December 2010)

Minor in Japanese. Honorable mention (2008-2009), Dean’s list (2009)

Research Interests

Research Topics

Digital/Data-Driven Marketing, Economic and Societal Impacts of Innovation, Technological Platforms (e.g., Social, Crowd-Based, Sharing Economy)

Research Methods

Field Experiment, Quasi-Experiment and Applied Econometrics (i.e., 'Metrics)

Research Experience

Manuscripts Under Review ([†]: corresponding author)

1. **Yoo, Jaewon**, Yuxin Chen, Minki Kim, and Wonjoon Kim. "Navigating the New Retail Landscape: The Impact of Reduced Transaction Costs on Mobile Scan-and-Go User Behavior," under review at *Production and Operations Management*
2. Hee Mok Park, **Jaewon Yoo**[†], Minki Kim, and Taeyoung Kang. "Voices Behind the News: The Influence of Comment Sections on News Consumption Behavior," under review at *Marketing Science*

Manuscripts in Preparation

1. Yoon, Seokjoon, **Jaewon Yoo**, Minki Kim, Wonjoon Kim, and Minsok Lee. "The Impact of Engagement Marketing on Retail Operations Efficiency: Evidence from Large-Scale Randomized Controlled Trials," preparing for submission to *Production and Operations Management*
2. **Yoo, Jaewon**, Wonjoon Kim, and Joshua Ackerman. "Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty," resubmission requested at *Journal of Marketing*

Publications

1. **Yoo, Jaewon**, Hyunsik Park, and Wonjoon Kim. "Compromise Effect and Consideration Set Size in Consumer Decision-Making." *Applied Economics Letters* 25, no. 8 (2018): 513-517. SSCI.
2. Kang, Minjeong, **Jaewon Yoo**, Wonjoon Kim, and Namil Kim. "The Effect of Alliance Activity on Patent Litigation." *Journal of Korea Technology Innovation Society* 21, no. 1 (2018): 265-299. KCI.
3. **Yoo, Jaewon** and Wonjoon Kim. "To What Extent does Social Effect has Influence on Choice Overload?" *Proceedings of the 2013 International Symposium on Education, Psychology, Society, and Tourism*. Seoul, Republic of Korea. June 27 - 29, 2013.

Work-in-Progress

1. "From What Ifs to Insights: Counterfactuals in Causal Inference vs. Explainable AI" with Galit Shmueli, David Martens, and Travis Greene
2. "Generative AI Chatbots as a Catalyst for Creative Problem Solving: Empirical Investigation in Large-Scale Randomized Controlled Trials" with Minki Kim and Kyungdon Choi
3. "Steering App Store Challenges: Inducing Regulatory Focus to Influence User Purchase Decisions" with Soumya Ray and Edgar Duron

Conference Presentations and Invited Talks

“Empirical Research for Causal Inference”

1. *Invited talk at the College of Management, National Sun Yat-Sen University, Kaoshung, Taiwan. XX XX, 2024.*
2. *Invited talk for research methods seminar at the College of Technology Management, National Tsing Hua University, Hsinchu, Taiwan. November 29, 2023.*

“The Impact of Media Self-Regulation Against Online Flaming on News Consumption Behavior”

3. *2023 National Science and Technology Council (NSTC) IS Workshop on Emerging Topics in Digital Economy Services, Hsinchu, Taiwan July 25, 2023.*

“Mobile Payment and In-Store Mobile Purchase Behavior”

4. *PACIS 2022 Information Systems Research (ISR) Author Development Workshop at National Taiwan University, Taipei, Taiwan. July 4 - 9, 2022. (held virtually due to COVID-19)*
5. *Invited Talk at the Institute of Service Science, National Tsing Hua University, Hsinchu, Taiwan. December 24, 2020. (held virtually due to COVID-19)*
6. *The KAIS-KMMA Joint Conference on the Life in the Age of Digital Dynamics at Korea U., Seoul, Republic of Korea. August 14, 2020.*
7. *42nd Annual INFORMS Marketing Science Conference at Duke University, Durham, NC. June 11 - 13, 2020. (held virtually due to COVID-19)*
8. *The 2020 Korea's Allied Economic Associations Annual Meeting at Korea U., Seoul, Republic of Korea. February 13, 2020. (Presented by Prof. Minki Kim)*
9. *The 1st Joint Conference on Distribution, Marketing, Advertising, and Consumer Behavior (DMAC), Seoul, Republic of Korea. December 20, 2019. (KMA doctoral dissertation competition best paper award)*

“Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase Behavior”

10. *The 11th Yale China India Consumer Insights Conference at MIT, Boston, MA. September 20 - 21, 2019. (Accepted as a recipient of the doctoral student support from Yale School of Management)*
11. *2019 KSMS International Conference, Seoul, Republic of Korea. November 16, 2019.*
12. *Invited Talk at the Erasmus School of Economics, Erasmus University Rotterdam, Rotterdam, Netherlands. September 12, 2019.*
13. *The 3rd CEIBS Marketing Symposium at CEIBS, Shanghai, China. April 26, 2019. (Presented by Prof. Yuxin Chen)*
14. *Invited Talk at KAIST College of Business, KAIST, Seoul, Republic of Korea. April 18, 2019.*
15. *The 2019 Spring Conference of the Korean Marketing Association at Korea U., Seoul, Republic of Korea. March 8, 2019.*

“Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World”

16. *The 2021 Korean Association for Information Society–Korea Media Management Association Conference*, Seoul, Republic of Korea. July 3, 2021. (Presented by Prof. Minki Kim)
17. Research Seminar at UNIST School of Business Administration, Ulsan, Republic of Korea. November 20, 2019. (Presented by Prof. Minki Kim)
18. *The 2019 Korean Marketing Association–Korean MIS Association Conference*, Jungseon, Republic of Korea. August 21, 2019. (Presented by Prof. Minki Kim)
19. *Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference* at HKU, Hong Kong, China. May 9 - 10, 2018. (Presented by Prof. Minki Kim)

“Curiosity Evocation and Resolution in Ads: Empirical Investigation in Large-Scale Randomized Controlled Trials”

20. *40th Annual ISMS Marketing Science Conference* at Temple U., Philadelphia, PA. June 13 - 18, 2018. (Presented by Prof. Minki Kim)

“Digital Ads Apathy? Content Marketing in a Mobile and Distracted World”

21. *NYU-Temple 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics* at NYU, New York, NY. December 8 - 9, 2017. (Presented by Minki Kim; [By invitation only](#))
22. *The 2017 Conference of Korea Association for Telecommunications Policies* in Seoul, Republic of Korea. November 17, 2017. (Presented by Prof. Seokjoon Yoon)
23. *The 2017 Fall Conference of the Korean Marketing Association* in Daejeon, Republic of Korea. November 3, 2017. (Presented by Prof. Minki Kim)

“Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty”

24. *International Conference on Information, Operations Management, and Statistics* in Kuala Lumpur, Malaysia. September 1 - 3, 2013.
25. *International Symposium on Education, Psychology, Society and Tourism* in Seoul, Republic of Korea. June 27 - 29, 2013.

Teaching Experience

- *Experiments and Causal Inference (ISS5096)* - Spring 2022, NTHU ([syllabus](#))
- *Programming for Business Analytics (ISS5066)* - Fall 2021, Fall 2022, NTHU ([syllabus](#))
- *Research Seminar on Digitization and Innovation (TBD)* - NTHU

Project Experience

1. Principal Investigator for *Mobile Scan-and-Go and the Future of Offline Retail: How Reduced Transaction Costs Affect Consumer Behavior*, NSTC. (August 2023 – July 2024)
2. Principal Investigator for *Curiosity Evocation and Resolution in Ads: Empirical Investigation in Large-Scale Randomized Controlled Trials*, National Science and Technology Council (NSTC). (August 2022 – July 2023)

3. *Research Associate for Kyobo-KAIST Industry and Academia Collaborative Research Team* (June 2017 – September 2018)
 - Designed and executed large-scaled field experiments in collaboration with the data center and the mobile marketing team.
 - Analyzed sales impact of mobile advertising (e.g., content sliders, mobile display ad).
4. *Research Assistant for Social Big Data Science Research Team*, BK21 Plus, NRF. (September 2013 – September 2017. Media mention in Korean: <https://goo.gl/ZciGQP>)
 - Participated in the construction of database for big data analysis (e.g., 25 years/4 million New York Times articles).
 - Preprocessed & analyzed unstructured data to extract insights.
5. *Research Assistant for the Global Innovation and Production Network and the Sustainable Industrial Ecosystem of Korea*, Social Sciences Korea (SSK), National Research Foundation (NRF) of Korea. (September 2012 – February 2020)
 - Analyzed changes in firms' advertising strategies in response to the emergence of SNSs.
6. *Principal Investigator (PI) for Size, Entropy, and Density: The Impact of Social Influence on Assortments and Choices*, National Research Foundation (NRF) of Korea. (March 2014 – February 2017)
 - Examined the effects of assortment size and attribute extremeness on compromise effect.
 - Identified and analyzed moderators (e.g., homophily) of the choice overload phenomenon.

Honors and Awards

CSES Research Competition Best Paper Award (3R)	SK CSES
- Prize amount: KRW 5 mil. (\approx USD 4,320; NTD 115,375)	
CSES Research Competition Best Paper Award (2R)	SK CSES
- Prize amount: KRW 3 mil. (\approx USD 2,592; NTD 69,225)	
CSES Research Competition Best Paper Award (1R)	SK CSES
- Prize amount: KRW 1 mil. (\approx USD 864; NTD 23,075)	
2019 Ph.D. Dissertation Competition, Best Paper Award	Korean Marketing Association
- Prize amount: KRW 1 mil. (\approx USD 864; NTD 23,075)	
2015 Global Ph.D. Fellowship Grant	NRF Korea
- Total Grant: KRW 60 mil. (\approx USD 50,644; NTD 13.84 mil.)	
2014 Global Ph.D. Fellowship Grant	NRF Korea
- Total Grant: KRW 30 mil. (\approx USD 25,322; NTD 6.92 mil.)	
- Media mention (in Korean): https://goo.gl/vmNakP	
KAIST Ph.D. Full Scholarship (September 2013 – February 2019)	KAIST
- Total Scholarship: KRW 76.634 mil. (\approx USD 64,681; NTD 17.68 mil.)	

KAIST Master's Degree Full Scholarship (September 2011 – August 2013)

KAIST

- Total Scholarship: KRW 32.048 mil. (\approx USD 27,042; NTD 7.39 mil.)

Academic Services

Asia Marketing Journal

Editorial board member (Oct. 2023 – Current)

Industry Experience

Samsung SDS

Seoul, Republic of Korea

Senior Consultant, Marketing Strategy Group (2021)

References

Wonjoon Kim (doctoral committee chair)

Professor, and Director of Center for Innovation Strategy and Policy

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Korea Advanced Institute of Science and Technology (KAIST)

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Yuxin Chen (doctoral committee)

Dean of Business, Distinguished Global Network Professor at NYU Shanghai

Global Network Professor at Leonard N. Stern School of Business

New York University (NYU)

Email: yc18@nyu.edu

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Minki Kim (doctoral committee)

Associate Professor of Marketing

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Namil Kim

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School of Management

Harbin Institute of Technology

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Hyungseok (David) Yoon

Associate Professor of International Business

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