

Jungju Yu

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Education

Yale University School of Management
Ph.D. in Marketing

New Haven, CT
05/2018

Yale University School of Management
M.Phil., M.A. in Marketing

New Haven, CT
05/2016

Brown University
Sc.B. in Mathematics

Providence, RI
12/2011

Academic Employment

Korea Advanced Institute of Science and Technology
Assistant Professor, College of Business
EWon Assistant Professor (03/2023 – present)

Seoul, Korea
06/2021 – present

City University of Hong Kong
Assistant Professor, Marketing Department, College of Business

Hong Kong
08/2018 – 05/2021

Research Interests

Digital marketing, Online advertising, Data privacy, Consumer search, Branding, Firm reputation

Publications

1: Ke, K. Tony, Jiwoong Shin, and Jungju Yu (2022). "A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning," *Marketing Science*, Vol. 42(6):1101–1124.

Previously circulated under the title "A Theory of Brand Positioning: Product-portfolio View"

2: Despotakis, Stylianos and Jungju Yu (2022). "Multidimensional Targeting and Consumer Response," *Management Science*, Vol. 69(8): 4518–4540.

3: Shin, Jiwoong and Jungju Yu (2021). "Targeted Advertising and Consumer Inference." *Marketing Science*, Vol. 40(5): 900–922.

4: Yu, Jungju (2020), "A Model of Brand Architecture Choice: a House of Brands vs. a Branded House." *Marketing Science*, Vol. 40(1): 147–167.

5: Neeman, Zvika, Aniko Öry, and Jungju Yu (2019), "The Benefit of Collective Reputation." *The RAND Journal of Economics*, Vol. 50 (4): 787–821.

Working-in-Progress

1: "Targeted Advertising: Strategic Mistargeting and Personal Data Opt-out," (2023) with Eddie Ning and Jiwoong Shin.

Revise and resubmit at *Marketing Science*

- 2: "Communicating attribute importance under competition," (2023) with Jae-Yoon Lee and Jiwoong Shin.
- 3: "Mechanism of explainable AI," (2023) with Sungwoon Byun.
- 4: "Designing consumer experience," (2023) with Stylianos Despotakis.

Awards, Honors and Grants

- 12/2023: Research Excellence Award, KAIST College of Business
09/2023: MSI 2023 Young Scholars
03/2023: EWon Assistant Professor (distinguished university faculty position at KAIST)
10/2022: ISMS Early Career Marketing Camp
06/2021: KAIST Start-up Research Grant
06/2020: Hong Kong Government Research Grant
06/2019: Hong Kong Government Research Grant
05/2019: City University Start-up Research Grant
05/2019: Wharton Customer Analytics Institute (WCAI) Data Grant
07/2018: Yale Graduate School Conference Travel Fellowship
12/2017: Harry and Heesun You Fellowship, Yale School of Management
06/2017: AMA-Sheth Foundation Doctoral Consortium
06/2017: Yale Center for Customer Insights Fellow
06/2014: ISMS Doctoral Consortium
09/2012–08/2017: Graduate School Fellowship, Yale School of Management

Invited Talks

- 2024: MSI Young Scholars Conference, POMS Conference*
2023: Sungkyunkwan University, Yonsei University, KAIST
2022: Summer Institute in Competitive Strategy; KAIST; Korea University; Seoul National University
2021: University of Illinois at Urbana Champaign; Seoul National University (Economics Department); Korea University; INFORMS Marketing Science Conference; Symposium on Customer Analytics and Data Science
2020: KAIST (Seoul); Sungkyunkwan GSB; Bass FORMS Conference*; INFORMS Marketing Science; Symposium on Customer Analytics and Data Science; City University of Hong Kong; Hong Kong Marketing Theory Group
2019: QME Conference; Bass FORMS Conference; Yale University; HKUST; Korea University; University of Florida
2018: Bass FORMS Conference; INFORMS Marketing Science; City University of Hong Kong
2017: City University of Hong Kong; CKGSB; Peking University HSBC Business School; Yale University; University of Rochester Simon Business School
2016: Summer Institute in Competitive Strategy; International Conference on Game Theory; LBS Trans-Atlantic Doctoral Conference

*: Scheduled.

Teaching Experiences

KAIST College of Business, Instructor

Quantitative models for marketing decisions (MS/PhD Seminar)	Spring 2024
Business Analytics (MBA)	Fall 2023
Quantitative models for marketing decisiong (MS/PhD Seminar)	Spring 2023
Business Analytics (MBA)	Fall 2022
Quantitative models for marketing decision	Spring 2022
Business Analytics (MBA)	Fall 2021

City University of Hong Kong, Instructor

Advanced Marketing Analytics (masters)	Spring 2021
Customer Analytics (undergraduate)	Spring 2021
Advanced Marketing Analytics (masters)	Spring 2020
Customer Analytics (undergraduate)	Spring 2020
Advanced Marketing Analytics (masters)	Spring 2019
Data-centric Marketing (undergraduate)	Fall 2018

Yale University, Teaching Fellow

Introduction to Marketing (undergraduate), Jiwoong Shin	2014–2016
Marketing Strategy (MBA), Jiwoong Shin	Fall 2015
Listening to Customers (MBA), Aniko Öry	Fall 2015
Strategic Market Measurement (MBA), Jiwoong Shin	Spring & Fall 2014
Managing Marketing 4P (EMBA), K. Sudhir	Spring 2013

Academic Services

Editorial Review Board: *Marketing Science*

Ad-hoc Reviewer:

Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, Games and Economic Behavior, Production and Operations Management

Student Advising

Sungwoon Byun (Undergraduate)	01/2023 – 12/2023
Soomin Kim (Masters)	08/2021 – 02/2023