

Jungju Yu

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Education

Yale University School of Management <i>Ph.D.</i> Marketing	New Haven, CT 5/2018
Yale University School of Management <i>M.Phil., M.A.</i> Marketing	New Haven, CT 5/2016
Brown University <i>Sc.B.</i> Mathematics	Providence, RI 12/2011

Academic Position

Korea Advanced Institute of Science and Technology <i>Assistant Professor, College of Business</i>	Seoul, Korea from 6/2021
City University of Hong Kong <i>Assistant Professor, Marketing Department</i>	Hong Kong 8/2018 – 5/2021

Research Interests

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

Publications

- Shin, Jiwoong and Yu, Jungju. "Targeted Advertising and Consumer Inference." Forthcoming at *Marketing Science* (2021).
- Yu, Jungju (2021), "A Model of Brand Architecture Choice: a House of Brands vs. a Branded House." *Marketing Science*, Vol. 40 (1): 147-167.
- Neeman, Zvika, Aniko Öry, and Jungju Yu (2019), "The Benefit of Collective Reputation." *The RAND Journal of Economics*, Vol. 50 (4): 787-821.

Work In Progress

- "A Theory of Brand Positioning: Product-portfolio View," with Tony K. Ke and Jiwoong Shin, 2020.
Revise and resubmit at *Marketing Science*
- "Multidimensional Targeting and Consumer Engagement," with Stylianos Despotakis
- "The Value of Information in Targeted Advertising," with Dongkyu Chang and Jiwoong Shin.
- "Luring Customers on Search Platforms Using List Price: Theory and Empirical Evidence," with Minkyung Kim.

Awards, Honors and Grants

6/2020: Hong Kong Government Research Grant (386,000 HKD)
6/2019: Hong Kong Government Research Grant (367,500 HKD)
5/2019: City University Start-up Research Grant (300,000 HKD)
5/2019: Wharton Customer Analytics Institute (WCAI) Data Grant
7/2018: Yale Graduate School Conference Travel Fellowship
12/2017: Harry and Heesun You Fellowship
6/2017: AMA-Sheth Foundation Doctoral Consortium
6/2017: Yale Center for Customer Insights Fellow
6/2014: ISMS Doctoral Consortium
9/2012–8/2017: Graduate School Fellowship, Yale University

Seminar and Conference Presentations

2021: INFORMS Marketing Science Conference, Symposium on Customer Analytics and Data Science
2020: 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
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: International Conference on Game Theory, LBS Trans-Atlantic Doctoral Conference

Teaching Experiences

City University of Hong Kong, *Instructor*

Advanced Marketing Analytics (masters, /7.0)	Spring 2021
Customer Analytics (undergraduate, /7.0)	Spring 2021
Advanced Marketing Analytics (masters, 6.7/7.0)	Spring 2020
Customer Analytics (undergraduate, 6.3/7.0)	Spring 2020
Advanced Marketing Analytics (masters, 6.4/7.0)	Spring 2019
Data-centric Marketing (undergraduate, 5.3/7.0)	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

University service

Representative of Marketing Department at College Board	2020-2021
Department Academic Dishonesty Investigation Committee	2018-2019

Ad-hoc refereeing for academic journals

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