JANGWON CHOI

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EMPLOYMENT

Santa Clara University   From September 2023
Assistant Professor of Marketing

EDUCATION

University of Michigan   August 2023
Ph.D. in Business Administration (Quantitative Marketing)
Dissertation Committee: Fred Feinberg (Chair), Inyoung Chae (Sungkyunkwan University, South
    Korea), Eric Schwartz, Stefanus Jasin, and Walter Dempsey

The University of Chicago   March 2017
M.S. in Statistics

Seoul National University   February 2015
B.B.A., B.A. in Economics, B.S. in Statistics *(summa cum laude)*

RESEARCH INTERESTS

Substantive: Digital / Mobile Marketing, Promotions, and Advertising
Methodological: Bayesian Statistics, Field Experiments, and Natural Language Processing

RESEARCH PROJECTS

Wait For Free: A Consumption-Decelerating Promotion for Serialized Digital Media
- Job Market Paper
- Invited to 3rd Round Revision at *Journal of Marketing Research*
- With Inyoung Chae and Fred Feinberg

Comparing the Effectiveness of Retargeting and Acquisition Online Banner Ads: A Flexible Approach to Estimating Ad Stock
- With Inyoung Chae and Fred Feinberg

To Whom, When, and What to Ask?: Mitigating Unhealthy Behaviors and Detecting Relapse with Customized Real-Time Mobile Interventions
- With Walter Dempsey, Inbal Billie Nahum-Shani, and Fred Feinberg

Impartial Judges or Architects of Echo Chambers?: Role of Moderators' Interventions on Reddit
- With Justin Huang and Yuqin Wan

Optimizing One-shot Promotional Inducements in a Two-sided Choice Setting: An Application to Scholarship Offerings
- With Fred Feinberg

CONFERENCES, PRESENTATIONS, AND WORKSHOPS

Job Talks (on "Wait For Free: A Consumption-Decelerating Promotion for Serialized Digital Media")	
Monash University, National University of Singapore	September 2022
Hong Kong Baptist University, Santa Clara University, Queen's University, ESADE, Arizona State University, University of Kansas, Michigan State University, University of Houston	October 2022
AMA-Sheth Foundation Doctoral Consortium (Fellow; Austin, TX)	June 2022
Marketing Science (Attended ISMS Doctoral Consortium; Chicago, IL)	June 2022
Marketing Science (Durham, NC)	June 2020
Quantitative Marketing and Structural Econometrics Workshop (Fellow; Evanston, IL)	July 2019

TEACHING INTERESTS AND EXPERIENCE

Teaching Interests

Digital Marketing, Marketing Research & Analytics, Customer Relationship Management (CRM), and Bayesian Models in Marketing

Instructor

Marketing Management (Non-BBA Undergraduate), Spring 2020, University of Michigan
- Instructor Evaluation: 4.8/5.0 (Response rate: 31/39)
- Recipient of Dykstra Fellowship for Teaching Excellence
- Remote due to COVID-19

Other

Experienced Graduate Student Instructor Panelist	Winter 2021, 2022, 2023

FELLOWSHIPS AND AWARDS

Kendrick Scholarship for Academic Excellence ($8,500), University of Michigan	2020-2021
Dykstra Fellowship for Teaching Excellence ($8,904), University of Michigan	2020
Ross Doctoral Research and Travel Grants ($4,000), University of Michigan	2019-2022
Ross Ph.D. Early Candidacy Award ($1,000), University of Michigan	2019
Ross Ph.D. Student Fellowship (Full Tuition + $14,803/year), University of Michigan	2017-2023
Ross Regent Fellowship ($10,000), University of Michigan	2017
Statistics Master's Program Scholarship (25% Tuition Reduction), The University of Chicago	2015-2017
President's Award for Academic Excellence, Seoul National University	2015
University Honors for Academic Excellence, The University of Texas at Austin	2014
National Scholarship for Humanities and Social Sciences (Full Tuition), Korea Student Aid Foundation	2013-2015
Scholarship for Academic Excellence (Full Tuition), Seoul National University	2009-10, 2012-13

SERVICE

Faculty Senate Representative from the Marketing Department	2023-2024
Session Chair, Digital Marketing Strategy, INFORMS Marketing Science Conference	2022