

# Joon H. Ro

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August 22, 2015

## Education

**University of Texas at Austin** Austin, TX, USA

- *Ph.D. Marketing*, 2014 (McCombs School of Business)
- *M.S. Economics*, 2009

**Sogang University** Seoul, Korea

- *M.A. Economics*, 2007
- *B.E. Economics*, 2005 (Cum Laude)
- *B.A. English Language and Literature*, 2005 (Cum Laude)

## Research Interests

- Durable goods, entertainment consumption, public policy, resale, word-of-mouth and digital marketing
- Modeling consumer choice and learning, pricing, and imperfect competition
- Structural models, computational methods, Bayesian econometrics, big data

## Working Papers

- Ro, Joon and Jason Duan, (2015). *Pricing and Resale Market Strategies for Durable Goods: A Dynamic Equilibrium Model of Video Games* (Revising for submission in August 2015)
- Ro, Joon and Romana Khan, (2014). *Attribute-Level Variety Seeking in Experiential Consumption: Evidence from the Movie Industry*. (Revising for submission in September 2015)

## Work in Progress

- *Measuring the Benefits of Free Trade Agreements: The Case of Korean Automotive Industry* (with Seungrae Lee)
- *Consumer Learning in Competition and Cooperation* (with Taylor Bentley)

## Teaching

### Teaching Interests

- Marketing Core, Marketing Analytics, Marketing Research, Pricing, Digital (Online) Marketing, International Marketing

### Teaching Experiences

- Instructor, 2015, *Marketing Analytics*, Tulane University
  - 2 Undergraduate and 1 MBA sections
  - Average Instructor Rating: 6.0/7.0
- Instructor, 2012, *Principles of Marketing*, University of Texas at Austin
  - Nominated for *Fred Moore Assistant Instructor Awards for Teaching Excellence*
- Teaching Assistantship, University of Texas at Austin
  - Principles of Marketing
  - Marketing Information and Analysis
  - Bayesian Econometrics (Graduate)

### Invited Talks

#### *Pricing and Resale Market Strategies for Durable Goods: A Dynamic Equilibrium Model of Video Games*

- Tulane University, New Orleans, LA, 2014
- Yale University, New Haven, CT, 2013
- Erasmus University, Rotterdam, Netherlands, 2013
- University of Rochester, Rochester, NY, 2013
- University of Delaware, Newark, DE, 2013
- Özyegin University, Istanbul, Turkey, 2013
- Koç University, Istanbul, Turkey, 2013
- University of Arizona, Tucson, AZ, 2013

## Conference Presentations

- "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market," Marketing Dynamics Conference, Las Vegas, NV, 2014.
- "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market," UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, 2014.
- "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games," INFORMS Marketing Science Conference, Boston, MA, 2012.
- "A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension for Video Games," University of Houston Doctoral Symposium, 2012.
- "Quality Uncertainty and Variety Seeking Behavior: the Role of Ratings in the Movie Industry," INFORMS Marketing Science Conference, Houston, TX, 2011.

## Honors & Awards

- Student Sponsorship, SciPy (Scientific Python) Conference, 2011, 2013
- Bonham Funds, Department of Marketing, UT-Austin, 2010, 2013
- Funding, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, 2010
- Brain Korea 21 Scholarship, Ministry of Education and Human Resources Development, Korea, 2006
- Graduate School Department Scholarship, Sogang University, Korea, 2005
- Undergraduate Distinguished Student Scholarship, Sogang University, Korea, 2003-04

## Service

- Reviewer: Journal of Open Research Software

## Computational Skills

- Programming Languages: C, JavaScript, MATLAB, Python, R, VBA
- Others: Git, GNU/Linux, HTML,  $\LaTeX$ , PowerShell, RegEx

## Software Packages Authored

- BLP-Python: Random coefficients logit model of Berry, Levinsohn and Pakes (1995)
- Fast Cubic Spline Python: Fast spline interpolation of Habermann and Kinderman (2007)

## **Professional Experience**

- Research Analyst, Samsung Economic Research Institute, Korea, 2007
- Military Service, 2nd Infantry Division in the U.S. Army, Korea, 2000-2003

## **Selected Training**

### **Quantitative Marketing**

- Marketing Models I (Frenkel Ter Hofstede)
- Marketing Models II (Jason Duan)
- Marketing Research Methods (Raghunath S. Rao)
- 2010 Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics

### **Economics**

- Microeconomics I (Thomas Wiseman)
- Microeconomics II (Svetlana Boyarchenko)
- Industrial Organization I (Kenneth Hendricks)
- Industrial Organization II (Eugenio J. Miravete)
- Empirical IO Lecture Series (Amil Petrin, Ali Hortascu, Daniel Akerberg)

### **Econometrics**

- Econometrics I (Stephen Donald)
- Econometrics II (Jason Abrevaya)
- Econometrics III (Russell W. Cooper, Eugenio J. Miravete)
- Bayesian Econometrics (Rob McCulloch)
- Discrete Choice Theory and Modeling (Chandra Bhat)

### **Operations Research**

- Applied Stochastic Processes (John Hasenbein)
- Markov Decision Processes (John Hasenbein)
- Stochastic Optimization (David Morton)