

Hana Choi

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ACADEMIC APPOINTMENTS

Simon Business School, University of Rochester

- Assistant Professor of Marketing Jul 2019 – Present

EDUCATION

PhD	Duke University, Marketing	2013 - 2019
MA	University of Pennsylvania, Economics	2012
BS	Yonsei University, Business Administration and Economics	2007

RESEARCH INTERESTS

Digital Economy, Advertising, Consumer Search, Two-Sided Markets, Startup Business, Applied IO

PUBLISHED PAPERS

Choi, Hana, Carl F. Mela, Santiago Balseiro, and Adam Leary (2020), "Online Display Advertising Markets: A Literature Review and Future Directions", *Information Systems Research*, 31, 2, 556-575

Choi, Hana and Carl F. Mela (2019), "Monetizing Online Marketplaces", *Marketing Science*, 38, 6 (November-December), 948-972

- Lead Article
- Previously titled "Online Marketplace Advertising"
- Featured in Marketing Science Institute Working Paper Series, Fuqua Insights

WORKING PAPERS

Choi, Hana and Carl F. Mela (2023), "Display Advertising Pricing in Exchange Markets", submitted.

- Winner, John A. Howard/AMA Dissertation Award 2019
- Winner, ISMS Doctoral Dissertation Proposal Competition 2018
- Honorable Mention, Shankar-Spiegel Dissertation Proposal Award 2018
- MSI Research Grant 2016

Choi, Hana and Carl F. Mela (2023), "The Effect of First-Price vs. Second-Price Auctions on Display Advertising Bidding and Revenues"

WORK IN PROGRESS

Kim, Minkyung and Hana Choi, "Intended and Unintended Consequences of Review Solicitation"

Choi, Hana, "Display Advertising Pricing, Allocation, and Information Sharing in Dual Channel"

Prusty, Siddharth, Hana Choi, and Carl F. Mela, "Optimizing Q-Score for E-commerce"

CONFERENCE AND INVITED PRESENTATIONS (*: scheduled)

"The Effect of First-Price vs. Second-Price Auctions on Display Advertising Bidding and Revenues"

2023: Choice Symposium*

2022: Korea Advanced Institute of Science and Technology

2021: U.S. Department of Justice, Marketing Science

"Optimizing Reserve Prices in Display Advertising Auctions"

2023: Junior Faculty Development Forum at WASHU, Carnegie Mellon University

2021: U.S. Department of Justice

2020: Facebook Econ / Algorithm Meeting, Frank M. Bass UTD FORMS Conference, MSI State of Marketing Science Summit

2019: Conference on Digital Experimentation (CODE), Marketing Science

2018: University of Rochester, University of Illinois at Urbana-Champaign, Harvard University, Stanford University, University of Miami, Boston University, Northwestern University, HEC School of Management, University of College London, University of Texas at Austin, Cornell University, Southern Methodist University, Rice University, University of Notre Dame, University of Georgia, Yonsei University, HKUST, Lingnan University, City University of Hong Kong, Tilburg University

2016: Duke-UNC Brownbag

"Intended and Unintended Consequences of Review Solicitation"

2021: Marketing Science Conference, Rochester, Zoom

"Monetizing Online Marketplaces"

2017: NBER Summer Institute IT and Digitization (Poster), Summer Institute in Competitive Strategy.

2015: Marketing Science Conference

TEACHING EXPERIENCE

University of Rochester, Simon Business School

- Core Statistics Using R (MS) 2019 - present
- Ph.D. Marketing Workshop (co-teach) 2019 - present

Duke University, Fuqua School of Business, Teaching Assistant

- Strategy and Tactics of Pricing (MBA), taught by Wilfred Amaldoss 2017
- Marketing Core (MBA), taught by Carl Mela and Bryan Bollinger 2015, 2016
- Product Management (MBA), taught by Carl Mela 2014

University of Pennsylvania, Wharton School, Teaching Assistant

- Microeconomic Foundations (MBA) 2012
- Advanced Topics in Managerial Economics (MBA) 2012
- Business Economics and Public Policy (Undergraduate) 2012
- Managerial Economics (Undergraduate) 2010, 2011

University of Pennsylvania, School of Arts and Science, Instructor

- Intermediate Microeconomics (Undergraduate, summer course) 2010

Yonsei University, Teaching Assistant

- Intermediate Microeconomics (Undergraduate) 2007

DISCUSSANT / PANELIST

2023: Virtual Quant Marketing Seminar (VQMS)

2022: QME conference

2021: Virtual Quant Marketing Seminar (VQMS), Marketing Science Women's Workshop

PROFESSIONAL SERVICES

Referee

Asian Academy of Management Journal, Information Systems Research, International Journal of, Research in Marketing, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science

MS Business Analytics & Marketing Analytics Committee member, Simon Business School, 2022-

Co-organizer of Women's Workshop, Marketing Science, 2021

PhD Program Committee member, Simon Business School, 2019-2022

HONORS AND AWARDS

Gerald and Deanne Gitner Prize for Teaching Excellence 2023

Teaching Honor Roll 2022

Winner, John A. Howard/AMA Dissertation Award 2019

Winner, ISMS Doctoral Dissertation Proposal Competition 2018

Honorable Mention, Shankar-Spiegel Dissertation Proposal Award 2018

Dissertation Research Travel Award, Duke University, \$2000 2017

MSI Research Grant, co-PI with Carl Mela, Santiago Balseiro, Adam Leary, \$5000 2016

Graduate Fellowship, Duke University	2013
Korea Foundation for Advanced Studies (KFAS) Fellowship	2007
BK 21 Research Scholarship	2007
DK Korea Fellowship	2006
Higher Civil Service National Examination Scholarship	2005
Yonsei University Scholarships	2003

INDUSTRY EXPERIENCE

The-Nuvo, Seoul, Korea

- CMO Feb 2013 – Aug 2013
- Data Analyst (Part Time) Nov 2011 – Jan 2013

Ernst & Young, Transfer Pricing Division, Manhattan, NY

- Intern Summer 2012