

Jungju Yu

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Education

Yale School of Management <i>Ph.D. in Marketing</i>	New Haven, CT 05/2018
Yale School of Management <i>M.Phil., M.A. in Marketing</i>	New Haven, CT 05/2016
Brown University <i>Sc.B. in Mathematics</i>	Providence, RI 12/2011

Academic Positions

Seoul National University <i>Associate Professor, Graduate School of Business</i>	Seoul, Korea 03/2026 – present
Korea Advanced Institute of Science and Technology <i>Associate Professor, College of Business</i>	Seoul, Korea 09/2025 – 02/2026
Korea Advanced Institute of Science and Technology <i>Assistant Professor, College of Business</i>	Seoul, Korea 06/2021 – 08/2025
City University of Hong Kong <i>Assistant Professor, College of Business</i>	Hong Kong 08/2018 – 05/2021

Visiting Positions

Yale School of Management <i>Fulbright Visiting Scholar</i>	New Haven, CT 09/2025 – 06/2026
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Research Interests

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

Publications

- 1: Lee, Jae-Yun, Jiwoong Shin, and Jungju Yu (2025). "Communicating Attribute Importance Under Competition." *Marketing Science*, Vol 45(3): 534-555.
- 2: Ning, Eddie, Jiwoong Shin, and Jungju Yu (2024). "Targeted Advertising: Strategic Mistargeting and Personal Data Opt-out." *Marketing Science*, Vol 44(2): 390-410.
- 3: 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.
- 4: Despotakis, Stylianos and Jungju Yu (2022). "Multidimensional Targeting and Consumer Response." *Management Science*, Vol. 69(8): 4518-4540.

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

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

7: 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

"Opaque Auctions: Value of Information and Transparency in Ad Auctions," with Stylianos Despotakis
"Managing and listening to voice of consumers" with Jae-Yun Lee.

Awards and Honors

12/2025: Impact Research Award, KAIST College of Business

12/2024: Fulbright Visiting Scholar Program

12/2024: Teaching Excellence Award, KAIST College of Business

12/2023: Research Excellence Award, KAIST College of Business

9/2023: MSI 2023 Young Scholars

3/2023–2/2026: Ewon Assistant Professorship (A Distinguished Faculty Position at KAIST)

10/2022: ISMS Early Career Marketing Camp

12/2017: Harry and Heesun You Fellowship, Yale School of Management

6/2017: Yale Center for Customer Insights Fellow

6/2014: ISMS Doctoral Consortium

9/2012–8/2017: Graduate School Fellowship, Yale School of Management

5/2011: Undergraduate Teaching and Research Awards, Brown University

9/2009: The Best Interpreter Award, Republic of Korea Army (Awarded by a Four Star General)

Research Grants and Scholarships

3/2026: Seoul National University Start-up Research Grant

6/2021: KAIST Start-up Research Grant

6/2020: Hong Kong Government Research Grant

6/2019: Hong Kong Government Research Grant

5/2019: City University Start-up Research Grant

5/2019: Wharton Customer Analytics Institute (WCAI) Data Grant

7/2018: Yale Graduate School Conference Travel Fellowship

9/2012–8/2017: Graduate School Fellowship, Yale School of Management

Invited Talks

2026: Rutgers University, Yale SOM Quant Marketing Seminar, The Summer Institute of Competitive Strategy

2025: Yale SOM Quant Marketing Seminar, Seoul National University, City University of Hong Kong, Chinese University of Hong Kong, Korea Junior Quant Marketing Seminar

2024: Summer Institute in Competitive Strategy; Marketing Science Conference; MSI Young Scholars; POM Conference, Korea University

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 2025
Business Analytics (MBA)	Fall 2024
Quantitative models for marketing decisions (MS/PhD Seminar)	Spring 2024
Business Analytics (MBA)	Fall 2023
Quantitative models for marketing decisions (MS/PhD Seminar)	Spring 2023
Business Analytics (MBA)	Fall 2022
Quantitative models for marketing decisions	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

Academic Services

Editorial Review Board: *Marketing Science* (2022 – present)

Ad-hoc Reviewer:

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

MS/PhD Dissertation Committee

PhD Students.....

7: Na Hea Park (PhD)	ongoing
6: Il Yung Cheong (PhD)	ongoing
5: Suji Hong (PhD)	ongoing
4: Youngwook Koo (PhD)	2025
3: Lee Sol (PhD)	2024
2: Jae-Yun Lee (PhD)	2024
1: Seokjoon Yoon (PhD)	2023

MS Students.....

10: Hye-Yeon Baek (MS)	2025
9: Soomin Kim (MS, Chair)	2023
8: Hyeonseoo Shim (MS)	2023
7: Sohyun Kim (MS)	2023
6: Joonhee Lee (MS)	2023
5: Minseo Choi (MS)	2023
4: Kyungdon Choi (MS)	2022
3: Hyeon Woo Kim (MS)	2022
2: Won Jae Choi (MS)	2022
1: Eun-Hye Kim (MS)	2022