

# JIHOON CHO

College of Business Administration, Kansas State University, 3047 BB, Manhattan, KS 66503  
(785) 532-2737 | jihoonch@ksu.edu | [jihooncho.com](http://jihooncho.com)

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## ACADEMIC EMPLOYMENT

**Kansas State University, College of Business Administration, Manhattan, KS**  
Assistant Professor of Marketing

*August 2017 - Present*

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## EDUCATION

**University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI**  
Ph.D. in Marketing

*August 2016*

**Cornell University, Ithaca, NY**  
Master of Professional Studies in Applied Statistics

*January 2009*

**Korea University, Seoul, South Korea**  
Master of Science in Marketing

*February 2008*

**Korea University, Seoul, South Korea**  
Bachelor of Business Administration

*February 2005*

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## RESEARCH INTERESTS

Quantitative Marketing, Hierarchical Bayes Methods, Customer Learning, Customer Satisfaction

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## RESEARCH

### "The Value of Measuring Customer Satisfaction"

*Joint with Puneet Manchanda and Anocha Aribarg, revising for invited resubmission to Journal of Marketing Research*

### "The Past Imperfect: Assessing Strategic Customer Behavior under Bounded Rationality"

*Joint with Anocha Aribarg and Puneet Manchanda*

### "The Interplay of Strategic Customer Behavior and Firm Revenue Management"

*Joint with Puneet Manchanda and Anocha Aribarg*

### "The Effect of Patent Expiration on Customer Brand Choice in the Pharmaceutical Industry"

*Joint with Puneet Manchanda and Ying Xie*

### "Does Employee Satisfaction Make You Pay More?: The Interplay of Employee Engagement, Customer Satisfaction, and Customer Buying Behavior"

*Joint with Anocha Aribarg and Puneet Manchanda*

*Recipient of a Wharton Customer Analytics Initiative Data Grant*

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## PUBLISHED PAPER

Cho, Jihoon and Chan Su Park (2008), "A Two-Stage Model of the Effects of Keyword Searches on Sales," *Korean Journal of Marketing*, 9 (4), 213-244.

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## CONFERENCE PRESENTATIONS AND WORKSHOP PARTICIPATION

Academy of Marketing Science Doctoral Consortium, Denver, CO	May 2015
Haring Symposium, Bloomington, IN	April 2014
Wharton Customer Analytics Initiative Symposium, Virtual Presentation	June 2014
Workshop on Quantitative Marketing and Structural Econometrics, Durham, NC	July 2013
INFORMS Marketing Science Conference, Istanbul, Turkey	July 2013
ISMS Doctoral Consortium Fellow, Istanbul, Turkey	July 2013
INFORMS Marketing Science Conference, Boston, MA	June 2012

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## TEACHING

MKTG690: Marketing Management (Undergraduate)	Fall 2017
MKT300: Marketing Management (Undergraduate)	Winter 2016, Spring 2014, Winter 2013

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## INDUSTRY EXPERIENCE

<b>Samsung Life Insurance, Seoul, Korea</b> <i>Pension Fund Manager</i>	2009 - 2010
<b>NHN Corporation, Seongnam-si, Korea</b> <i>Online Market Research Analyst</i>	2008
<b>Phoenix Communications Inc., Seoul, Korea</b> <i>Junior Media Planner</i>	2005 - 2006

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## HONORS AND AWARDS

Kendrick Marketing Award for Academic Achievement, University of Michigan	2015 - 2016
Stephen M. Ross School of Business Fellowship, University of Michigan	2010 - 2015
Rackham Pre-Doctoral Fellowship Nominee, University of Michigan	2015
Best Paper Award, Korean Marketing Association	2009
Best MPS Project, Cornell University	2008
Graduate Research Fellowship Recipient, Korea University	2006
Visiting Student Fellowship Recipient, Korea University	2002

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## COMPUTER SKILLS

R, Matlab, Python, SQL, C++, SAS, Stata, Gauss

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Last Updated: August 2017