

JIHOON CHO

Kansas State University
College of Business Administration
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EMPLOYMENT

Assistant Professor of Marketing
College of Business Administration, Kansas State University

August 2017 - Present

EDUCATION

Ph.D. in Marketing
Stephen M. Ross School of Business, University of Michigan

August 2016

M.P.S. in Applied Statistics
Department of Statistical Science, Cornell University

January 2009

M.S. in Marketing
Korea University Business School, Korea University

February 2008

B.A. in Business Administration
Korea University Business School, Korea University

February 2005

RESEARCH INTERESTS

Substantive: Service Quality, Strategic Customer Behavior, Customer Relationship Dynamics

Methodological: Bayesian Methods, Probabilistic Machine Learning, Dynamic Structural Models

PUBLICATIONS

Cho, Jihoon and Swinder Janda (2021), "Effect of Core and Peripheral Product Line Extensions on Overall Product Line Revenue," *European Journal of Marketing*, 55(4), 1258-1284.

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.

WORKING PAPERS

Cho, Jihoon, Anocha Aribarg and Puneet Manchanda, "The Value of Subjective and Objective High-Frequency Service Quality Data: An Empirical Analysis"

Cho, Jihoon, Anocha Aribarg and Puneet Manchanda, "The Past Imperfect: Assessing Strategic Customer Behavior under Bounded Expectations"

Cho, Jihoon, Dawn Deeter-Schmelz and Michael Krush, "Improving Upselling Success Rates: The Interplay of Organizational Support, Employee Engagement, and Perceived Service Value"

Cho, Jihoon and Swinder Janda, "Does Higher Quality perception Result in Greater Cross-Buying? A Longitudinal Analysis of the Role of Interpurchase Time and Product Locus"

- Cho, Jihoon and Swinder Janda, "The Longitudinal Effect of Customer Evaluations on Upward Line Extensions: the Role of Service Quality"
- Cho, Jihoon, Edward Nowlin and Doug Walker, "Roaming the Mall: An Exploration of the Brand Extension Spillover Effect across Categories"
- Cho, Jihoon, Edward Nowlin and Doug Walker, "Perception Spillover of Umbrella Brands: An Empirical Analysis"
- Cho, Jihoon, Michael Krush, Edward Nowlin and Doug Walker, "The Consumer Financial Protection Bureau as an Outlet for Third-Party Student Loan Complaints: The Role of Partisan Match"

SELECTED RESEARCH IN PROGRESS

- "The Interplay of Strategic Customer Behavior and Revenue Management," with Puneet Manchanda
- "The Effect of Patent Expiration on Customer Brand Choice," with Puneet Manchanda and Ying Xie
- "The Effect of Customer Engagement on Aftermarket Purchases," with Swinder Janda
- "Variety Seeking across Categories," with Myunggu Lee, Hye-Jin Kim, and Youngju Kim
- "Marketing Decision: Good Money vs. Best Value," with Hyunjun Kim, Hye-Jin Kim, and Youngju Kim
- "Customer Forward-Looking Behavior: Application to Equity-Linked Security," with Jaebeom Suh

PRESENTATIONS (*INDICATES PRESENTER)

- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Economic Significance of High-Frequency Service Metrics and Post-Purchase Surveys," Frontiers in Services Conference, Temple University, 2021
- Cho, Jihoon*, Edward Nowlin and Doug Walker, "The Value of NPS Spillover," Wharton Customer Analytics Initiative Symposium, 2020
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Assessing Strategic Customer Behavior under Bounded Expectations," International Choice Modelling Conference 2019, Kobe, Japan, 2019
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Assessing Strategic Customer Behavior under Bounded Expectations," AMS Annual Conference, Vancouver, Canada, 2019
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Assessing Strategic Customer Behavior under Bounded Expectations," INFORMS Marketing Science Conference, Temple University, 2018
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Assessing Strategic Customer Behavior under Bounded Expectations," EMAC Annual Conference, University of Strathclyde, 2018
- Cho, Jihoon, Anocha Aribarg and Puneet Manchanda*, "The Value of Measuring Customer Satisfaction," Marketing Research Camp, Cambridge University, 2015
- Cho, Jihoon, Anocha Aribarg* and Puneet Manchanda, "The Value of Measuring Customer Satisfaction," UTD FORMS Conference, University of Texas at Dallas, 2015
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "Does Employee Satisfaction Make You Pay More?" Wharton Customer Analytics Initiative Symposium, 2014
- Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "The Value of Measuring Customer Satisfaction," INFORMS Marketing Science Conference, Özyeğin University, 2013

TEACHING INTERESTS

Digital Marketing, Marketing Research, Marketing Strategy, Principles of Marketing, Services Marketing

TEACHING EXPERIENCES

Kansas State University	
MKTG635 Digital Marketing (Undergraduate)	<i>Spring 2020 - Present</i>
MKTG498 Independent Study: Text Mining and Analytics (Undergraduate)	<i>Fall 2018 - Present</i>
MKTG690 Marketing Strategy (Undergraduate Core)	<i>Fall 2017 - Present</i>
University of Michigan	
MKT300 Marketing Management (Undergraduate)	<i>2013 - 2014</i>

HONORS AND AWARDS

Invited Participant, <i>Journal of Marketing</i> -AMA Research Development Workshop	<i>2020</i>
Faculty Development Award, Kansas State University	<i>2020</i>
Wharton Customer Analytics Initiative Data Grant	<i>2019</i>
Faculty Development Award, Kansas State University	<i>2018</i>
Kendrick Marketing Award for Academic Achievement, University of Michigan	<i>2015 - 2016</i>
Stephen M. Ross School of Business Fellowship, University of Michigan	<i>2010 - 2015</i>
Doctoral Fellow, 44 th Annual Haring Symposium, Kelley School of Business	<i>2014</i>
Wharton Customer Analytics Initiative Data Grant	<i>2013</i>
Best Paper Award, Korean Marketing Association	<i>2009</i>
Best MPS Capstone Project, Cornell University	<i>2008</i>
Graduate Research Fellowship, Korea University	<i>2006</i>

SERVICE

Kansas State University	
Member, Marketing Technology Certificate Development Committee	<i>2021</i>
Advisor, MBA Capstone Projects	<i>2019 - Present</i>
Member, Marketing Automation Curriculum Development Committee	<i>2019</i>
Member, Data Analytics Focus Group	<i>2018 - Present</i>
Co-Advisor, Pi Sigma Epsilon Marketing Chapter	<i>2018 - Present</i>
Member, College of Business Administration Award Committee	<i>2017 - Present</i>
Ad-hoc Reviewer, <i>Marketing Science</i>	<i>2022</i>
Ad-hoc Reviewer, <i>Society for Marketing Advances</i>	<i>2018 - Present</i>
Ad-hoc Reviewer, <i>AMS World Marketing Congress</i>	<i>2016</i>

INDUSTRY EXPERIENCES

Pension Fund Manager, Samsung Life Insurance, Korea	<i>2009 - 2010</i>
Online Market Research Intern, NHN Corporation, Korea	<i>2008</i>
Investor Relations Manager, Phoenix Communications Inc., Korea	<i>2005 - 2006</i>