

JIHOON CHO

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EMPLOYMENT

Assistant Professor of Marketing August 2017 - Present
College of Business Administration, Kansas State University

EDUCATION

Ph.D. in Marketing August 2016
Stephen M. Ross School of Business, University of Michigan

M.P.S. in Applied Statistics January 2009
Department of Statistical Science, Cornell University

M.S. in Marketing February 2008
Korea University Business School, Korea University

B.A. in Business Administration February 2005
Korea University Business School, Korea University

RESEARCH INTERESTS

Customer Learning, Empirical Industrial Organization, Hierarchical Bayes Methods

WORKING PAPERS

Cho, Jihoon, Anocha Aribarg and Puneet Manchanda, "The Value of Measuring Customer Satisfaction," under review at *Journal of Marketing Research*

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

Cho, Jihoon and Puneet Manchanda, "The Interplay of Strategic Customer Behavior and Firm Revenue Management"

Cho, Jihoon, Puneet Manchanda and Ying Xie, "The Effect of Patent Expiration on Customer Brand Choice in the Pharmaceutical Industry"

Cho, Jihoon, Anocha Aribarg and Puneet Manchanda, "Does Employee Satisfaction Make You Pay More?: The Interplay of Employee Engagement, Customer Satisfaction, and Customer Buying Behavior"

PUBLICATION

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.

PRESENTATIONS (*INDICATES PRESENTER)

Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "The Past Imperfect: Assessing Strategic Customer Behavior under Bounded Rationality," INFORMS Marketing Science Conference, Temple University, 2018

Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "The Past Imperfect: Assessing Strategic Customer Behavior under Bounded Rationality," 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?: The Interplay of Employee Engagement, Customer Satisfaction, and Customer Buying Behavior," Wharton Customer Analytics Initiative Symposium, 2014

Cho, Jihoon*, Anocha Aribarg and Puneet Manchanda, "The Value of Measuring Customer Satisfaction," INFORMS Marketing Science Conference, Ozyegin University, 2013

AWARDS AND HONORS

Milton G. Kendrick and Josephine H. Kendrick Award for Academic Achievement, 2015 - 2016

Stephen M. Ross School of Business Fellowship, 2010 - 2015

Rackham Pre-Doctoral Fellowship Nominee, 2015

Doctoral Fellow, Academy of Marketing Science Doctoral Consortium, 2015

Doctoral Fellow, 44th Annual Haring Symposium, Indiana University, 2014

Doctoral Fellow, MMA Marketing Educators' Conference, 2014

Data Grant, Wharton Customer Analytics Initiative, 2013

Doctoral Fellow, Workshop on Quantitative Marketing and Structural Econometrics, 2013

Best Paper Award, *Journal of Korean Marketing Association*, 2009

Graduate Research Fellowship, Korea University, 2006

TEACHING

MKTG690: Marketing Management (Undergraduate), Fall 2017 - Present

MKT300: Marketing Management (Undergraduate), Spring 2014 and Winter 2013

SERVICE

Reviewer, AMS World Marketing Congress, 2016

INDUSTRY EXPERIENCE

Pension Fund Manager, Samsung Life Insurance, Korea, 2009 - 2010

Online Market Research Analyst, NHN Corporation, Korea, 2008

Junior Media Planner, Phoenix Communications Inc., Korea, 2005 - 2006

COMPUTER SKILLS

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