

Hyesung Yoo

(hae song yu)

email: hyesung.yoo@utoronto.ca

personal website: <https://sites.google.com/view/hyesungyoo>

Present Position

Assistant Professor of Marketing (2021-present)
Institute of Communication, Culture and Technology
Department of Management, University of Toronto Mississauga
Rotman School of Management, University of Toronto

Education

Ph.D. in Marketing, Washington University in St. Louis, Olin Business School	2019-2021
(transfer) University of Minnesota, Carlson School of Management	2015-2019
M.A. in Economics, Penn State University	2012-2014
M.A. in Economics, Seoul National University	2010-2012
B.A. in Economics, Ewha Womans University (<i>Summa Cum Laude</i>)	2006-2010

Research Interests

Quantitative Marketing, Empirical Industrial Organization, Consumer Search, Health Economics

Research

“Search Frictions, Sorting and Matching in Two-Sided Markets” with Song Yao, Ravi Bapna and Jui Ramaprasad

“Hospital Competition and Quality: Evidence from the Entry of High-Speed Rail in South Korea” with Maria Ana Vitorino and Song Yao

“Using Machine Learning to Address Customer Privacy Concerns: An Application with Click-stream Data” with Song Yao, Luping Sun and Xiaomeng Du

“Political Ideology Driven Differences in Consumers’ Switching Behavior For Differentially Involving Products” with Hyerin Han, Hyun Euh and Akshay Rao

Teaching

Digital Marketing, Winter 2022

Principles of Marketing (University of Minnesota), Spring 2018, Spring 2019

Honors, Awards and Scholarships

Moog Scholar, Washington University in St. Louis, 2020

Doctoral Fellowship, Washington University in St. Louis, 2019

Award for Outstanding Teaching, Center for Educational Innovation, University of Minnesota, 2019

Haring Symposium Fellow, 2019

INFORMS Doctoral Consortium Fellow, 2018

Hardy Fellowship, University of Minnesota, 2015-2019

Doctoral Fellowship, University of Minnesota, 2015-2019

Doctoral Fellowship, Penn State University, 2012-2014

Graduate Scholarship, Seoul National University, 2010-2012

Mirrae Scholarship (#1 in college of social sciences), Ewha Womans University, 2010

Outstanding Academic Achievement Award, SUNY at Stonybrook, 2009
Academic Scholarship, Ewha Womans University, 2006-2010

Invited Seminar Presentations

2021: Arizona State University
University of Virginia
Columbia University
University of Miami
University of Toronto
INSEAD (Ph.D. Class Guest Lecture)

2020: Ohio State University
Santa Clara University
KAIST

Conference Presentations

2022: Summer Institute in Competitive Strategy
International Industrial Organization Conference

2021: Frank Bass Conference

2019: Haring Symposium (Discussant)
Workshop on Information Systems and Economics

2018: Marketing Science Conference

Referee

International Journal of Research in Marketing

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