

Hyesung Yoo

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Present Position

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

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

Work in Progress

“TV Series-Induced Hospital Choice: The Impact of Filming in Hospitals on Patient Demand ”

Working Papers

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

“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, 2022, 2023

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

Honors, Awards and Scholarships

Moog Scholar, Washington University in St. Louis, 2020

Doctoral Fellowship, Washington University in St. Louis, 2019

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 (exchange student), 2009
Academic Scholarship, Ewha Womans University, 2006-2010

Research Grants

Principal Investigator, SSHRC Institutional Grant, “TV Series-Induced Hospital Choice: The Impact of Filming in Hospitals on Patient Demand,” 2023-2024, \$3,600 CAD

Co-Investigator, Research Grant, INSEAD, 2023 (PI: Maria Ana Vitorino, also Kathleen Vohs), €8,700

Collaborator, BEAR/BI-ORG Research Grant, Rotman School of Management, 2022 (PI: Matthew Osborne, also with Minjee Sun and Verina Que), \$6,000 CAD

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

2023: INFORMS Marketing Science Conference

2022: SICS Conference

International Industrial Organization Conference

2021: UTD Frank Bass Conference

2019: Haring Symposium (Discussant)

Workshop on Information Systems and Economics

2018: INFORMS Marketing Science Conference

Referee

International Journal of Research in Marketing

Service

2023: Organizing Committee, Frontiers in the Economics of Organizations and Markets, Institute for Management and Innovation, UTM

