

## **Chang Hee Park**

School of Management, Binghamton University, SUNY  
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### **EDUCATION**

Johnson Graduate School of Management, Cornell University

Ph.D. in Marketing, 2012

M.S. in Marketing, 2011

Stanford University

M.S. in Management Science and Engineering, 2006

Korea Advanced Institute of Science and Technology (KAIST)

B.S. in Industrial Engineering, 2001

### **ACADEMIC POSITIONS**

School of Management, Binghamton University, SUNY

Assistant Professor of Marketing, 2012–present

School of Business, Sungkyunkwan University, Korea

Associate Professor of Marketing, Fall 2017

Assistant Professor of Marketing, Spring 2017

Johnson Graduate School of Management, Cornell University

Lecturer of Marketing, 2011

### **RESEARCH INTERESTS**

Customer Analytics, Database Marketing, Digital Marketing, Retailing, Marketing-Finance Interface, Probability Models

### **PUBLICATIONS**

Park, Chang Hee, Young-Hoon Park, and David A. Schweidel, "The Effects of Mobile Promotions on Customer Purchase Dynamics," forthcoming in *International Journal of Research in Marketing*.

Niraj, Rakesh, Anand K. Jaiswal, Chang Hee Park, and Manoj K. Agarwal (2018), "The Effect of Relationship and Transactional Characteristics on Customer Retention in Emerging Online Markets," *Journal of Business Research*, 92, 25–35.

Park, Chang Hee and Manoj K. Agarwal (2018), "The Order Effect of Advertisers on Consumer Search Behavior in Sponsored Search Markets," *Journal of Business Research*, 84, 24–33.

Park, Chang Hee (2017), "Online Purchase Paths and Conversion Dynamics across Multiple Websites," *Journal of Retailing*, 93 (3), 253–265.

Park, Chang Hee and Young-Hoon Park (2016), "Investigating Purchase Conversion by Uncovering Online Visit Patterns," *Marketing Science*, 35 (6), 894–914.

Park, Chang Hee, Young-Hoon Park, and David A. Schweidel (2014), "A Multi-category Customer Base Analysis," *International Journal of Research in Marketing*, 31 (3), 266–279.

Park, Young-Hoon, Chang Hee Park, and Pulak Ghosh (2011), "Modelling Member Behaviour in Online User-Generated Content Sites: A Semiparametric Bayesian Approach," *Journal of the Royal Statistical Society: Series A*, 174 (4), 1051–1069.

#### **OTHER PUBLICATIONS (KOREAN JOURNALS)**

Park, Chang Hee (2017), "A Count Model of Multi-purpose Shopping Behavior," *Journal of Marketing Thought*, 4 (2), 25–29.

Ryu, Sungmin and Chang Hee Park (2017), "The Moderating Effect of Supplier Benevolence on the Relationship between Unilateral Governance and Supplier Performance," *Journal of Channel and Retailing*, 22 (2), 93–106.

#### **WORKING PAPERS**

Park, Chang Hee, "The Perils of Up-Selling: Evidence from a Multi-brand CLV Analysis"

Agarwal, Manoj K., Zecong Ma, Chang Hee Park, Qi Wang, and Yilong Zheng, "The Impact of Liquidity Management on Pricing and Promotion Decisions"

Zheng, Yilong, Qi Wang, and Chang Hee Park, "When and How a Sustainable Strategy Benefits or Hurts Firms: Impact of Refurbished Products in Markets with Network Effects and Standards Competition"

Wang, Xia, Qi Wang, and Chang Hee Park, "The Effects of Mobile Branded Application on Offline Shopping Behavior"

Lee, Jennifer, Zecong Ma, and Chang Hee Park "Consumer Behavior in Mobile Online-to-Offline Platform Business: An Empirical Investigation of Automotive Repair Service Market"

## **CONFERENCE PRESENTATIONS**

“The Impact of Financial Leverage on Marketing: An Empirical Investigation of Manufacturers’ Pricing and Promotion Strategy in Supermarkets,” INFORMS Marketing Science Conference, Fudan University, June 2016.

“Investigating Purchase Conversion by Uncovering Online Visit Patterns,” Marketing Dynamics Conference, Tsinghua University, June 2015.

“When and How a Sustainable Strategy Benefits or Hurts Firms: The Impact of Refurbished Products in Markets with Network Effects and Standards Competition,” INFORMS Marketing Science Conference, Johns Hopkins University, June 2015.

“Investigating Purchase Conversion by Uncovering Online Visit Patterns,” UT Dallas FORMS Conference, University of Texas at Dallas, February 2015.

“The Effects of Discounting and Sampling on Purchase Behavior and Lifetime Duration,” INFORMS Marketing Science Conference, Emory University, June 2014.

“The Effects of Discounting and Sampling on Purchase Behavior and Lifetime Duration,” BBCRST Conference, University at Buffalo, May 2014.

““Counting Your Customers” Category by Category: Multi-category Customer Lifetime Value Analysis,” INFORMS Marketing Science Conference, Boston University, June 2012.

“Modeling Online Visitation and Conversion Dynamics,” North East Marketing Colloquium, Harvard University, October 2011.

“Modeling Online Visitation and Conversion Dynamics,” INFORMS Marketing Science Conference, Rice University, June 2011.

“Online Conversion Paths,” DMEF Direct/Interactive Marketing Research Summit, San Francisco, CA, October 2010.

“Consumer Learning, Word of Mouth and Quality Competition,” INFORMS Annual Meeting, San Diego, CA, October 2009.

“Consumer Learning, Word of Mouth and Quality Competition,” INFORMS Marketing Science Conference, University of British Columbia, June 2008.

“Consumer Learning, Word of Mouth and Quality Competition,” POMS Annual Conference, La Jolla, CA, May 2008.

## **COURSES TAUGHT**

Undergraduate: Marketing Management, Marketing Research, Data Driven Marketing

MBA: Marketing Research, Data Driven Marketing

Doctoral: Current Topics in Marketing (co-taught with other faculty members)

## **EXECUTIVE EDUCATION**

Lecturer of Executive Programs for Samsung Electronics, CJ CheilJedang, Woori Bank, Seoul Metro Corporation

## **HONORS AND AWARDS**

Teaching Excellence Award, School of Business, Sungkyunkwan University, 2017

Teaching Excellence Award, School of Management, Binghamton University, 2016

Dean's Honor Roll for Teaching, School of Management, Binghamton University, 2014–2016

SUNY UUP Discretionary Award, Binghamton University, 2013–2016

Finalist, Mary Kay Doctoral Dissertation Award, Academy of Marketing Science, 2011

Dean's Honor Roll for Teaching, Johnson School, Cornell University, 2011

AMA-Sheth Foundation Doctoral Consortium Fellow, 2009

Doctoral Fellowship, Johnson School, Cornell University, 2006–2011

National Scholarship for Overseas Study, Korean Government, 2004–2006

Scholarship for Outstanding Students, Sang-Ae Foundation, Korea, 1998–2001

Merit-Based Scholarship, KAIST, 1997–2001

## **DOCTORAL DISSERTATION SUPERVISION**

Committee member, Zecong Ma, Marketing, Binghamton University

Committee member, Yilong Zheng, Marketing, Binghamton University

Committee member, Jennifer Lee, Marketing, Binghamton University

## **PROFESSIONAL SERVICE**

Editorial Board, *Journal of Marketing Thought*, 2018–present

Editorial Board, *Journal of Global Scholars of Marketing Science*, 2017–present

Board of Directors, *Korean Marketing Association*, 2017–present

Editorial Board, *Asia Marketing Journal*, 2012–2014

## **UNIVERSITY ACTIVITIES**

Faculty Awards Committee, School of Management, Binghamton University, 2017, 2018

Marketing Faculty Search Committee, School of Management, Binghamton University, 2014

Undergraduate Committee, School of Management, Binghamton University, 2014

Master's Committee, School of Management, Binghamton University, 2013, 2015–2017

Technology Committee, School of Management, Binghamton University, 2012

**INDUSTRY EXPERIENCE**

Software and Database Engineer, Kointech Co., Korea, 2002–2004

Software and Database Engineer, Soft Power Co., Korea, 2001

**PROFESSIONAL AFFILIATIONS**

American Marketing Association

Institute for Operations Research and Management Sciences

**REFERENCES**

Available upon request