

Chang Hee Park

School of Management, Binghamton University
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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 (2018), "The Effects of Mobile Promotions on Customer Purchase Dynamics," conditionally accepted at *International Journal of Research in Marketing*

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

Rakesh Niraj, Anand K. Jaiswal, Chang Hee Park, and Manoj K. Agarwal, "The Effect of Trust and Relationship Characteristics on Customer Retention in Emerging Online Markets"

Agarwal, Manoj K., Zecong Ma, Chang Hee Park, Qi Wang, and Yilong Zheng, "The Impact of Financial Leverage on Marketing: An Empirical Investigation of Manufacturers' Pricing and Promotion Strategy in Supermarkets"

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

Zheng, Yilong (Eric), 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"

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: Pro-seminar in Marketing (co-taught with other faculty members)

EXECUTIVE EDUCATION

Lecturer 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 (Herman) Ma, Marketing, Binghamton University
Committee member, Yilong (Eric) Zheng, Marketing, Binghamton University
Committee member, Jennifer Lee, Marketing, Binghamton University

PROFESSIONAL SERVICE

Editorial Board, *Journal of Global Scholars of Marketing Science*, 2017–present
Editorial Board, *Asia Marketing Journal*, 2012–2014
Board of Directors, *Korean Marketing Association*, 2017–present

UNIVERSITY ACTIVITIES

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