

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

Associate Professor of Marketing, 2019–present

Assistant Professor of Marketing, 2012–2019

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, Digital Marketing, Retailing, Marketing-Operations Interface, Marketing-Finance Interface

PUBLICATIONS

Park, Chang Hee and Tae Jung Yoon (2022), "The Dark Side of Up-Selling Promotions: Evidence from an Analysis of Cross-brand Purchase Behavior," *Journal of Retailing*, forthcoming.

Agarwal, Manoj K., Zecong Ma, Chang Hee Park, and Yilong Zheng (2022), "The Impact of a Manufacturer's Financial Liquidity on its Market Strategies and Pricing and Promotion Decisions in Retail Grocery Markets," *Journal of Business Research*, 142, 844–857.

Park, Chang Hee, Young-Hoon Park, and David A. Schweidel (2018), "The Effects of Mobile Promotions on Customer Purchase Dynamics," *International Journal of Research in Marketing*, 35(3), 453–470.

Jaiswal, Anand K., Rakesh Niraj, 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.

CONFERENCE PRESENTATIONS

"Social Influence Through Video Streaming Applications: An Analysis of Mobile Consumers' Usage Behavior," Global Marketing Conference, Seoul, November 2020.

"Complementary or Substitution: The Impact of Branded Mobile Application on Offline Purchases," INFORMS Marketing Science Conference, University of Roma Tre, Italy, June 2019.

"An Empirical Investigation of Manufacturers' Pricing and Promotion Strategy," 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,” 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,” BCCRST 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.

TEACHING

Undergraduate: Marketing Management, Marketing Research, Data Driven Marketing

MBA: Marketing Research, Data Driven Marketing

Doctoral: Quantitative Marketing Models

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

HONORS AND AWARDS

Teaching Honor Roll, School of Management, Binghamton University, 2014–2016, 2019-2021
SUNY UUP Discretionary Award, Binghamton University, 2013–2016, 2019, 2022
Teaching Excellence Award, School of Business, Sungkyunkwan University, 2017
Teaching Excellence Award, School of Management, Binghamton University, 2016
Teaching Honor Roll, Johnson School, Cornell University, 2011
Finalist, Mary Kay Doctoral Dissertation Award, Academy of Marketing Science, 2011
Doctoral Fellowship, Johnson School, Cornell University, 2006–2011
AMA-Sheth Foundation Doctoral Consortium Fellow, 2009
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

Chair, Bingyang Fang, Marketing, Binghamton University
Co-Chair, Ning Fu, Marketing, Binghamton University
Committee member, Zecong Ma, Marketing, Binghamton University
Committee member, Yilong Zheng, Marketing, Binghamton University
Committee member, Jennifer Lee, Marketing, Binghamton University

UNIVERSITY SERVICE AND ACTIVITIES

Faculty Senate Executive Committee, Binghamton University, 2021–2022
ITS Research Computing Advisory Committee, Binghamton University, 2021–2022
Marketing Faculty Search Committee, School of Management, 2014, 2019 (chair), 2021 (chair)
Jr. Personnel Committee, School of Management, 2019–2022
Master's Committee, School of Management, 2013–2021
Technology Committee, School of Management, 2012–2013, 2020–2022
Assurance of Learning Task Force, School of Management, 2019–2020
Faculty Awards Committee, School of Management, 2016–2018
Undergraduate Committee, School of Management, 2014–2015

PROFESSIONAL AFFILIATIONS

American Marketing Association
Institute for Operations Research and the Management Sciences