

# Woochoel Shin

(January 2025)

Department of Marketing  
Warrington College of Business  
University of Florida  
P.O. Box 117155  
Gainesville FL 32611-7155

Tel: 352-273-3279  
Fax: 352-846-0457  
Email: [wshin@ufl.edu](mailto:wshin@ufl.edu)  
<https://sites.google.com/view/wshin>

---

## EDUCATION

2010	Ph.D., Business Administration (Marketing), Duke University
2002	B.A., Business Administration and B.S., Statistics, Seoul National University

## EMPLOYMENT

2017 – Present	Associate Professor of Marketing (with tenure), University of Florida Brian R. Gamache Professor (2018 – present) JCPenney Professor (2017 – 2018)
2010 – 2017	Assistant Professor of Marketing, University of Florida

## HONORS AND AWARDS

*Management Science* Meritorious Service Award, 2024, 2022, 2021, 2020, 2019, 2018, 2015.  
*Management Science* Distinguished Service Award, 2023, 2016.  
Research Promotion Initiative Award, University of Florida, 2023, 2020.  
*Marketing Science* Service Award, 2022  
Faculty Fellow, INFORMS Marketing Science Conference Doctoral Consortium, 2022.  
MSI Young Scholar, Marketing Science Institute, 2017.  
University Term Professorship, University of Florida, 2016-2019.  
Doctoral Fellowship, Fuqua School of Business, Duke University, 2005-2010.  
Research Assistant Scholarship, Office of Student Affairs, Seoul National University, 2004-2005.  
Merit-Based Scholarship, College of Business Administration, Seoul National University, 1998-2002.

## RESEARCH INTERESTS

Online Advertising, Consumer Reviews, Two-Sided Media Platforms, Competitive Product and Pricing Strategies

## PUBLICATIONS

1. "Pricing Strategy of Competing Media Platforms," (with Wilfred Amaldoss and Jinzhao Du), *Marketing Science*, 43(3), 469-496, 2024.
2. "Disclosure in Incentivized Reviews: Does It Protect Consumers?" (with Sungsik Park and Jinhong Xie), *Management Science*, 69(11), 6417-7150, 2023.

3. "A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency" (with Jiwoong Shin), *Management Science*, 69(8), 4481-4497, 2023.
4. "The Fateful First Consumer Review," (with Sungsik Park and Jinhong Xie), *Marketing Science*, 40(3), 481-507, 2021.  
\*MSI working paper, Report number 18-106
5. "Media Platforms' Content Provision Strategy and Source of Profits," (with Wilfred Amaldoss and Jinzhao Du), *Marketing Science*, 40(3), 527-547, 2021.
6. "Multi-Tier Store Brands and Channel Profits," (with Wilfred Amaldoss), *Journal of Marketing Research*, 52(6), 754-767, 2015.
7. "Keyword Search Advertising and Limited Budgets," *Marketing Science*, 34(6), 882-896, 2015.
8. "Keyword Search Advertising and First-Page Bid Estimates: A Strategic Analysis," (with Wilfred Amaldoss and Preyas S. Desai), *Management Science*, 61(3), 507-519, 2015.
9. "The Company that You Keep: When to Buy a Competitor's Keyword," (with Preyas S. Desai, and Richard Staelin), *Marketing Science*, 33(4), 485-508, 2014.
10. "Competing for Low-end Markets," (with Wilfred Amaldoss), *Marketing Science*, 30(5), 776-788, 2011.

## WORKING PAPERS

11. "Content Provision on UGC Platforms," (with Wilfred Amaldoss), under revision for the third-round review at *Management Science*.
12. "Consumer Reviews and Price Sensitivity" (with Sungsik Park), working paper.
13. "Store Brands and Channel Coordination" (with Wilfred Amaldoss), working paper.
14. "Product Placement Advertising in Online Games: Implications of Social Interactions," (with Jinhong Xie and Huazhong Zhao), working paper.
15. "Store Brands and Category Captaincy" (with Wilfred Amaldoss), working paper.

## SEMINAR AND CONFERENCE PRESENTATIONS

### "Content Provision on UGC Platforms"

Marketing Seminar, School of Management Engineering, Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea, July 2024  
 INFORMS Marketing Science Conference, Sydney, Australia, June 2024  
 Marketing Seminar, UCR School of Business, University of California Riverside, February 2024  
 2023 Global Marketing Conference, Seoul, Korea, July 2023  
 INFORMS Marketing Science Conference, Miami, FL, June 2023

### "A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency"

Joint Marketing Seminar, University of Illinois at Urbana-Champaign & University of Science and Technology of China, Virtual Seminar, June 2022  
 INFORMS Marketing Science Conference, Virtual Meeting, June 2021  
 Marketing Seminar, College of Business, University of Nebraska, Lincoln, Virtual Seminar, March 2021

Frank M. Bass FORMS Conference, Virtual Meeting, February 2021  
Marketing Seminar, School of Business and Technology Management, Korea Advanced Institute of Science and Technology (KAIST), Virtual Seminar, December 2020

“Incentivized Reviews”

Symposium on Consumer Analytics and Data Science in Marketing, Virtual Meeting, June 2020

“Media Platforms’ Content Provision Strategy and Sources of Profits,”

Marketing Seminar, School of Management, Yale University, November 2019

Marketing Seminar, Korea University Business School, Korea University, October 2019

INFORMS Marketing Science Conference, Rome, Italy, June 2019

Zero Decade Marketing Theory Symposium, Palm Springs, CA, February 2019

“Store Brands and Channel Contracts”

INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

Marketing Seminar, Olin Business School, Washington University in St. Louis, April 2018

“Store Brands and Category Captaincy”

INFORMS Marketing Science Conference, Los Angeles, CA, June 2017

Marketing Seminar, Wisconsin Business School, University of Wisconsin Madison, February 2017

INFORMS Marketing Science Conference, Shanghai, China, June 2016

“The First Review Effect: Interdependence between Volume and Valence of Online Consumer Reviews”

Marketing Seminar, Olin Business School, Washington University in St. Louis, April 2018

Marketing Seminar, Wisconsin Business School, University of Wisconsin Madison, February 2017

Marketing Seminar, Yonsei Business School, Yonsei University, June 2016

“Pricing in Two-Sided Media Markets”

ISOM Research Camp, Department of ISOM, University of Florida, February 2016

“Two-Part Tariffs and Store Brands”

INFORMS Marketing Science Conference, Baltimore, MD, June 2015

“A Competitive Analysis of Generalized Second-Price Auctions with Budget Constraint”

INFORMS Marketing Science Conference, Atlanta, GA, June 2014

“Managing Store Brands”

INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013

“Social Network Games: An Emerging Platform for Product Placement Advertising,”

INFORMS Marketing Science Conference, Boston, MA, June 2012

“Raising Rival’s Cost in Keyword Search Advertising: Theory and Evidence”

INFORMS Marketing Science Conference, Boston, MA, June 2012

Workshop on the Economics of Advertising and Marketing, Beijing, China, June 2012

“First-Page Bid Estimates and Search Advertising: A Strategic Analysis”

INFORMS Marketing Science Conference, Houston, TX, June 2011

INFORMS International Conference, Beijing, China, June 2012

“Search Engine and Competition”

INFORMS Marketing Science Conference, Ann Arbor, MI, June 2009

“Allocation Mechanisms in Search Advertising”

INFORMS Marketing Science Conference, Vancouver, Canada, June 2008

## TEACHING INTERESTS

Marketing Management; Internet Marketing; Online Advertising; Pricing

## TEACHING EXPERIENCE

Web-based Marketing, MBA/MS Program, University of Florida, 2010-present  
Art and Science of Pricing, MBA/MS Program, University of Florida, 2010-present  
Strategy and Tactics of Pricing, Executive MBA Program, University of Florida, 2020-present  
Strategy and Tactics of Pricing, Professional MBA Program, University of Florida, 2011-2018  
Marketing Management, Undergraduate Markets and Management Program, Duke University, 2009

## PROFESSIONAL SERVICE

Associate Editor:

*Marketing Science*, 2025 – present

Editorial Board Member:

*Marketing Science*, 2020 – 2024

*Journal of Marketing Research*, 2021 – present

*Journal of Distribution Science*, 2021 – present

Ad-hoc Reviewer:

*Management Science*, *Operations Research*, *Quantitative Marketing and Economics*,  
*Journal of Economics and Management Strategy*, *Information Systems Research*,  
*Marketing Letters*, *International Journal of Research in Marketing*, *Journal of Retailing*,  
*Production and Operations Management*, *Review of Economic Design*,  
*Review of Marketing Science*, *Review of Industrial Organization*

Conference Organizing Committee:

Frank M. Bass FORMS Conference, 2025

Symposium on Consumer Analytics and Data Science in Marketing, 2020 and 2021

Discussant:

Frank M. Bass FORMS Conference, 2017, 2018, 2020, 2022, 2024

Summer Institute in Competitive Strategy, 2017, 2024

China-India Insights Conference, 2019

## INSTITUTIONAL SERVICE

Information Resources Committee, Warrington College of Business, University of Florida, 2010-2017, 2021-2023 (Chair: 2016-2017, 2021-2023)

Faculty Search Committee, Department of Marketing, University of Florida, 2015, 2016, 2018, 2019, 2021-2022, 2022-2023.

Marketing Research Seminar Series Organizer, Department of Marketing, University of Florida, 2017-2023

Faculty Advisory Committee, Warrington College of Business, University of Florida, 2018-2019

Doctoral Dissertation Committee:

Zhiyu Zhang (UF Marketing, in-progress)  
Hye Rin Kim (UF Marketing, in-progress)  
Guangzhi Chen (UF Marketing, in-progress)  
Youhyun Lee (UF ISOM, 2024)  
Man Xie (UF Marketing, 2021)  
Hongseok Jang (UF ISOM, 2021)  
Junho Oh (UF Finance 2020)  
Jinzha Du (Duke Marketing, 2018)  
Vashkar Ghosh (UF ISOM, 2018)  
Sungsik Park (UF Marketing, 2018)  
Jihwan Moon (UF Marketing, 2017)  
Huazhong Zhao (UF Marketing, 2016)  
Haibing Gao (UF Marketing, 2016)

## PROFESSIONAL EXPERIENCE

Strategic Planner and Sales Coordinator, Car123-Jasper Corporation, Seoul, Korea, 2002-2004.  
Research Assistant, Office of Student Affairs, Seoul National University, 2004-2005.

## PROFESSIONAL AFFILIATION

INFORMS  
American Marketing Association