

Woochoel Shin

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EDUCATION

2005 – 2010 **Duke University**
Ph.D., Business Administration (Marketing)

1997 – 2002 **Seoul National University**
B.A., Business Administration
B.S., Statistics

EMPLOYMENT

2010 – Present **University of Florida**
Professor of Marketing (2025 – present)
Brian R. Gamache Professor (2018 – present)
Associate Professor of Marketing (2017 – 2025)
JCPenney Professor (2017 – 2018)
Assistant Professor of Marketing (2010 – 2017)

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. “Content Provision on UGC Platforms,” (with Wilfred Amaldoss), *Management Science*, 72(2), 1489-1508, 2026.

2. "Pricing Strategy of Competing Media Platforms," (with Wilfred Amaldoss and Jinzhao Du), *Marketing Science*, 43(3), 469-496, 2024.
3. "Disclosure in Incentivized Reviews: Does It Protect Consumers?" (with Sungsik Park and Jinhong Xie), *Management Science*, 69(11), 6417-7150, 2023.
4. "A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency" (with Jiwoong Shin), *Management Science*, 69(8), 4481-4497, 2023.
5. "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
6. "Media Platforms' Content Provision Strategy and Source of Profits," (with Wilfred Amaldoss and Jinzhao Du), *Marketing Science*, 40(3), 527-547, 2021.
7. "Multi-Tier Store Brands and Channel Profits," (with Wilfred Amaldoss), *Journal of Marketing Research*, 52(6), 754-767, 2015.
8. "Keyword Search Advertising and Limited Budgets," *Marketing Science*, 34(6), 882-896, 2015.
9. "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.
10. "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.
11. "Competing for Low-end Markets," (with Wilfred Amaldoss), *Marketing Science*, 30(5), 776-788, 2011.

WORKING PAPERS

12. "Does an Integrated Ad Management Platform Yield Better Results? Evidence from a Field Experiment in Search Advertising" (with Wilfred Amaldoss and Srinivas Tunuguntla)
13. "Marketing Campaigns Overturned by Consumer Reviews: The Role of Reviewer Heterogeneity" (with Sungsik Park)
14. "Store Brands and Channel Coordination" (with Wilfred Amaldoss)
15. "Product Placement Advertising in Online Games: Implications of Social Interactions," (with Jinhong Xie and Huazhong Zhao)
16. "Store Brands and Category Captaincy" (with Wilfred Amaldoss)

SEMINAR AND CONFERENCE PRESENTATIONS

- "Does an Integrated Ad Management Platform Yield Better Results? Evidence from a Field Experiment in Search Advertising"
Business and Marketing Analytics Seminar, Virtual Seminar, December 2025
- "Marketing Campaigns Overturned by Consumer Reviews: The Role of Reviewer Heterogeneity"
INFORMS Marketing Science Conference, Washington, D.C., June 2025

“Content Provision on UGC Platforms”

Marketing Camp, Katz School of Business, University of Pittsburgh, Pittsburgh, PA, May 2025

Marketing Seminar, College of Business, City University of Hong Kong, Virtual Seminar, April 2025

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

Faculty Advisory Committee, Warrington College of Business, University of Florida, 2018-2019, 2025-2026

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

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)
Jinzhao 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