

# SHIJIN YOO

## Korea University Business School

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### ACADEMIC POSITIONS

**Korea University**, Seoul, Korea

Assistant Professor, 2007 – 2012

Associate Professor, 2012 – 2017

Professor, 2007 – Present

**Singapore Management University**, Singapore

Assistant Professor, 2004 – 2007

### EDUCATION

**University of California at Los Angeles (UCLA)**, Los Angeles, California, USA

**Ph.D.** in Marketing, 1999 – 2004

**Seoul National University**, Seoul, Korea

**M.B.A.** in International Business and Strategy, 1992 – 1994

**B.A.** in Business Administration, 1988 – 1992

### PUBLICATIONS

#### *Academic Journals*

“The Cross-buying Effect in a Multi-Vendor Loyalty Program in Korea” with Seung Min Lee, Sang Yong Kim, and Tae Ho Song, *Asian Business & Management* (forthcoming).

"The 4th V? The Effect of Word of Mouth Volatility on Product Performance" with Minjeong Kim, *Electronic Commerce Research and Applications*, 44 (2020).

“The Synergy Effect of a Corporate-Level Loyalty Program Integration on Customer Equity” with Dae-Yun Park, *Asia Marketing Journal*, 20 (4), pp. 21 – 47 (2019).

"Indulgence versus Restraint: The Moderating Role of Cultural Differences on the Relationship between Corporate Social Performance and Corporate Financial Performance" with Jiequiong Sun, Jimi Park, and Babak Hayati, *Journal of Global Marketing*, 32 (2), pp. 83 – 92 (2019).

“Value Relevance of Customer Equity Beyond Financial Statements: Evidence from Mobile Telecom Industry” with Yong Bum Choi, Janghyuk Lee, and Yong Keun Yoo, *Asia-Pacific Journal of Accounting & Economics*, 26 (3), pp. 281 – 300 (2019).

“Pioneering New Markets: A Case study of SevenBräu” with Myung Soo Kang and Minjeong Kim, *Asia Marketing Journal*, 20 (4), pp. 21 – 47 (2019).

“Exploring the Impact of Strategic Emphasis on Advertising versus R&D during Stock Market Downturns and Upturns” with Jin Kyung Sung and Jimi Park, *Journal of Business Research*, 94, pp. 56 – 64 (2019)

“Does the Variance of Customer Satisfaction Matter for Firm Performance?” with Eun Young Lee and Dong Wook Lee, *Asia Marketing Journal*, 18(4), pp. 51 – 76 (2017)

"Effective Demand Lifting through Pre-Launch Movie Marketing Activities" with Tae Ho Song and Janghyuk Lee, *Asia Marketing Journal*, 18 (3), pp. 1 – 18 (2016).

"Are Competitive Reactions Changing over Time?" with Jimi Park, *Management Decision*, 54 (3), pp. 683 – 699 (2016).

"When Is Servitization a Profitable Competitive Strategy?" with Sunghee Lee and Daeki Kim, *International Journal of Production Economics*, 173, pp. 43 – 53 (2016).

"Strategic Delegation, Quality Competition, and New Product Profitability" with Hyun Shin, Jongtae Shin, Joon Song, and Alex Kim, *Management Decision*, 53 (3), pp. 713 – 729 (2015).

"A Critical Review of word-of-Mouth Research: Korean Journals Published between 2004 and 2014" with Gangseog Ryu, *Journal of Korean Marketing Association*, 30 (1), pp. 145 – 176 (2015). (in Korean)

“The Redemption Behavior of Loyalty Points and Customer Lifetime Value" with Dae-Yun Park, *Journal of the Korean Operations Research and Management Science Society*, 39 (3), pp. 63 – 82 (2014). (in Korean)

"Does Advertising Volatility Have Firm Value Relevance? An Empirical Analysis of Korean Firms" with Jimi Park, Dae-Yun Park, and Eun Young Lee, *Journal of Korean Marketing Association*, 28 (Dec.), pp. 23 – 43 (2013). (in Korean)

“Paths to Success: How Do Market Orientation and Entrepreneurship Orientation Produce New Product Success?” with Jinwhan Hong and Tae Ho Song, *Journal of Product Innovation Management*, 30 (1), pp. 44 – 55 (2013).

“New Product Marketing Strategy: The Case of Binggrae’s ‘a Café la’” with Doo-Hee Lee, Sang Yong Kim, and Minsun Yeu, *Asia Marketing Journal*, 14 (3), pp. 169 – 184 (2012).

“Return on Marketing Investment: Pizza Hut Korea’s Case” with Seungil Lee, *Management Decision*, 50 (9), pp. 1661 – 1685 (2012).

“Does Strategic Orientation in Advertising Investments Decision Moderate the Effect of Advertising on Firm Performance and Firm Value? An Empirical Analysis Using Financial Data Archives" with Dae-Yun Park, *Journal of Korean Marketing Association*, 27 (Mar.), pp. 107 – 133 (2012).

"Passion + Innovation + Marketing = A Successful New Market Development: A Case of Pulmuone Fresh Ramen, 'Jayeonun Masitda'" with Kyounghee Chu, Doo-Hee Lee, Seong Yeon Park, *Korean Journal of Marketing*, 13 (3), pp. 233 – 248 (2011).

“Investigating the Relationship between Sales Inertia Coefficients and Brand Characteristics" with Kyoung Cheon Cha, *Journal of Korean Marketing Association*, 26 (Sep.), pp. 43 – 60 (2011).

“The Impact of Customer Acquisition Focus on Repeat Purchase Intention: The Moderating Role of Industry Saturation and Market Share" with Hae-Lyeon Lee, *Journal of CEO and Managements Studies*, 13 (3), pp. 255 – 273 (2010).

“New Product Development and Marketing Process of a Korean SME: The Challenge of Watos Korea,” with Jin Hwan Hong and Kong Seok Song, *Management Education Review*, 12(2), 71 – 93 (2008). (in Korean)

“The Impact of Marketing-Induced vs. Word-of-Mouth Customer Acquisition on Customer Equity Growth,” with Julian Villanueva and Dominique Hanssens, *Journal of Marketing Research*, 45(1), 48 – 59 (2008).

“A Durable Replacement Model for Symbolic vs. Utilitarian Consumption: An Integrated Cultural and Socio-Economic Perspective,” with Seh-Woong Chung and Jin K. Han, *Global Economic Review*, 35(2), 193 – 206 (2006).

### ***Books***

*Principles of Marketing (7th ed.)* with Kwang-Ho Ahn, Young-Won Ha, and Heung Soo Park, Hakhyunsa (2017). (in Korean)

### ***Book Chapters***

“Word-of-Mouth and Marketing Effects on Customer Equity” with Dominique M. Hanssens and Julian Villanueva, *Handbook of Research on Customer Equity in Marketing* edited by V. Kumar and Denish Shah, Elgar (2015)

## **TEACHING EXPERIENCE**

### **Korea University**

Marketing Research | Marketing Management (undergraduate)

Quantitative Models in Marketing (Ph.D. and MS)

Foundations of Marketing | Uncertainty, Data, and Decisions | Marketing Research (MBA)

### **Singapore Management University**

Marketing Research (undergraduate)

### **Executive Education**

Various marketing topics including Principles of Marketing, Marketing Research, Marketing Performance Management, Return on Marketing Investment, Market Sensing, Customer Equity, and Demand Forecasting

## **MANAGERIAL EXPERIENCE**

**Assistant Manager**, Daewoo Motor Sales Corporation, Incheon, Korea, 1994 – 1999

## **HONORS**

Emerald Citations of Excellence Award 2012

Seok-Tap Teaching Award, Korea University, 2007, 2008, 2012

Honorable mention in the 20<sup>th</sup> Alden G. Clayton MSI Doctoral Dissertation Proposal Competition, Oct. 2003 (\$1,000 cash prize)

AMA Doctoral Consortium Fellow, University of Minnesota, 2003

## **PROFESSIONAL ACTIVITIES**

Member of marketing advisory group at Kia Motors, 2011 - 2016

Outside director at Byuksan Corporation, 2018 - Present

Outside director at Chosun Refractories Co., Ltd., 2019 - Present

Ad hoc reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing*, *International Journal of Forecasting*, *Electronic Commerce Research and Applications*, *Management Decision*, *Journal of Product Innovation Management*, *Korea Business Review*, *Korean Management Review*, *Journal of Korean Marketing Association*, *Asia Marketing Journal*, *Journal of Consumer Studies*