

# YEWON KIM

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## EDUCATION

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**University of Chicago Booth School of Business** Chicago, IL *September 2015 - Present*  
Ph.D. in Quantitative Marketing

**Seoul National University** Seoul, South Korea *March 2013 - February 2015*  
M.S. in Quantitative Marketing

**Washington University in St. Louis** St. Louis, MO *August 2008 - December 2012*  
B.A. in Art History and Archaeology

## RESEARCH INTERESTS

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Consumer Learning; Information; Branding; Arts Industry

## RESEARCH PROJECTS

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**“Customer retention under imperfect information”**  
Job market paper

**“Valuing brand collaboration: Evidence from a natural experiment”**  
Working paper, with Sanjog Misra and Bradley Shapiro  
R&R, *Journal of Marketing Research*

## CONFERENCE PRESENTATIONS

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Marketing Science, Temple University *June 2018*

## CONFERENCE PARTICIPATION

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AMA Sheth Foundation Doctoral Consortium *June 2019*  
Economics of Social Sector Organizations Conference *November 2018*  
Quantitative Marketing and Economics Conference *August 2018*  
Quantitative Marketing and Structural Econometrics Workshop *July 2017*  
Quantitative Marketing and Economics Conference *October 2016*  
Marketing Analytics and Big Data Conference *September 2016*  
Searle Center Conference on Internet Commerce and Innovation *June 2016*

## AWARDS

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Outstanding Teaching Assistant Award (Chicago Booth EMBA-Asia), 2019  
NCAR-King Research Award, 2016  
Chicago Booth Ph.D. Student Fellowship, 2015-2020  
Graduate Scholarship, Seoul National University, 2014

## PROGRAMMING LANGUAGE

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R, Python, Matlab

## TEACHING EXPERIENCE

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**Marketing Strategy Simulation (EMBA)** - Teaching Assistant (Evaluation: 4.94/5.00)  
University of Chicago Booth School of Business  
**Pricing Strategies (MBA and EMBA)** - Teaching Assistant (Evaluation: 4.52/5.00)  
University of Chicago Booth School of Business  
**Marketing Management (EMBA)** - Teaching Assistant  
University of Chicago Booth School of Business  
**Digital and Algorithmic Marketing (MBA)** - Teaching Assistant  
University of Chicago Booth School of Business

## REFERENCES

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**Sanjog Misra (Committee Chair)**

Charles H. Kellstadt Professor of Marketing  
and Neubauer Family Faculty Fellow  
University of Chicago  
Booth School of Business  
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**Bradley Shapiro (Committee)**

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**Jean-Pierre Dubé (Committee)**

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**Sarah Moshary (Committee)**

Assistant Professor of Marketing  
and Robert King Steel Faculty Fellow  
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**Pradeep K. Chintagunta  
(Ph.D. Program Director)**

Joseph T. and Bernice S. Lewis  
Distinguished Service Professor of Marketing  
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Booth School of Business  
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### **“Customer retention under imperfect information”**

*Job Market Paper*

I study why many brands face low retention rates among *new* customers, which is a challenge observed in various contexts ranging from food delivery services to hotels. In particular, I study whether brand abandonment after a single product experience is solely driven by heterogeneous preferences or is also affected by information frictions. I use a novel, long panel of individual-level ticket purchases from a major U.S. symphony center for which 53% of first-time customers do not return at least for 4 years.

The data exhibit patterns consistent with learning and information frictions in the market; as predicted by conventional learning models, new customers' concert choices converge towards experienced customers' choices across visits, regardless of their length of survival. Leveraging the evidence of learning, I derive concert quality, or average match value perceived by the market, as a function of experienced customers' choices.

Descriptive analyses document information frictions and learning spillover that jointly cause customer attrition. First, many customers attend concerts with a low match value due to their incomplete information about concert qualities. Second, a low match value at the initial visit creates a strong adverse learning spillover effect by reducing a customer's expectations about all future concerts.

To explore marketing strategies for the firm to reduce customer attrition, I develop a structural model that incorporates the learning spillovers and information frictions. Through counterfactual analyses, I analyze both a policy that offers high-quality concerts to first-time customers and a policy that offers targeted pricing to second-time customers after their initial visit to low-quality concerts. The results emphasize the importance of introductory marketing to new customers.

### **“Valuing brand collaboration: Evidence from a natural experiment”**

*Working paper*, with Sanjog Misra and Bradley Shapiro

*R&R, Journal of Marketing Research*

We study how brand impacts consumer demand in the context of museum memberships in a U.S. metropolitan city. Over the course of our sample, one major museum with a highly recognized brand closed. During the closure, it sequentially co-branded with two established local museums. The closure and collaboration events, combined with individual panel data on museum memberships, allow us to measure how these changes in brand affect demand. Collaboration with the closed museum lifts demand for the partner museum; however, this aggregate increase masks two counter-acting forces. First, customers with no history of buying membership from either museum enter the market, consistent with the prominent brand providing a signal of vertical quality. Second, a sub-group of customers who previously purchased from either or both of the museums display decreased demand. This is consistent with a model of brand providing information about horizontal match value, with decreasing demand from the broadening of brand being an example of brand dilution. The magnitude of these offsetting forces varies between collaboration events. These results have implications for the treatment of brand intercepts in counterfactuals when studying consumer demand.

## SELECTED COURSEWORK

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### Marketing

Foundations of Advanced Quantitative Marketing (Pradeep Chintagunta)

Advanced Marketing Theory: Behavioral Science Approach (Abigail Sussman)

Advanced Quantitative Marketing (Jean-Pierre Dubé and Günter Hitsch)

Marketing Literature Seminar

- Judgment and Decision Making (Abigail Sussman)

- Advertising (Pradeep Chintagunta and Bradley Shapiro)

- Marketing and Public Policy (Oleg Urminsky and Anita Rao)

### Economics

Price Theory 1 (Kevin Murphy)

Price Theory 2 (Philip Reny and Roger Myerson)

Price Theory 3 (Balàz Szentes)

Advanced Industrial Organization 1 (Chad Syverson)

### Econometrics

Empirical Analysis 1 (Azeem Shaikh)

Empirical Analysis 2 (Harald Uhlig and Lars Peter Hansen)

Empirical Analysis 3 (Stephane Bonhomme)

Introduction to Statistical Machine Learning (Greg Shakhnarovich)

Topics in Econometrics (Stephane Bonhomme)

Introduction to Spatial Data Science (Luc Anselin)

Analysis of Microeconomic Data 1 (Dan Black)

Computational Content Analysis [Text analysis] (James Evans)

Applied Bayesian Econometrics (Sanjog Misra)

Advanced Econometrics (Daniel McDonald)

Computational Methods for Marketing and Economics (Sanjog Misra)