

# Hana Choi

Simon Business School  
University of Rochester  
Rochester, NY, 14627

Email: [hana.choi@rochester.edu](mailto:hana.choi@rochester.edu)  
Homepage: [hanachoi.github.io](http://hanachoi.github.io)  
Office Phone: (585) 275 - 0790

## ACADEMIC APPOINTMENTS

---

### Simon Business School, University of Rochester

- Assistant Professor of Marketing Jul 2019 – Present

## EDUCATION

---

PhD	Duke University, Marketing	2013 - 2019
MA	University of Pennsylvania, Economics	2012
BS	Yonsei University, Business Administration and Economics	2007

## RESEARCH INTERESTS

---

Digital Economy, Advertising, Consumer Search, Two-Sided Markets, Startup Business, Applied IO

## PUBLISHED PAPERS

---

Choi, Hana, Carl F. Mela, Santiago Balseiro, and Adam Leary (2020), "Online Display Advertising Markets: A Literature Review and Future Directions", *Information Systems Research*, 31, 2, 556-575

Choi, Hana and Carl F. Mela (2019), "Monetizing Online Marketplaces", *Marketing Science*, 38, 6 (November-December), 948-972

- Lead Article
- Previously titled "Online Marketplace Advertising"
- Featured in Marketing Science Institute Working Paper Series, Fuqua Insights

## WORKING PAPERS

---

Choi, Hana and Carl F. Mela (2023), "Optimizing Reserve Prices in Display Advertising Auctions", revising for 2<sup>nd</sup> round review at *Marketing Science*

- Winner, John A. Howard/AMA Dissertation Award 2019
- Winner, ISMS Doctoral Dissertation Proposal Competition 2018
- Honorable Mention, Shankar-Spiegel Dissertation Proposal Award 2018
- MSI Research Grant 2016

Choi, Hana and Carl F. Mela (2023), "The Effect of First-Price vs. Second-Price Auctions on Display Advertising Markets", manuscript available upon request

Banerjee, Shrabastee, et al. (2024), "Evolution of Platform Research: Challenges and Opportunities", manuscript available upon request

## **WORK IN PROGRESS**

---

Kim, Minkyung, Hana Choi, and Jinsoul Seo "Intended and Unintended Consequences of Review Solicitations"

Choi, Hana, "Display Advertising Pricing, Allocation, and Information Sharing in Dual Channel"

Prusty, Siddharth, Carl F. Mela, and Hana Choi "Optimizing Quality Scores for E-commerce"

## **CONFERENCE AND INVITED PRESENTATIONS (\*: scheduled)**

---

### **"The Effect of First-Price vs. Second-Price Auctions on Display Advertising Markets"**

**2023:** Choice Symposium, Virtual Quantitative Marketing Seminar

**2022:** Korea Advanced Institute of Science and Technology

**2021:** U.S. Department of Justice, Marketing Science

### **"Optimizing Reserve Prices in Display Advertising Auctions"**

**2025:** University of Toronto\*

**2023:** Junior Faculty Development Forum at WASHU, Carnegie Mellon University, Instacart

**2021:** U.S. Department of Justice

**2020:** Facebook Econ / Algorithm Meeting, Frank M. Bass UTD FORMS Conference, MSI State of Marketing Science Summit

**2019:** Conference on Digital Experimentation (CODE), Marketing Science

**2018:** University of Rochester, University of Illinois at Urbana-Champaign, Harvard University, Stanford University, University of Miami, Boston University, Northwestern University, HEC School of Management, University of College London, University of Texas at Austin, Cornell University, Southern Methodist University, Rice University, University of Notre Dame, University of Georgia, Yonsei University, HKUST, Lingnan University, City University of Hong Kong, Tilburg University

**2016:** Duke-UNC Brownbag

### **"Intended and Unintended Consequences of Review Solicitation"**

**2021:** Marketing Science Conference, Rochester, Zoom

### **"Monetizing Online Marketplaces"**

**2017:** NBER Summer Institute IT and Digitization (Poster), Summer Institute in Competitive Strategy.

**2015:** Marketing Science Conference

## TEACHING EXPERIENCE

---

### University of Rochester, Simon Business School

- Core Statistics Using R (MS) 2019 - present
- Ph.D. Marketing Workshop (co-teach) 2019 - present

### Duke University, Fuqua School of Business, Teaching Assistant

- Strategy and Tactics of Pricing (MBA), taught by Wilfred Amaldoss 2017
- Marketing Core (MBA), taught by Carl Mela and Bryan Bollinger 2015, 2016
- Product Management (MBA), taught by Carl Mela 2014

### University of Pennsylvania, Wharton School, Teaching Assistant

- Microeconomic Foundations (MBA) 2012
- Advanced Topics in Managerial Economics (MBA) 2012
- Business Economics and Public Policy (Undergraduate) 2012
- Managerial Economics (Undergraduate) 2010, 2011

### University of Pennsylvania, School of Arts and Science, Instructor

- Intermediate Microeconomics (Undergraduate, summer course) 2010

### Yonsei University, Teaching Assistant

- Intermediate Microeconomics (Undergraduate) 2007

## DISCUSSANT / PANELIST

---

**2023:** Virtual Quant Marketing Seminar (VQMS)

**2022:** QME conference

**2021:** Virtual Quant Marketing Seminar (VQMS), Marketing Science Women's Workshop

## PROFESSIONAL SERVICES

---

Conference Committee

Workshop on Platform Analytics 2024

Referee

Asian Academy of Management Journal, Information Systems Research, International Journal of, Research in Marketing, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Production and Operations Management

MS Business Analytics & Marketing Analytics Committee member, Simon Business School, 2022-

Co-organizer of Women's Workshop, Marketing Science, 2021

PhD Program Committee member, Simon Business School, 2019-2022

## HONORS AND AWARDS

---

Gerald and Deanne Gitner Prize for Teaching Excellence 2023

Teaching Honor Roll	2022
Winner, John A. Howard/AMA Dissertation Award	2019
Winner, ISMS Doctoral Dissertation Proposal Competition	2018
Honorable Mention, Shankar-Spiegel Dissertation Proposal Award	2018
Dissertation Research Travel Award, Duke University, \$2000	2017
MSI Research Grant, co-PI with Carl Mela, Santiago Balseiro, Adam Leary, \$5000	2016
Graduate Fellowship, Duke University	2013
Korea Foundation for Advanced Studies (KFAS) Fellowship	2007
BK 21 Research Scholarship	2007
DK Korea Fellowship	2006
Higher Civil Service National Examination Scholarship	2005
Yonsei University Scholarships	2003

## INDUSTRY EXPERIENCE

---

### **The-Nuvo**, Seoul, Korea

- CMO Feb 2013 – Aug 2013
- Data Analyst (Part Time) Nov 2011 – Jan 2013

### **Ernst & Young, Transfer Pricing Division**, Manhattan, NY

- Intern Summer 2012