

SUNGJEE CHOI

Marketing Department, Tippie College of Business, University of Iowa
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EDUCATION

Tippie College of Business, University of Iowa Ph.D. Candidate in Marketing Supervisor: Gary J. Russell	<i>Sep 2019 – Present</i> Iowa City, US
Korea University Master of Science in Marketing, Business Administration Supervisor: Jaehwan Kim	<i>Mar 2017 – Feb 2019</i> Seoul, South Korea
Sookmyung Women’s University Major: Bachelor of Business Administration Dual Major: Bachelor of Art, Culture and Tourism	<i>Mar 2011 – Feb 2016</i> Seoul, South Korea

RESEARCH INTERESTS

Substantive: Constraints, Pricing, Quality Measure, Market Segmentation, Retail Shopping Behavior, Brand Marketing, Repeated Purchase Behavior, Cultural Product

Methods & Frameworks: Choice Models, Structural Modeling, Bayesian Statistics, Econometrics, Empirical Analysis, Conjoint Analysis

PUBLICATIONS

Choi, Sungjee, Inwoo Nam, and Jaehwan Kim (2020), “Effect of Social Norm on Consumer Demand: Multiple Constraint Approach,” *Asia Marketing Journal*, 22(1), 41 – 60.

Brief Abstract

The goal of the study is to understand the role of social norm in purchase decisions where demand is revealed in the form of multiple discreteness. The effect of social norms on consumer demand is captured via multiple constraint model where constraints are not only from budget equation but also from psychological burden induced by the deviation from the norm. Incorporating social norm into the utility model allows for another means to disentangle the reason for no-purchase as ‘not preferred’ and ‘not able to buy’.

DISSERTATION

“Measuring Quality Using Consumer Choice Data: The Role of Market Dominance”,

Brief Abstract

The goal of this research is to propose and evaluate a measure of product quality derived from consumer choice histories. Our approach rests upon a non-homothetic utility model developed by Allenby and Rossi (1991). N-Price Logit model is developed based on the random utility model whose price coefficients can be used to distinguish a quality index. N-Price Logit model confirms that the quality index is positively correlated with retail prices and demonstrates that quality Index is not aligned with consumers’ preferences.

WORKING PAPERS

Choi, Sungjee, and Thomas Gruca, “Empirical Generalization of Double Jeopardy Violations: Replication,”

*To be submitted to **Marketing Letters***

Choi, Sungjee, “Expert’s Wine Rating and Personal Preference”

*To be submitted to **International Journal of Wine Business Research***

WORK IN PROGRESS

“Discovering Quality-based Market Segments using Consumers Heterogeneity of Loss-Gain Ratio”

*Theory Development, targeting **Journal of Retailing***

“Happiness from Shopping Events within Time Constraint: Heterogeneity Effects”

*Model Development and Simulation, targeting **Journal of Choice Modeling***

“Utility Maximization in Gift-Giving Context with Multiple Budget Contributors”

*Model Development and Simulation, targeting **Quantitative Marketing and Economics***

CONFERENCE PRESENTATIONS

The 45th ISMS Marketing Science Conference Presentation *Jun 2023*

Measuring Brand Quality Using Consumer Choice Data: The Role of Brand Dominance, Miami Herbert Business School, The University of Miami, Florida, FL.

2023 Mittelstaedt & Gentry Doctoral Symposium *Mar 2023*

As a Discussant, *Realizing the Good Despite Customer Mistreatment*, College of Business, The University of Nebraska-Lincoln, Nebraska, NE.

The 44th ISMS Marketing Science Conference Presentation *Jun 2022*

Dual Role of Price in Consumer Choice, Booth School of Business, The University of Chicago, Illinois, IL.

The 41st ISMS Marketing Science Conference Presentation *Jun 2019*

Social Norm and Consumer Demand: Multiple Constraint Model Approach, University of Roma Tre, Rome, Italy.

2019 Korean Marketing Association *Mar 2019*

Social Norm and Consumer Demand: Multiple Constraint Model Approach, Korea University, Seoul, South Korea.

CONFERENCE PARTICIPATION

16th Annual Bass FORMS Conference *Mar 2022*

Virtual Conference, The University of Texas at Dallas, Texas, TX.

Quantitative Marketing and Economics (QME) *Oct 2021*

Virtual Conference, UCLA, California, CA.

43th ISMS Marketing Science Conference *Jun 2021*

Virtual Conference, The University of Rochester, New York, NY.

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Digital Marketing, Marketing Strategy, Retail Strategy, Introduction to Marketing, Marketing Sales and Promotion, Consumer Behavior, Pricing, Branding

TEACHING EXPERIENCE

Co-Lecturer (University of Iowa)

- Marketing Research (MKTG:3100, Undergraduate), Fall 2022
 - Course Evaluation: 5.4/6.0
- Introduction to Marketing Strategy (MKTG:3000, Undergraduate), Fall 2021, Spring 2022
 - Course Evaluation: 5.2/6.0

Guest Lecturer (University of Iowa)

- Ph.D. Seminar in Marketing Model (MKTG:7850, Ph.D. Seminar), Spring 2022
 - Topic: Price-tier theory
- Marketing Analytics (MKTG:3102, Undergraduate), Fall 2023
 - Having lectures and office hours for three weeks on behalf of the primary instructor

Teaching Assistant (University of Iowa)

- Marketing Sales and Promotion (MKTG:4405, Undergraduate), Spring 2021
- Consumer Behavior (MKTG:3200, Undergraduate), Fall 2020
- Integrated Marketing Communications (MKTG:4101, Undergraduate), Fall 2020
- Retail Strategies (MKTG:3400, Undergraduate), Fall 2020
- Introduction to Marketing Strategy (MKTG:3000, Undergraduate), Summer 2020, Summer 2021
- Digital Marketing (MKTG:4400, Undergraduate), Spring 2020, Spring 2021
- Marketing Research (MKTG:3100, Undergraduate), Fall 2019

Teaching Assistant (Korea University)

- Marketing Research (BUSS252, Undergraduate), Fall 2018
- Product and Brand Management (BUSS454, Undergraduate), Spring 2018
- Marketing Management (BUSS205, Undergraduate), Fall 2017
- B2B Marketing & Channel Strategy (EMB709, Executive MBA), Fall 2017
- Hyundai-Kia Motor Company Global Strategy (BUSS393, Undergraduate), Spring 2017
- Marketing Management (AMB222, Asia MBA), Spring 2017

ACADEMIC HONORS AND AWARDS

- Fellow, ISMS Doctoral Consortium, University of Miami, 2023
- Fellow, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2023
- Fellow, ISMS Doctoral Consortium, University of Rochester, 2021
- Graduate College Post-Comprehensive Research Fellowship, University of Iowa, 2023
- Graduate College Summer Fellowship, University of Iowa, 2023

- Doctoral Student Fellowship, Tippie College of Business, University of Iowa, 2019 – present
- Best English Theses Award, Korea University Business School, Korea University, 2019
- Research Assistant Scholarship, Korea University Business School, Korea University, 2017 – 2019
- Scholarship for academic excellence, Sookmyung Women’s University 2015
- Scholarship for domestic cultural exploration, Sookmyung Women’s University, 2014
- Awards of bronze status at Sookmyung discussion competition, Sookmyung Women’s University, 2014
- Scholarship for academic excellence, Sookmyung Women’s University, 2011 – 2013
- Scholarship for Sookmyung leadership group, Sookmyung Women’s University, 2011 – 2012

SELECTED GRADUATE COURSEWORK AND ACADEMIC WORKSHOPS

Marketing

Seminar in Marketing Models-PhD (Choice Models), Seminar in Marketing Models-PhD (Economics Models), Seminar in Consumer Behavior-PhD, Problem-Solution in Behavioral Research, Advanced Research Seminar in Marketing I, Research Methodology in Marketing, Quantitative Marketing, Understanding Brand, Special Topic in Marketing,

Economics, Statistics, & Machine Learning

Fundamentals of Microeconomics, Econometrics, Microeconomic Theory I, Mathematical Statistics I, Mathematical Statistics II, Bayesian Statistics, Statistical Learning, Introductory Longitudinal Data Analysis, Introductory Longitudinal Data Analysis, Statistical Computing Methods, Data Science, Statistics for Business and Economics

Academic Workshops

Northwestern Main and Advanced Causal Inference Workshops, Northwestern University

INDUSTRY EXPERIENCE

Junior Consultant

Jul 2016 – Feb 2017

Involved in three projects at KMAC

Seoul, South Korea

- Interviewed internal customers of South Korea’s public institutions
- Constructed, managed, and reviewed the interview questionnaire
- Organized data from interview results
- Created and prepared presentation materials and final report documents

SKILLS AND LANGUAGES

Programming Languages

R, PYTHON, LATEX, MATLAB

Statistics Software

SAS, STATA, SPSS, JMP

Communication Languages

Korean (Native), English (Fluent)

REFERENCES

Gary Russell (Dissertation Chair)

Cedar Rapids Area Business Professor of
Marketing
The University of Iowa
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Jaehwan Kim (Advisor of M.S. Degree)

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Thomas Gruca (Dissertation Committee)

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Nancy Abram (Teaching Mentor)

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of Practice
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