

HEE MOK PARK

Marketing Department, University of Connecticut
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I. PROFESSIONAL EXPERIENCE

School of Business, University of Connecticut

- Assistant Professor of Marketing, 2013-present

Ross School of Business, University of Michigan

- Lecturer in Marketing, 2010

II. EDUCATIONAL BACKGROUND

A. Degrees

Doctor of Philosophy in Marketing, University of Michigan, Ann Arbor, 2013

Master of Philosophy in Applied Statistics, Yonsei University, Seoul, Korea, 2007

Bachelor of Business Administration (Honors), Yonsei University, Seoul, Korea, 2005

Visiting Student (High Distinction), Bond University, Gold Coast, Australia, 2003

B. Dissertations

“Mutual Interdependence across Consumers and Firms” University of Michigan, 2013
Committee: Puneet Manchanda (Chair), Dan Akerberg, Peter Lenk, Yesim Orhun, S. Sriram

“Fractional Imputation in Panel Data”, Yonsei University, 2007
Committee: Jae Kwang Kim (Chair), Hak Bae Lee, Johan Lim

III. RESEARCH INTEREST

Big Data

Digital/Social Media Marketing

Models of Social Interaction and Peer effects

Structural Models

Bayesian Econometrics

IV. Publications and Research

A. Publications

Park, Hee Mok and Puneet Manchanda (2015), "When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior," *Marketing Science*, 34 (2), 179-194. (*Lead Article*)

- Marketing Science Institute Working Paper 13-111.

B. Working Papers

Park, Hee Mok, Yesim Orhun, Joseph Pancras, and S.Sriram, "Who's your neighbor?: A Store Choice Model under Multi-purpose Shopping Occasion "

Pancras, Joseph, Hee Mok Park, Puneet Manchanda, "Spatial Complementarity and Social Dynamics in Gambling Behavior"

C. Research in Progress

"Free Sample Promotion: New Understandings of Its Effects and Optimization" (with Lin Boldt and Neeraj Arora)

V. INVITED TALKS/CONFERENCE PRESENTATIONS

"Who's your neighbor?: A Store Choice Model under Multi-purpose Shopping Occasion", Marketing Science Conference, University of Southern California, 2017

"Measuring the Agglomeration effect on Consumer Store Choice", *School Wide Research Seminar, University of Connecticut*, 2017

"Investigating the Tradeoff between Agglomeration and Competition", *Winter AMA Conference, Las Vegas*, 2013

"When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior", *Penn State University, University of Connecticut, University of California at*

Riverside, 2012-2013

"When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior", *Marketing Science Conference, Boston University, 2012*

"Peer Effects in Casino Gambling", *MSSIIS (Michigan Student Symposium for Interdisciplinary Statistical Sciences), University of Michigan, 2012*

"Peer Effects in Casino Gambling", *Marketing Science Conference University of Michigan, 2009*

VI. HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow, University of Washington, 2012

Kendrick Fellowship, University of Michigan, 2012

Leo Burnett Fellowship, University of Michigan, 2010-2011

Quantitative Marketing and Structural Econometrics Workshop Student Fellow, Duke University, 2010

Phelps Doctoral Fellowship, University of Michigan, 2007-2012

VII. TEACHING INTERESTS

Marketing and Digital Analytics, Introduction to Marketing, Marketing Research

VIII. TEACHING EXPERIENCE

Marketing and Digital Analytics (Undergraduate Elective), University of Connecticut, 2015-present

Introduction to Marketing Management (Undergraduate Core), University of Connecticut, 2014- present

Marketing Management (Undergraduate Core), University of Michigan, 2010 Spring