# HEE MOK PARK

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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 Ackerberg, 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 Social Networks

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 and Joseph Pancras, "Social and Spatiotemporal Impact of In-Store 'Prize Promotions' Events: The Sweepstakes/Jackpot Case," invited for 2nd round of revision at Marketing Science

Park, Hee Mok and Joseph Pancras, "Who's your neighbor?: Measurement and Implications of Retail Agglomeration," invited for 2nd round of revision at International Journal of Research in Marketing

Park, Hee Mok and Minki Kim, "Social Influence Maximization: An Empirical Analysis of Tweet Behavior for Optimal Seeding Strategy," preparing to submit at Marketing Science

Pyo, Tae Hyung, Jae Young Lee, and Hee Mok Park, "Preference Similarity and Social Contagion for a Trial of a New Experience Good," preparing to submit at Journal of Marketing Research


## V.   INVITED TALKS/CONFERENCE PRESENTATIONS

"Social Influence Maximization: An Empirical Analysis of Tweet Behavior for Optimal Seeding Strategy", *Marketing Science Conference, University of Roma Tre*, 2019

"Social Influence Maximization: An Empirical Analysis of Tweet Behavior for Optimal Seeding Strategy", *College of Business at KAIST*, South Korea, 2019

"Social and Spatiotemporal Impact of In-Store'Prize Promotions' Events: The Sweepstakes/Jackpot Case", *College of Business at KAIST*, South Korea, 2019

"Who's your neighbor?: A Store Choice Model under Multi-purpose Shopping Occasion", *College of Business at KAIST*, South Korea, 2017

"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", *Marketing Science Conference*, *Johns Hopkins University,* 2015

"When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior", *University of Connecticut,* 2013

"When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior", *University of California at Riverside,* 2013

"When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior", *Penn State University,* 2012

"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", *MSSISS (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

Summer Research Grant, Real Estate and Urban Economic Studies, University of Connecticut, 2017

Summer Research Grant, Dean's Office, University of Connecticut, 2013-2016

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 Analytics, Marketing Research, Introduction to Marketing

**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