

Curriculum Vitae (CV)

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Professional Experience (Academic)

Peking University, HSBC Business School, Shenzhen, China 2011~Present
Assistant Professor in Management (Marketing)

Educational Background

Washington University in St. Louis, Olin Business School, St. Louis, MO 2011
Ph.D. in Marketing

New York University, Art & Science, New York, NY 2002
M.A in Economics

Kyung Hee University, College of Politics & Economics, Seoul, Korea 1999
B.A. in Economics

Fellowships, Honors and Awards

Outstanding Professor Award, Shenzhen City, China 2013
Outstanding Professor Award, Peking University 2013
Hubert C. Moog Scholarship, Washington University in St. Louis 2007-2008
Doctoral Fellowship, Washington University in St. Louis 2006 - 2011
Grand Prix Award in Six-Sigma Research Competition, Samsung Electronics 2004
Kyung-Hee Family Scholarship, Kyung-Hee University 1992 - 1998

Research Interests

Advertising Competition, Channel Management, Sports marketing, e-Commerce, Corporate Social Responsibility(CSR)

Published Paper

“*Advertising and Price Competition in a Manufacturer-Retailer Channel Structure*,” (forthcoming, Sep. 2017) with Tat Y. Chan and Chakravarthi Narasimhan, **International Journal of Research in Marketing (SSCI)***

“*Loss Aversion and Reference Dependence Effect of Online Word of Mouth (WOM) via Twitter on Movie Goers’ Decisions* (forthcoming, June, 2017)” with Young Joon Park and Charin Polpanumas, **Journal of Advertising Research (SSCI)***

“*Impact of International Sports Events on the Attendance of Domestic Sports League Games using*

Chinese Super League Data" (forthcoming, Dec., 2017) with Jia Lu and Feng Yan, **International Journal of Sports Marketing & Sponsorship (SSCI)***

"An Empirical Examination of Development and Impact of Star Power in Major League Baseball" (2016) with Michael Lewis, **Journal of Sports Economics (SSCI)***, DOI:10.1177/1527002515626220

"The Impact of Corporate Social Responsibility(CSR) on Brand Value: An empirical Study of Interbrand's Best Global Brands" (2016) with He Yingyi, **International Journal of Business and Social Science***, 7(10), 61-71

"Lenders and Borrowers' Strategies in Online Peer-To-Peer Lending Market: An Empirical Analysis of PPDai.com (2015)" with Xinlu Fan and Feng Yan, **Journal of Electronic Commerce Research (SSCI)***, 16(3), 242–260

"Customer Portfolio Composition and Customer Equity Feedback Effects: Student Diversity and Acquisition in Educational Communities (2013)" with Michael Lewis and Debanjan Mitra, **Marketing Letters (SSCI)**, 24, 71–84

* *Corresponding author*

Under Review

"Dynamic Brand Evolution Mechanism of Sports Team: Empirical Analysis of Major League Baseball (MLB) Data " with Feng Yan, (under review), **Journal of Marketing Research (SSCI)***

"Factors Affecting Platform Default Risk in Online P2P Lending Market: An Empirical Study Using Chinese Online P2P Platform Data," (2nd round review) with Li Yu and Feng Yan, **Electronic Commerce Research (SSCI)***

"Empirical Analysis of Professional Sports Game Demand: Watching a Game at Stadium, from TV, or via Online Webcast" with Jinbao Wang and Feng Yan (under review), **Sports Marketing Quarterly (SSCI)***

"Unintended Effect of Online Item-to-Item Recommendation"(under review) with Yating Fu and Jaewoo Joo, **Electronic Commerce Research (SSCI)***

* *Corresponding author*

Working Project

"Tournament Design, Quality Signals and Performance Based Brand Equity: An Empirical Study of Brand Equity Development in Professional Sports" with Michael Lewis

"Effectiveness of Advertising: Market Level Empirical Analysis(tentative)" with Tat Chan and Chakravarthi Narasimhan

"Inner-Self vs. Outer-Self: Demystifying the Process of Corporate Social Responsibility Product Consumption" with Kevin Chastagner and Jaewoo Joo

"An Exploration of Impact of Domestic Players' Migration to MLB on Domestic Baseball Game Attendance: Empirical Analysis of Professional Baseball Leagues in Japan, Korea, and Taiwan" with

Allan Zhang and Young Joon Park

“*The Impact of Movie Release on Tourism Demand over Countries: Empirical Analysis of Thailand Tourism Industry*” with Saisang Apichatvorapong, James Yen

“*Effectiveness of Marketing Activities to Generate Web Search Volume: Empirical Analysis of Chinese Movie Industry*” with Deng Rongchao

“*Role of Pre-Release Advertising on Box Office Performance in Chinese Motion Picture Industry,*” with Tianye Zhang

“*The Moderating Effect of Electronic Word-Of-Mouth (eWOM) on Its Generation Process,*” with Jin Xin and Jaewoo Joo

Corresponding author or leading author for all working projects

Invited Presentations

Research Seminar Series of Fudan University, Shanghai, China 2014
“*Advertising and Price Competition in a Manufacturer-Retailer Channel Structure*” with Tat Y. Chan and Chakravarthi Narasimhan

Research Seminar Series of Yeonsei University, Seoul, Korea 2012
“*Advertising and Price Competition in a Manufacturer-Retailer Channel Structure*” with Tat Y. Chan and Chakravarthi Narasimhan

Research Seminar Series of University of Missouri, St. Louis, MO, 2010
“*Advertising and Price Competition in a Manufacturer-Retailer Channel Structure*” with Tat Y. Chan and Chakravarthi Narasimhan

Marketing Science Conference, Ann-Arbor, MI, 2009
“*An Empirical Examination of Star Power in Professional Baseball*” with Michael Lewis

Teaching Experience

Marketing Strategy (94/100, 94/100, 92/100, 99/100, 99/100)	Peking University, HSBC Business School
Marketing Research (93/100, 98/100, 95/100, 100/100)	Peking University, HSBC Business School
Applied Econometrics for Management (93/100, 93/100, 93/100, 93/100, 95/100)	Peking University, HSBC Business School
Marketing Management (95/100),	Peking University, HSBC Business School

Other Professional Experience

Assistant Manager, Oversea Marketing & Strategy Team, THEFACESHOP, Seoul	2005 - 2006
Assistant Manager, Oversea Marketing Team, Samsung Electronics, Seoul	2002 - 2005
Assistant Manager, Management and Planning Team, Dong-won Securities, Seoul	1999 - 2000