

Young Joon Park

HSBC Business School, Peking University
University Town, Nanshan District
Shenzhen 518055 China
86-755-26032019
yipark@phbs.pku.edu.cn

ACADEMIC POSITION:

2020. 8 – Present, Associate Professor (Teaching), HSBC Business School, Peking University
2009. 11 – 2020. 7, Assistant Professor, HSBC Business School, Peking University
2019. 2 – 2019. 7, Visiting Scholar, The School of Management, Kyung Hee University
2018. 8 – 2019. 1, Visiting Scholar, Department of Economics, University of California San Diego

ADMINISTRATIVE POSITION:

2014-Present, Assistant Dean, HSBC Business School, Peking University
2019-Present, Dean's Assistant of International Relations, HSBC Business School, Peking University
2014-2018, Dean's Assistant for Faculty Recruiting, HSBC Business School, Peking University
2014-2017, Chair, Economics Area Committee, HSBC Business School, Peking University
2011-2017, Director of Curriculum Management, HSBC Business School, Peking University
2012-2013 & 2014-2017, Program Director, MA and Ph.D. program, HSBC Business School, Peking University
2012-2013, Director of International Services, HSBC Business School, Peking University

EDUCATION:

Ph.D. in Economics, University of California San Diego, 2009
Master in Economics, Korea University, August 2002
Bachelor in Economics, Korea University, August 2000

PUBLICATIONS:

1. "[Economic Policy Uncertainty and Peer Effects in Corporate Investment Policy](#)" (with Hyun Joong Im, and Jia Liu), *International Review of Financial Analysis*, Accepted.
2. "[The External Effect of a Migrated Star Player on Domestic Sports League: An Empirical Analysis of Three Asian Leagues](#)" (with Fan Zhang and Yeujun Yoon), *International Journal of Sports Marketing and Sponsorship*, 2021, 22 (2), pages 262-292.
3. "[The Impact of Word of Mouth via Twitter on Moviegoers' Decisions and Film Revenues](#)" (with Yeujun Yoon and Charin Polpanumas), *Journal of Advertising Research*, 2017, 57 (2), pages 144-158.
4. "[Product Market Competition and the Value of Innovation: Evidence from US Patent Data](#)" (with Hyun Joong Im and Janghoon Shon), *Economics Letters*, 2015, vol. 137, pages 78-82.
5. "[Overconfidence in Tournaments: Evidence from the Field](#)," (with Luís Santos-Pinto), *Theory and Decision*, 2010, vol. 69, issue 1, pages 143-166.

WORKING PAPERS:

"Reference Dependence and Location-Price Competition" (with Shuaishuai Deng)

“Worse Than What I Read?” - Backfire of Fake Review: Empirical Analysis of Online Review Generation Process using Amazon.com review data” (with Jaewoo Joo, Charin Polpanumas, and Yeujun Yoon)
“Biased Self Image in Objective Qualities”
“A Theory of the False Consensus Effect”

RESEARCH in PROGRESS:

“Preference Elicitation for Myopic Loss Aversion: An Experimental Study” (with Hao Wu)
“Reference Dependent Advice”

TEACHING EXPERIENCE:

Business Ethics, HSBC Business School, Peking University, 2021
Game Theory (Ph.D.), HSBC Business School, Peking University, 2020,2021
Game Theory, HSBC Business School, Peking University, 2009, 2011, 2012, 2013, 2014, 2015, 2018, 2019, 2020, 2021
Advanced Microeconomics II (Ph.D.), HSBC Business School, Peking University, 2020
Advanced Microeconomics I, HSBC Business School, Peking University, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2020, 2021
Managerial Economics, HSBC Business School, Peking University, 2015
Graduate Thesis Seminar, HSBC Business School, Peking University, 2014
Behavioral Economics, HSBC Business School, Peking University, 2010
Introduction to Behavioral Economics (invited lecture), Sungkyunkwan University, 2010

HONORS and SCHOLARSHIPS:

Excellence in Service Award, HSBC Business School, 2019
Outstanding Professor Award, Shenzhen Municipal Government, 2015
Excellence in Teaching Award, Shenzhen Graduate School, Peking University, 2012, 2015
Excellence in Teaching Award, HSBC Business School, Peking University, 2011, 2017, 2020
Small Grants for Behavioral Economics, Russell Sage Foundation, 2005
BK21 Fellowship, Ministry of Education and Human Resource Development, Korea, 2001-2002
Freshman Scholarship, Korea University, 1994

SERVICES:

Projects (Futian District Government)
2013 "Global Development of the Futian District" (Lead researcher: Ting Ren)

Committee Service (HSBC Business School, Peking University):
2021-present, Accreditation (Chair 2021-present)
2017-present, International (Chair 2017- present)
2009-present, Curriculum (Chair 2014-2018)
2014-present, Recruiting
2014-2019, Compensation
2014-2018, Research
2010-2014, Assurance of Learning
2009-2011, Quality of Life (Chair in 2011)

Journal Referee Service:

Economics Letters, Journal of Economic Behavior and Organization, Kyklos, Psychometric Bulletin & Review, Quantitative Finance, Theory and Decision