

Jung Youn Lee

Rice University
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EMPLOYMENT

Rice University
Jones Graduate School of Business, Assistant Professor of Marketing 2022 – Present
Texas Policy Lab, Faculty Affiliate 2022 – Present

EDUCATION

Northwestern University, Kellogg School of Management, Evanston, IL 2016 – 2022
Ph.D. in Quantitative Marketing
Korea Advanced Institute of Science and Technology, Daejeon, Korea 2012 – 2014
M.S. in Culture Technology
Rice University, Houston, TX 2007 – 2011
B.A. in Economics

RESEARCH INTERESTS

Quantitative Marketing, Causal Inference, Applied Machine Learning
Consumer Protection, Consumer Finance, Advertising

PUBLICATION

- Commercial Success through Commercials? Advertising and Pay TV Operators (with Pradeep K. Chintagunta and Joonhyuk Yang), *Journal of Marketing Research*, 2021.

WORKING PAPERS

- Banking the Unbanked: Using Grocery Data for Credit Decisions (with Eric T. Anderson and Joonhyuk Yang)
 - Revise and Resubmit, *Management Science*, 2022
 - Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, 2021
 - Recipient of Wharton Customer Analytics Data Grant, 2019

WORKS IN PROGRESS

- Algorithmic Bias and Consumer Data (with Joonhyuk Yang)
- Childcare in Texas (with Flavio Cunha and Ritika Sethi)

AWARDS, GRANTS AND FELLOWSHIPS

Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition	2021
ISMS Doctoral Consortium Fellow	2021
Wharton Customer Analytics Data Grant	2019
International Telecommunications Policy Review Best Paper Award	2015
National Scholarship, Korea (covered full tuition with stipend)	2012–2014
Best Teaching Assistant Award, KAIST	2012
<i>Cum Laude</i> , Rice University	2011
President’s Honors Rolls, Rice University	2007–2009

CONFERENCES AND INVITED PRESENTATIONS

Presentations

ISMS Marketing Science Conference	2022
Boulder Summer Conference on Consumer Financial Decision Making	2022
Behavioral Science and Policy Association Conference	2022
Artificial Intelligence in Management Conference	2022
Rice University	2021
University of Notre Dame	2021
National University of Singapore	2021
Conference on AI, ML, and Business Analytics	2021
Wharton Customer Analytics Symposium	2020

Discussions

Bass FORMS Conference	2023
Haring Symposium	2021

TEACHING

Marketing Analytics (MBA Elective)	2023
Marketing Analytics (Undergraduate Elective)	2023

SERVICE

Faculty Associate at Wiess College, Rice University	2022-Present
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