

# JANGWON CHOI

Leavey School of Business  
Santa Clara University  
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Santa Clara, CA 95053

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## EMPLOYMENT

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<b>Santa Clara University</b> Assistant Professor of Marketing	From September 2023
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## EDUCATION

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<b>University of Michigan</b> Ph.D. in Business Administration (Quantitative Marketing) Dissertation: <i>Temporal Implications and Optimization of Digital Marketing Interventions</i> Advisor: Fred Feinberg	August 2023
<b>The University of Chicago</b> M.S. in Statistics	March 2017
<b>Seoul National University</b> B.B.A., B.A. in Economics, B.S. in Statistics ( <i>summa cum laude</i> )	February 2015

## RESEARCH INTERESTS

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Substantive:	Digital / Mobile Marketing, Promotions, and Advertising
Methodological:	Bayesian Statistics, Field Experiments, and Natural Language Processing

## RESEARCH PROJECTS

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<b>Wait For Free: A Consumption-Decelerating Promotion for Serialized Digital Media</b> <ul style="list-style-type: none"><li>• <i>Journal of Marketing Research</i>, 62 (1), 136–153</li><li>• With Inyoung Chae and Fred Feinberg</li></ul>
<b>Politically Biased Moderation Drives Echo Chamber Formation: An Analysis of User-driven Content Removals on Reddit</b> <ul style="list-style-type: none"><li>• Invited for 2<sup>nd</sup> Round Revisions at <i>Management Science</i></li><li>• With Justin T. Huang and Yuqin Wan</li></ul>
<b>Comparing the Effectiveness of Retargeting and Acquisition Online Banner Ads: A Flexible Approach to Estimating Ad Stock</b> <ul style="list-style-type: none"><li>• With Inyoung Chae and Fred Feinberg</li></ul>
<b>To Whom, When, and What to Ask?: Mitigating Unhealthy Behaviors and Detecting Relapse with Customized Real-Time Mobile Interventions</b> <ul style="list-style-type: none"><li>• With Walter Dempsey, Inbal Billie Nahum-Shani, and Fred Feinberg</li></ul>
<b>Optimizing One-shot Promotional Inducements in a Two-sided Choice Setting: An Application to Scholarship Offerings</b> <ul style="list-style-type: none"><li>• With Fred Feinberg</li></ul>

## CONFERENCES, PRESENTATIONS, AND WORKSHOPS

Marketing Science Conference (Washington, DC)	June 2025
Marketing Science Conference (Sydney, Australia)	June 2024
Leavey Research Seminar (Santa Clara, CA)	February 2024
Job Market Presentations	
Monash University, National University of Singapore	September 2022
Hong Kong Baptist University, Santa Clara University, Queen's University, ESADE, Arizona State University, University of Kansas, Michigan State University, University of Houston	October 2022
AMA-Sheth Foundation Doctoral Consortium (Fellow; Austin, TX)	June 2022
Marketing Science Conference (Attended ISMS Doctoral Consortium; Chicago, IL)	June 2022
Marketing Science Conference (Durham, NC)	June 2020
Quantitative Marketing and Structural Econometrics Workshop (Fellow; Evanston, IL)	July 2019

## TEACHING INTERESTS AND EXPERIENCE

## Teaching Interests

Principles of Marketing, Pricing Strategy, Digital Marketing, Marketing Research & Analytics, Customer Relationship Management (CRM), and Bayesian Models in Marketing

**Instructor**

Principles of Marketing (Undergraduate), Santa Clara University

- Course Evaluations (Responses rates in parentheses):
  - Winter 2024: 4.6/5.0 (14/24), 4.7/5.0 (17/25)
  - Spring 2024: 4.7/5.0 (15/27), 4.5/5.0 (15/25)
  - Fall 2024: 4.6/5.0 (20/28), 4.6/5.0 (18/28), 4.7/5.0 (19/28)

Marketing Management (Non-BBA Undergraduate), Spring 2020, University of Michigan

- Instructor Evaluation: 4.8/5.0 (Response rate: 31/39)
- Recipient of Dykstra Fellowship for Teaching Excellence
- Remote due to COVID-19

**Other**

Experienced Graduate Student Instructor Panelist	Winter 2021, 2022, 2023
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## FELLOWSHIPS AND AWARDS

Leavey School of Business Research Grant (\$4,000), Santa Clara University	2025
Leavey School of Business New Faculty Startup Grant (\$20,000), Santa Clara University	2023
Kendrick Scholarship for Academic Excellence (\$8,500), University of Michigan	2020-2021
Dykstra Fellowship for Teaching Excellence (\$8,904), University of Michigan	2020
Ross Doctoral Research and Travel Grants (\$4,000), University of Michigan	2019-2022
Ross Ph.D. Early Candidacy Award (\$1,000), University of Michigan	2019
Ross Ph.D. Student Fellowship (Full Tuition + \$14,803/year), University of Michigan	2017-2023
Ross Regent Fellowship (\$10,000), University of Michigan	2017
Statistics Master's Program Scholarship (25% Tuition Reduction), The University of Chicago	2015-2017

President's Award for Academic Excellence, Seoul National University	2015
University Honors for Academic Excellence, The University of Texas at Austin	2014
National Scholarship for Humanities and Social Sciences (Full Tuition), Korea Student Aid Foundation	2013-2015
Scholarship for Academic Excellence (Full Tuition), Seoul National University	2009-10, 2012-13

## **SERVICE**

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Faculty Senate Council Representative from the Marketing Department	2023-2025
SCU Study Abroad Application Faculty Reviewer	2023, 2024
SCU Transfer Admit Day Faculty Representative from the Marketing Department	2024
SCU Preview Day Faculty Representative from the Marketing Department	2024
Session Chair, Digital Marketing Strategy, INFORMS Marketing Science Conference	2022
Co-Organizer, Ross School of Business Marketing Area Quant Reading Group	2021