

SEOUNGWOO LEE

Goldring/Woldenberg Business Complex 402 V
A. B. Freeman School of Business
Tulane University
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EDUCATION

Ph.D. in Marketing (Minor in Economics), 2017
Robert H. Smith School of Business, University of Maryland, College Park

M.S. in Operations Research, 2010
Columbia University, New York, USA

B.E. in Industrial Engineering (Magna Cum Laude), 2008
Korea University, Seoul, South Korea

EMPLOYMENT

Assistant Professor of Marketing, 2017–Present
A.B. Freeman School of Business, Tulane University

Visiting Assistant Professor of Marketing, 2016–2017
A.B. Freeman School of Business, Tulane University

HONORS AND AWARDS

Winner, ISMS Doctoral Dissertation Proposal Competition, 2015
Winner, Shankar-Spiegel Best Dissertation Proposal Award, 2015
Runner-Up, Best Dissertation Proposal Award at the Workshop on Information Technologies and Systems (WITS), 2015

Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement, Southern Methodist University, 2020

Fellow, AMA Sheth Foundation Doctoral Consortium, London Business School, 2015
Fellow, ISMS Doctoral Consortium, Johns Hopkins University, 2015
Fellow, Haring Doctoral Symposium, Indiana University, 2015
Fellow, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, 2013

Goldhaber Travel Award, University of Maryland, 2016
ICSSA Travel Award, University of Maryland, 2016

Outstanding Graduate Assistantship Award (Top 2%), University of Maryland, 2016
 Marvin A. Jolson Outstanding Doctoral Marketing Student Award, University of Maryland, 2015
 Runner Up, Oral Presentation, Graduate Research Interaction Day, University of Maryland, 2015
 Dean's Summer Research Fellowship, R. H. Smith School of Business, University of Maryland, 2012–2015
 Scholarship, Korea University Alumni Association in New York, 2008, 2011
 Honors Scholarship, Korea University, 2004, 2006, 2007

RESEARCH INTERESTS

Quantitative Marketing Models, Mobile Applications and Platforms, Product Versioning and Upgrading,
 Crowdfunding and Innovation, Loyalty Programs

PUBLICATIONS

Articles in Refereed Journals

Lee, Seungwoo, Jie Zhang, and Michel Wedel (2021), "Managing the Versioning Decision over an App's Lifetime." *Journal of Marketing*, 85 (6), p. 44-62.

- Winner, INFORMS Marketing Science Doctoral Dissertation Proposal Competition
- Winner, Shankar-Spiegel Best Dissertation Proposal Award
- Runner-Up, Best Dissertation Proposal Award at the Workshop on Information Technologies and Systems (WITS)

Book Chapters

Rust, Roland, James Kim, Yue Dong, Tom Kim, and Seungwoo Lee (2015), "Drivers of Customer Equity" in *The Handbook of Customer Equity: Mastering the Art and Science of Customer Management*, V. Kumar and Denish Shah, Eds., Edward Elgar Publishing, MA.

WORKING PAPERS

Seungwoo Lee, Jie Zhang, and Michel Wedel, "The Impact of Mobile App Upgrades across App Versions."

Savannah Shi, Seungwoo Lee, Kirthi Kalyanam, and Michel Wedel, "The Impact of Immediate and Cumulative Crashes of a Mobile App."

Els Breugelmans, Jie Zhang, and Seungwoo Lee, "When Cents-off Discounts Are Replaced by Reward Point Promotions: A Cross-Category Analysis of Consumer Reactions."

Seungwoo Lee, Joon Ro, Hyoryung Nam, and Zack Bhan, "Managing Crowdfunding Platform Ecosystem: Role of Experienced Kickstarters Versus First-timers."

Miyeon Jung, ShinY Ahn, Daegon Cho, and Seungwoo Lee “The Heterogeneous Impact of Discount Coupons on Customer In-app Behaviors: Evidence from Field Experiment and Causal Forests.”

RESEARCH IN PROGRESS

Lee, Seungwoo, Jie Zhang, Michel Wedel, and Keongtae Kim, “Strategic Investment Behaviors on Crowdfunding Platforms,” data collection completed and model development in progress.

Lee, Seungwoo, “An Empirical Study of Mobile App Ranking,” data collection and model development in progress.

INVITED TALKS

Rutgers University, Newark, New Jersey, USA, 2022.
 KAS Global Colloquium, Gangneung, Korea, 2021
 Georgetown University, Washington DC, USA, 2020 (Postponed).
 Pennsylvania State University, State College, Pennsylvania, USA, 2020.
 Georgia Institute of Technology, Atlanta, Georgia, USA, 2015.
 Tulane University, New Orleans, Louisiana, USA, 2015.
 University at Buffalo, Buffalo, New York, USA, 2015.
 Tilburg University, Tilburg, The Netherlands, 2015.
 Imperial College London, London, The United Kingdom, 2015.
 Bocconi University, Milan, Italy, 2015.
 University of Rhode Island, Kingston, Rhode Island, USA, 2015.
 China Europe International Business School, Shanghai, China, 2015.
 Ohio State University, Columbus, Ohio, USA, 2015.
 University of Southern California, Los Angeles, California, USA, 2015.
 University of Groningen, Groningen, The Netherlands, 2015.
 Indiana University, Bloomington, Indiana, USA, 2015.

PRESENTATIONS

ISMS Marketing Science Conference, University of Chicago, Chicago, Illinois, 2022. (Online, Scheduled)
 POMS Annual Conference, 2022. (Online, Scheduled)
 INFORMS International Conference, Cancun, Mexico, 2019.
 ISMS Marketing Science Conference, Temple University, Philadelphia, Pennsylvania, 2018.
 ISMS Marketing Science Conference, Shanghai, China, 2016.
 Workshop on Information Technologies and Systems, University of Texas at Dallas, Texas, 2015.
 ISMS Marketing Science Conference, Johns Hopkins University, Baltimore, Maryland, 2015.
 Poster Presentation, 5th Marketing Academic Research Colloquium, University of Virginia, Charlottesville, Virginia, 2015.
 Graduate Research Interaction Day, University of Maryland, College Park, Maryland, 2015.
 Discussant, Haring Symposium, Indiana University, Bloomington, Indiana, 2015.
 The European Marketing Academy Conference, Leuven, Belgium, 2015

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Decisions, Operations, and Information Technology Department Information Systems Student Presentation Series, University of Maryland, College Park, Maryland, 2014.

COURSES TAUGHT

Instructor, A. B. Freeman School of Business, Tulane University
Marketing Fundamentals, 2016–2021

Instructor, Robert H. Smith School of Business, University of Maryland
Sales Management, 2016.

MENTORING AND ADVISING

Doctoral Dissertation Committees:

Miyeon Jung (Management Engineering, KAIST), Committee Member

Dissertation Defense: December 2021

First placement: Assistant Professor, Lee Business School, University of Nevada, Las Vegas, Nevada

Other Student Advising Activities:

Fei Wu (Ph.D. Student in Aging Studies, Tulane University), 6-week Student Rotation Mentor

PROFESSIONAL SERVICE

Ad-hoc Reviewer, Management Science

Reviewer, International Conference on Information Systems (ICIS) Conference

Reviewer, European Marketing Academy (EMAC) Conference

Reviewer, American Marketing Association Summer Marketing Educators' Conference

SERVICE

Service within Tulane University:

Member, Business Minor Strategic Task Force, Tulane University, 2022.

Organizer, Marketing Area Seminar Series, Tulane University, 2017–Present.

Core Course Coordinator, Marketing Area (MKTG3010), Tulane University, 2019–Present.

Committee Member, Executive Masters Programs Curriculum Committee, 2018–Present.

Committee Member, International Masters Programs Curriculum Committee, 2018–Present.

Tulane International Society Faculty, Tulane International Society, 2018.

Service Outside of Tulane University:

Service Award, Korean American Scientists and Engineers Association (KSEA) Washington Metro Chapter, 2015.

Committee Member, KSEA National Mathematics and Science Competition, KSEA Washington Metro Chapter, 2015.

President, Korean Graduate Student Association (KGSA), University of Maryland, 2013–2014.

Committee Member, KGSA UMD Symposium, 2013–2015.

Director, Korean Graduate Student Association, Columbia University, 2008–2009.

President, Student Association, Division of Information Management Engineering, Korea University, 2007.

RESEARCH AND PROFESSIONAL EXPERIENCE

Research Assistant, Robert H. Smith School of Business, University of Maryland, 2011–2016.

Research Assistant, Center for Decision Sciences, Columbia University, 2010–2011.

Research Intern, Logistics/Transportation Information System Lab., Korea University, 2007.

Associate, Samsung Corporation, Trading and Investment Group, Seoul, Korea, 2008.

Research Assistant, Boston Consulting Group, Seoul, Korea, 2008.

Intern, Samsung SDS, Seoul, Korea, 2007.

HONORARY APPOINTMENTS AND PROFESSIONAL MEMBERSHIP

Affiliated Faculty Member, Center for Sales and Marketing Strategy at the University of Washington, 2018–Present.

American Marketing Association (AMA)

Institute for Operations Research and Management Science (INFORMS)