

INYOUNG CHAE

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APPOINTMENTS

Emory University, Assistant Professor of Marketing

July 2016 - present

EDUCATION

PhD	Management, INSEAD Visiting student, University of Michigan, 2015 Visiting student, Ohio State University, 2014	2016
MS	Applied Statistics, Yonsei University	2010
BS	Dual degree in Business Administration and in Applied Statistics, Yonsei University Exchange student, Central Michigan University, 2003–2004 Exchange student, UC Berkeley, 2003 (summer)	2006

RESEARCH INTERESTS

Digital marketing, online advertising, user-generated content, online word-of-mouth marketing, Bayesian analysis, big data analysis

Dissertation Committee: V. Padmanabhan (co-chair, INSEAD), Fred M. Feinberg (co-chair, University of Michigan), Theodoros Evgeniou (INSEAD), Greg M. Allenby (Ohio State University), Paulo Albuquerque (INSEAD)

PUBLICATION

Chae, Inyoung, Andrew T. Stephen, Yakov Bart, and Dai Yao. “Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns” (*Marketing Science*, 2017)

- MSI Research Grant \$7,200

WORKING PAPERS

Chae, Inyoung, Hernan Bruno, and Fred M. Feinberg. “Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” (revising for resubmission at *Journal of Marketing Research*)

Chae, Inyoung, David Schweidel, Da Young Kim. “How Content Affects Clicks: A Dynamic Model of Online Content Consumption” (under review at *Marketing Science*)

Chae, Inyoung, David Schweidel, Theodoros Evgeniou, and V. Padmanabhan. “Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?” (revising for resubmission at *Marketing Science*)

Stephen, Andrew T., Donald Lehmann, Stephanie Weiner, and Inyoung Chae. “The Association between Social Ties and Brand Preferences”

RESEARCH IN PROGRESS

“Modeling Attention Orientation and Allocation to an Online Advertisement” with Greg M. Allenby

“Recovery Dynamics Following a Crisis” with V. Padmanabhan and Pushan Dutt

TEACHING EXPERIENCE

Instructor

Digital and Social Media Strategy for undergraduate students, Emory University, 2016 & 2017

Teaching Assistant

Leading an Effective Sales Force (with V. Padmanabhan), INSEAD Executive Education, 2011 & 2013

Brand Management (with Pierre Chandon), INSEAD MBA, 2013

Contemporary Channels of Distribution (with V. Padmanabhan), INSEAD MBA, 2013

Applied Statistics Practice Sessions for undergraduate students, Yonsei University, 2009 & 2010

Project Coach

Leadership Development Program, INSEAD–UNICEF Executive Education, 2013

TEACHING MATERIAL

Dubois, David, Inyoung Chae, Joerg Niessing, and Jean Wee. “AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey” INSEAD Case Studies, 08-26-2016

INDUSTRY EXPERIENCE

In-house consultant, 2006–2008, Doosan Co., Ltd

PROFESSIONAL PRESENTATIONS

“A Dynamic Model of Online Content Consumption”

2017 Marketing Science, June (L.A., California, U.S.A)

“Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Placement”

Invited talk, Rotterdam School of Management, Erasmus, 2015

Singapore Management University, 2015

National University of Singapore, 2015

University of Colorado, Boulder, 2015

Boston University, 2015
Boston College, 2015
Syracuse University, 2015
State University of New York, Buffalo, 2015
University of Notre Dame, 2015
Georgia Institute of Technology, 2015
Emory University, 2015
Oxford University, 2015
Imperial College, 2015
Yonsei University, 2016

2015 Marketing Science, June (Baltimore, Maryland, USA)

“Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Timing”

2014 Marketing Science, June (Atlanta, Georgia, USA)

“How Does Consumer Involvement Affect Word-of-Mouth Spillovers? An Empirical Examination of the Impact of Viral Marketing in Online Consumer Communities”

2015 Marketing Science, June (Baltimore, Maryland, USA)

2012 Marketing Science, June (Boston, Massachusetts, USA)

Trans-Atlantic Doctoral Consortium, May 2013 (London Business School, UK)

“Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?”

2013 Marketing Science, July (Istanbul, Turkey)

2014 INSEAD-HEC-ESSEC Marketing Research Day (INSEAD, Singapore)

2017 Georgia Research Symposium (Atlanta, USA)

2017 Conference on Digital, Mobile Marketing, and Social Media Analytics (New York University, USA)

HONORS & AWARDS

The Case Center Awards and Competitions, 2018

- “AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey”

MSI Research Grant, co-PI with Andrew Stephen and Yakov Bart 2015, \$7,200

Fellow, AMA-Sheth Doctoral Consortium, Northwestern University, 2014

Finalist, Mary Kay Doctoral Dissertation Competition, 2014

Fellow, ISMS Doctoral Consortium, Istanbul, 2013

Fellow, ISMS Doctoral Consortium, Boston, 2012

INSEAD Doctoral Fellowship, 2010–2015

Scholarship for Academic Excellence, Yonsei University, 2001–2006

SERVICE

Ad-Hoc Reviewing at *International Journal of Research in Marketing*