

# INYOUNG CHAE

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## APPOINTMENTS

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Emory University, Assistant Professor of Marketing

July 2016 - present

## EDUCATION

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

## RESEARCH INTERESTS

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

## PUBLICATION

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Chae, Inyoung, Hernan Bruno, and Fred M. Feinberg. “Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” (*Journal of Marketing Research*, 2019)

Chae, Inyoung, Andrew T. Stephen, Yakov Bart, and Dai Yao. “Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns” (*Marketing Science*, 2016)

- MSI Research Grant \$7,200

## WORKING PAPERS

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

Fossen, Beth, Michelle Andrews, and Inyoung Chae. “Public Service Announcements on Television: Understanding What Affects Ad Viewership” (Under review at *Journal of Marketing*)

Chae, Inyoung, David Schweidel, Da Young Kim. “How Content Affects Clicks: A Dynamic Model of Online Content Consumption”

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

## **RESEARCH IN PROGRESS**

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“The Impact of Paywall Suspensions on Digital Subscriptions” with David Schweidel and Jihyeon Ha

“The Impact of Native Advertising on Subsequent online news readers’ behavior” with David Schweidel

“The Coevolution of Volume, Valence, and Textual Content on Social Media” with Ning Zhong and David Schweidel

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

## **PROFESSIONAL PRESENTATIONS**

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“Technology-Enabled Persuasion throughout Customer Journey”

2019 Choice Symposium

“The Impact of Paywall Suspensions on Digital Subscriptions”

2019 Marketing Science (Rome, Italy)

“Mixing User- and Publisher-Generated Content: Analyzing Content Consumption in a Hybrid Content Environment”

2019 Bass FORMS conference (Dallas, Texas, U.S.A)

“How Content Affects Clicks: A Dynamic Model of Online Content Consumption”

Invited talk, 2019 AIM-AMA Sheth Foundation Doctoral Consortium and Conference (Ahmadabad, India)  
University of Georgia, 2019

“A Dynamic Model of Online Content Consumption”

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

2018 Advanced Research Techniques (ART) Forum (Columbus, Ohio, U.S.A)

2018 Marketing Dynamics Conference (Dallas, Texas, 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”

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

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

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

“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)

“Does User-Generated Content Help Publishers? Analyzing Content Consumption in Hybrid Content Environment”

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

2018 AMA Winter Academic Conference (New Orleans, USA)

2018 EMAC (Glasgow, UK)

## **HONORS & AWARDS**

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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**

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

Ad-Hoc Reviewing at *Information System Research*

Ad-Hoc Reviewing at *Production and Operations Management*

Woodruff Social Sciences Committee at Emory University

## **TEACHING EXPERIENCE**

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### *Instructor*

Digital and Social Media Strategy for undergraduate students, Emory University, 2016 - Present

### *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**

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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

- Marketing category winner at The Case Centre Awards and Competitions 2018
- The Case Centre best-selling case 2017