Jihoon Hong

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ACADEMIC EMPLOYMENT

Arizona State University, W. P. Carey School of Business — 2021 – Present
- *Assistant Professor of Marketing*

EDUCATION

University of Southern California — 2021
- *PhD in Marketing*

Seoul National University, Korea — 2009
- *MS in Engineering,*

KAIST (Korea Advanced Institute of Science and Technology), Korea — 2007
- *BS in Industrial Engineering,*

RESEARCH INTEREST

Substantive: Creativity, Innovation, Societal Impact (e.g., Sustainability, Inclusive Marketing, Well-being)

Method: Causal Inference, Text Analysis, Econometrics, Machine Learning

PUBLICATIONS (* EQUAL CONTRIBUTION)

Dinesh Puranam, Sungjin Kim, **Jihoon Hong**, and Hai Che (2025), "Are We Worse Off After Policy Repeals? Evidence from Two Green Policies," *Journal of Marketing Research*, 62(2), 189–206 (*Lead Article*).
- Media Coverage: UCR News

Yanhao (Max) Wei*, **Jihoon Hong***, and Gerard J. Tellis (2022), "Machine Learning for Creativity: Using Similarity Networks to Design Better Crowdfunding Projects," *Journal of Marketing*, 86(2), 87–104.
- Media Coverage: W. P. Carey News

Jihoon Hong, Jungwoo Shin, and Daeho Lee (2016), "Strategic Management of Next-Generation Connected Life: Focusing on Smart Key and Car-home Connectivity," *Technological Forecasting and Social Change*, 103, 11–20.

Jihoon Hong and Do-hyung Park (2013), "The Research on Competitive Strategies for Mobile Content Platforms Based on the Network Effect," *The E-Business Studies*, 14(4), 113–130.

WORKING PAPERS AND SELECTED WORK IN PROGRESS

"Does Equity Crowdfunding Hurt or Help Female Entrepreneurs in Reward-based Crowdfunding? Evidence from Kickstarter" with Dinesh Puranam and Gerard J. Tellis.

"How Multimodal Content Persuades: A Measurement Framework for Modality, Aspect, and Dynamics" with Hyunhwan "Aiden" Lee.

"Improving the Refugee Integration Experience: Journeys and Turning Points in Service Ecosystems" with Linda Alkire, Silke Boenigk, Laura Hesse, Sertan Kabadayi, Martin Mende, Amir Raki, Maura L. Scott.

"Do Well by Doing Good? Unintended Outcomes of Diversity-Supportive Marketing on Consumer Satisfaction" with Jennifer K. D'Angelo.

"Striving for Financial Well-being: The Role of Financial Institutions through Targeted Programs," with Valentina O. Ubal, Maura L. Scott, and Martin Mende. Dissertation Project of Valentina O. Ubal.

"Onboarding Process" with Martin Mende, Colleen D. Young, Alicia C. Bartz, Damir del Risco.

"Behind the Scroll: Understanding Factors Affecting Review Engagement" with Sanghak Lee, Jun-Hyun (Joseph) Ryoo, and Nuo (Nora) Dong.

CONFERENCE PRESENTATIONS

"Do Well by Doing Good? Unintended Outcomes of Diversity-Supportive Marketing on Consumer Satisfaction"
- INFORMS Marketing Science Conference 2025

"Crowdfunding as a Public Knowledge Source for Predicting Market Performance of New Products"
- INFORMS Marketing Science Conference 2023

"How has the COVID-19 Changed the Online Knowledge Contribution Behavior via Remote Working: Evidence from Stack Overflow"
- INFORMS Marketing Science Conference 2022

"Machine Learning from Success: How Similarity Networks Help to Design Winning Projects in Crowdfunding?"
- University of Houston Doctoral Symposium
- INFORMS Marketing Science Conference 2019
- Artificial Intelligence in Management Conference 2021

"Does Equity Crowdfunding Hurt or Help Reward-based Crowdfunding? Analysis of Two Natural Experiments in the Canadian and U.S. Markets?"
- INFORMS Marketing Science Conference 2019, 2020, and 2021
- PDMA Doctoral Consortium 2019

"Novelty in Crowdfunding: Prototypicality as a Success Predictor"
- INFORMS Marketing Science Conference 2018

"Drivers of Serial Success in Crowdfunding Contests: Talent or Luck?"
- INFORMS Marketing Science Conference 2017

INVITED RESEARCH PRESENTATIONS

Rutgers University (virtual), KAIST (virtual)	2023
Korea University (virtual), UA–ASU Symposium	2022
Arizona State University (virtual), Boston College (virtual), University of Virginia (virtual)	2021
University of Iowa (virtual), City University of Hong Kong (virtual), KAIST (virtual), Hong Kong Polytechnic University (virtual), CUHK Shenzhen (virtual)	2020

HONORS, GRANTS AND AWARDS

W. P. AI Catayst Grant, ASU, $9,087	2026
ISMS Early Career Scholars Camp Fellow	2022
Final Year Marshall School Fellowship, USC Marshall, $19,428	2020
Dissertation Completion Grant, USC Marshall, $3,500	2020
Greif Entrepreneurship Research Award, USC Marshall, $2,500	2019
INFORMS Marketing Science Doctoral Consortium Fellow	2019
University of Houston Doctoral Symposium Presenter	2019
PDMA Doctoral Consortium Fellow	2019
Quantitative Marketing and Structural Econometrics Workshop Fellow	2017
USC Marshall Fellowship	2015 – 2020
Seoul National University Merit-based Scholarship	2007 – 2009
KAIST Merit-based Scholarship	2002 – 2007

TEACHING EXPERIENCE

Arizona State University

- Marketing Research (MKT 352, Undergraduate Core) 2021 – Present
  Spring 2026 (2 Sections, 6.2/7.0), Fall 2025 (Online 1 Section, 6.7/7.0),
  Spring 2025 (2 Sections, 6.5/7.0), Fall 2024 (Online 1 Section, 6.3/7.0),
  Spring 2024 (2 Sections, 5.8/7.0), Fall 2023 (Online 1 Section, 6.1/7.0),
  Spring 2023 (2 Sections, 6.3/7.0), Fall 2022 (Online 1 Section, 6.1/7.0),
  Fall 2021 (2 Sections, 5.5/7.0)

GRADUATE STUDENT ADVISING

Valentina Ortiz Ubal, PhD Dissertation Committee Member, ASU 2026 – Present

UNDERGRADUATE ADVISING

Honors Thesis Defense for ASU Barrett Students:
- Emalee Devore (Committee Chair), Jai Reliford-Hall (Committee Member)

Honors Enrichment Contracts for ASU Barrett Students

SERVICES TO THE DISCIPLINE

Ad Hoc Reviewer*, Management Science*

SERVICES TO THE DEPARTMENT AND SCHOOL

Arizona State University

- Marketing Department: Seminar Series Coordinator (24-25), Annual Performance Review Committee, Promotion and Tenure Committee (*Assistant Professor Representative*), Quantitative Marketing Brownbag Series Member

INDUSTRY EXPERIENCE

Assistant Manager, LG Electronics	2011 – 2015
Research Engineer, Korea Telecom	2009 – 2011

PROFESSIONAL AFFILIATIONS

INFORMS Society for Marketing Science, American Marketing Association (AMA)

OTHER INFORMATION

Citizenship: Republic of Korea

Visa Status: United States Permanent Resident