

**Jun Hyun (Joseph) Ryoo, Ph.D.**

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**ACADEMIC EMPLOYMENT**

Assistant Professor of Marketing, August 2023 – *Present*.  
W. P. Carey School of Business, Arizona State University

Assistant Professor of Marketing, August 2021 – July 2023.  
College of Business, City University of Hong Kong

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**EDUCATION**

Doctor of Philosophy, Business Administration (Marketing), 2021.  
Ivey Business School, The University of Western Ontario

Bachelor of Arts, Honours Business Administration, 2016.  
Ivey Business School, The University of Western Ontario

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**REFEREED PUBLICATIONS**

1. Lu, Shijie, Xin (Shane) Wang, Alix Barasch, June Cotte, Yu Ding, Siham El Kihal, Rajdeep Grewal, Praveen K. Kopalle, Xiao Liu, Sridhar Moorthy, Jun Hyun (Joseph) Ryoo, Isamar Troncoso (2026), "Dissolving Boundaries in the Metaverse: Implications of Loosened Consumer Identity, Time, Space, and Financial Constraints to Marketing Research," *International Journal of Research in Marketing*.
2. Wang, Xin (Shane)\*, Jun Hyun (Joseph) Ryoo\*, Margaret C. Campbell\*, J. Jeffrey Inman\* (2024), "Unraveling Impact: Exploring Effects of Novelty in Top Consumer Research Journals," *Journal of Consumer Research*, 51(1), 169-179. \*Equal Authorship.
3. Wang, Xin (Shane), David Curry, Jiaxiu He, and Jun Hyun (Joseph) Ryoo (2022), "Attribute Embedding: Learning Hierarchical Representations of Product Attributes from Consumer Reviews," *Journal of Marketing*, 86 (6), 155-175.
  - **Winner, 2024 CBSIG Research in Practice Award**
  - Top Cited Article from 2021-2022 in Journal of Marketing
4. Wang, Xin (Shane), Jun Hyun (Joseph) Ryoo, Neil Bendle, and Praveen K. Kopalle (2021), "The Role of Machine Learning Analytics and Metrics in Retailing Research," *Journal of Retailing*, 97 (4), 658-675.
  - Ivey Featured Research, May 2021: The Role of Machine Learning Analytics and Metrics in Retailing Research

5. Ryoo, Jun Hyun (Joseph), Xin (Shane) Wang, and Shijie Lu (2021), "Do Spoilers Really Spoil? Using Topic Modeling to Measure the Effect of Spoiler Reviews on Box Office Revenue," *Journal of Marketing*, 85 (2), 70-88.
  - **Finalist, 2023 Donald R. Lehmann Award**
  - Featured in JM Webinar for Marketing Professionals
  - Finalist, 2019 INFORMS–IBM Service Science Best Student Paper
  - Best Paper in Track, 2018 Winter AMA: When Marketing Meets Computer Science
6. Borah, Abhishek, Xin (Shane) Wang, and Jun Hyun (Joseph) Ryoo (2018), "Understanding Influence of Marketing Thought on Practice: An Analysis of Business Journals Using Textual and Latent Dirichlet Allocation (LDA) Analysis," *Customer Needs and Solutions*, 5 (3-4), 146.
7. Ryoo, Jun Hyun (Joseph), and Neil Bendle (2017), "Understanding the Social Media Strategies of U.S. Primary Candidates," *Journal of Political Marketing*, 16 (3-4), 244.

## BOOK CHAPTER

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Bendle, Neil, Jun Hyun (Joseph) Ryoo, and Alina Nastasioiu (2018). The 2016 US Primaries: Parties and Candidates in a World of Big Data. In *Political Marketing in the 2016 US Presidential Election* (pp. 65-80). Palgrave Macmillan, Cham.

## HONORS AND GRANTS

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2025 New Governance Lab Summer Research Grant Award; USD\$15,000  
Top Cited Article from 2021-2022 in Journal of Marketing  
2024 Journal of Marketing Outstanding Reviewer Award  
2023-2024 AMA CBSIG Research in Practice Award  
Finalist, 2023 AMA MR-SIG Donald R. Lehmann Award  
Participant, 12<sup>th</sup> Triennial Invitational Choice Symposium, INSEAD, France  
Fellow, 2022 ISMS Early Career Scholars Camp, Duke University  
City University Start-up Research Grant for "Unstructured Data Analysis"; HKD\$300,000  
Finalist, 2019 INFORMS-IBM Service Science Section Best Student Paper Award  
Fellow, 2019 AMA-Sheth Foundation Doctoral Consortium, New York University  
Dean's Conference Scholarship, 2019-2020; CAD\$1,500  
Ontario Graduate Scholarship (OGS), The University of Western Ontario, 2019-2021; CAD\$30,000  
Finalist, 2018 Western Three Minute Thesis (3MT) Presentation Competition  
Best Paper in Track, Big Data: When Marketing Meets Computer Science, 2018 Winter AMA  
Dean's Scholarship, 2016-2020; CAD\$20,000  
Plan for Excellence PhD Scholarship, 2016-2021; CAD\$138,500

## ACADEMIC CONFERENCES

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“Novelty and Impact in Consumer Research: A 50-Year Analysis Across Four Major Consumer Research Journals and Three Impact Metrics”

- Association for Consumer Research Conference 2023, October 26-29, 2023, Seattle.

“Data Breaches: The Moderating Roles of Innovation and Advertising on Stock Price Volatility and Long-Term Firm Value”

- 2024 UA-ASU Research Symposium, March 22, 2024, University of Arizona, Tucson.
- 12<sup>th</sup> Triennial Invitational Choice Symposium, August 9-12, 2023, INSEAD, France.
- HKU Quantitative Marketing Workshop, February 18, 2023, University of Hong Kong, Hong Kong.
- Marketing Strategy meets Wall Street VI Conference, June 17-18, 2019, INSEAD Europe Campus, Fontainebleau, France.

“Do Spoilers Really Spoil? Using Topic Modeling to Measure the Effect of Spoiler Reviews on Box Office Revenue”

- INFORMS Marketing Science Virtual Conference, June 11-13, 2020.
- INFORMS Annual Meeting 2019, October 20-23, 2019, Washington State Convention Center & Sheraton Seattle Hotel, Seattle.
- 2018 Conference on Digital Marketing and Machine Learning, December 8-9, 2018, Carnegie Mellon University.
- Marketing Dynamics Conference, July 9-11, 2018, Southern Methodist University.
- 2018 INFORMS Marketing Science Conference, June 13-16, 2018, Temple University.
- 2018 AMA Winter Academic Conference, February 22-25, 2018, New Orleans.

## INVITED RESEARCH TALKS

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2022: *Korea University; The Ohio State University; McGill University; Arizona State University; Michigan State University; Yonsei University; Korea Advanced Institute of Science and Technology.*

2019: *University of Hong Kong; City University of Hong Kong; Hong Kong Polytechnic University.*

## TEACHING

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### W. P. Carey School of Business, Arizona State University

*Undergraduate Teaching*

MKT352: Marketing Research, Fall 2023 – *Present.*

## College of Business, City University of Hong Kong

### *Undergraduate Teaching*

CB2601: Marketing, Spring 2023.

### *Graduate Teaching*

MKT6613 (M.Sc.): Brand Marketing, Spring 2022, 2023.

MKT8633 (Ph.D.): Empirical Marketing Research, Fall 2021, 2022.

*Inclusive of Ph.D. students from City University of Hong Kong, Hong Kong University of Science and Technology, and Chinese University of Hong Kong*

## Invited Lectures

### Ph.D. Seminars

- Eli Broad College of Business, Michigan State University, 2025.
- Ivey Business School, The University of Western Ontario, 2021.
- Sasin School of Management, Chulalongkorn University, 2021.

## Published Case Study

“Koho Financial Inc.: Facing a New Banking Era,” with Xin (Shane) Wang, Emily Yau, and Lei Chen. *Ivey Publishing, Product Number: 9B21N002.*

## SERVICE

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### Editorial Review Board

*Journal of Retailing, 2026 – Present.*

*Journal of the Academy of Marketing Science, 2025 – Present.*

*Journal of Marketing, 2024 – 2025.*

### Ad-hoc Reviewer

*Journal of Marketing Research; Journal of Marketing; Production and Operations Management; Information Systems Research; Journal of the Academy of Marketing Science; International Journal of Research in Marketing; Journal of Retailing; Journal of Interactive Marketing; Journal of Product Innovation Management.*

## Conference Activities

- Faculty Attendee, 41<sup>st</sup> Annual Doctoral Symposium, University of Houston, 2024.
- Panelist, The Data Resource Exchange for Consumer Research, 2024 Winter AMA Conference, St. Pete Beach, Florida.
- Track Chair (Multi-Method Papers), Asia-Pacific ACR Conference 2024, Bali, Indonesia.

- Conference Reviewer for 2021 AMA Summer Academic Conference; 2021 AMA Winter Academic Conference; 2020 AMA Summer Academic Conference; 2020 AMA Winter Academic Conference; 2019 CBSIG Conference.

### **American Marketing Association**

Expert's Corner on Topic Models, Artificial Intelligence Special Interest Group (AISIG).

### **Service to the School**

Department of Marketing, Arizona State University

- Personnel Committee, 2024.
- Annual Performance Review Committee, 2024.

Department of Marketing, City University of Hong Kong

- Research Seminar Coordinator, 2021 – 2023.
- Ph.D. Qualifying Examiner, 2022, 2023.