

# JIEUN LEE

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## EDUCATION

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University of Connecticut School of Business Ph.D. in Marketing	<i>May 2022 (Expected)</i>
Korea University Business School M.S. in Marketing	<i>August 2016</i>
Sookmyung Women's University B.E. in English Language & Literature and in Business Administration ( <i>Cum Laude</i> )	<i>February 2014</i>

## RESEARCH INTERESTS

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**Substantive:** Digital Marketing; Marketing Analytics; Coopetition; Virality; User Generated Content  
**Methodological:** Econometric Modeling; Survival Analysis; Unstructured Data (Video and Text)  
Analysis; Machine Learning

## WORKING PAPERS

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**Jieun Lee**, “The Determinants of Coopetition: Who, with whom, and how much a business cooperates with its competitor”  
*Job market paper*  
*Based on Dissertation Essay #1*

**Jieun Lee**, Debanjan Mitra, and Michelle Maletta, “The Duration of Virality: What makes online content stay viral?”  
*Working paper*  
*Revising for invited resubmission to Journal of Marketing*

## WORK IN PROGRESS

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**Jieun Lee**, Debanjan Mitra, and Joseph Pancras, “The Consequences of Coopetition”  
*Based on Dissertation Essay #2*

**Jieun Lee**, Joseph Pancras, and Dipak Dey, “Webtoon Portfolio Value Approach: When is it optimal to charge?”

## CONFERENCE PRESENTATIONS

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2021 INFORMS Marketing Science Conference, Virtual  
 2020 INFORMS Marketing Science Conference, Virtual  
 2019 Marketing Dynamics Conference, College Park, MD  
 2019 Theory + Practice in Marketing Conference, New York, NY  
 2016 INFORMS Marketing Science Conference, Shanghai, China

## CONFERENCE PARTICIPATIONS

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2018 Quantitative Marketing and Economics Conference, Chicago, IL  
 2018 INFORMS Marketing Science Conference, Philadelphia, PA  
 2017 INFORMS Marketing Science Conference, Los Angeles, CA

## HONORS AND AWARDS

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UConn School of Business Named Scholarship, 2021-2022  
 UConn Office of the Provost Teaching Excellence Acknowledgement, 2020  
 UConn Marketing Department Outstanding Ph.D. Student Teaching Award, 2020-2021  
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2020  
 UConn Marketing Department Outstanding Ph.D. Student Scholar Award, 2018-2020  
 INFORMS Marketing Science Doctoral Consortium Fellow, 2018, 2020, 2021  
 UConn Marketing & Business Law Endowment for Excellence Fund, 2018  
 Quantitative Marketing and Structural Econometrics Workshop Fellow, 2017  
 UConn Dean's Summer Fellowship, 2017, 2020  
 UConn Dean's Pre-Doctoral Fellowship, 2017, 2019  
 UConn Marketing Department Fund, 2017  
 UConn Graduate Assistantship, 2016-2022  
 Korea University Graduate Fellowship, 2014-2016  
 Sookmyung Women's University Honor Student Scholarship, 2010-2013

## ACADEMIC EXPERIENCE

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*Teaching Instructor in Record*, UConn School of Business, 2018 – Present  
 MKTG 3101: Intro to Marketing Management
 

- Fall 2018 (Median = 4.8 out of 5)
- Fall 2019 (Median = 4.7 out of 5)
- Fall 2020 (Median = 4.8 out of 5; *Department Outstanding Ph.D. Student Teaching Award*)

*Research Assistant*, UConn School of Business, 2016 – Present  
*Teaching Assistant*, UConn School of Business, 2016 – Present  
*Research Assistant*, Korea University Business School, 2014 – 2016

## PROGRAMMING TOOLS

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Python, MatLab, R

## PH.D. COURSEWORK

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### Marketing

Multivariate Analysis in Marketing (Audit)	Debanjan Mitra
Advanced Quantitative Application in Marketing	Hongju Liu
Socio-Cultural Aspects of Consumer Behavior	Robin Coulter
Introduction to Research in Marketing	William Ross Jr.
Analytical Methods in Marketing (Audit)	Jiwoong Shin (Yale)
Introduction to Quantitative Application in Marketing	Joseph Pancras
Introduction to Consumer Behavior	Nicholas Lurie

### Economics and Statistics

Econometrics I	Jungbin Hwang
Econometrics II	Min Seong Kim
Microeconomic Theory I	Talia Bar
Microeconomic Theory II	Vicki Knoblauch
Topics in Economics	Min Seong Kim
Applied Econometrics II	Subhash Ray
The Organization of Industry	Talia Bar
Applied Statistics I	Haim Bar
Bayesian Data Analysis	Xiaoqing Wang

## REFERENCES

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### Debanjan Mitra (Co-chair)

Voya Financial Chair and Professor of Marketing  
 University of Connecticut School of Business  
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### Joseph Pancras (Co-chair)

Associate Professor of Marketing  
 University of Connecticut School of Business  
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### Dipak Dey (Committee)

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 University of Connecticut Department of Statistics  
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## SELECTED ABSTRACTS

### **“The Determinants of Coopetition: Who, with whom, and how much a business cooperates with its competitor”**

*Job market paper*

*Based on Dissertation Essay #1*

This research studies who, with whom, and how much a business cooperates with its competitor, collectively known as “coopetition.” While cooperation is a critical phenomenon spanning marketing, economics, psychology, and sociology, given its latent nature, it remains difficult to study objectively. Often, it is identified as a self-report or based on observable outcomes only that potentially introduce biases in our understanding. I tackle that challenge by using a unique dataset that enables me to observe cooperation direction and cooperation amount among over 250 competing businesses. Across all the competitors, I find that those who are similar in terms of resources and productivity but dissimilar in terms of free and paying viewers tend to cooperate more with each other. Second, this overall effect is primarily driven by older surviving competitors and the effect reverses for new competitors. I infer difference in objective underlying cooperation may be causing this result. Young businesses cooperate for survival and try to signal bonds with those who are already successful in their target market. Older businesses cooperate to increase differentiation within the platform by trying to financially prop those newer businesses that provide offerings different from their own. Examining the extent of cooperation provides further support to this “differential objectives” hypothesis.

### **“The Duration of Virality: What makes online content stay viral?”**

*With Debanjan Mitra and Michelle Maletta*

*Working paper*

*Revising for invited resubmission to Journal of Marketing*

This research studies how the different roles of emotion content affect virality level and duration of online content. Information that spreads quickly and widely among internet users are widely referred to as viral. Researchers have examined how the emotion content of viral information differs from those that are not. But there is little known with regard to the duration of virality. In other words, why does certain viral information spread over a longer time while other viral information stop spreading rather soon? Does the emotion content influence this duration? In this study, we track the viewership of more than 600 viral YouTube videos during a period of three months, compute a half-life virality duration metric for each video, and address these questions. We find that emotion content has a “zero sum” effect in terms of its impact on a video’s likelihood and duration of virality. This means that positive emotion, surprise, and anxiety in the information that have all been found to increase the likelihood of it going viral are also responsible for shortening its duration. Likewise, sadness content in the information that is known to decrease its likelihood of going viral is responsible for lengthening its duration. Interestingly (and, currently, inexplicably), anger bucks this “zero sum” pattern – it increases likelihood of virality as well as its duration.