

Jinsoul Seo

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Simon Business School
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EDUCATION

- Simon Business School, University of Rochester, Rochester, NY** 2022 - Present
Ph.D. in Quantitative Marketing.
M.S. in Business Research
- KAIST College of Business, Korea Advanced Institute of Science and Technology, Seoul** 2020 - 2022
M.S. in Management Engineering - Managerial Economics.
- Korea Advanced Institute of Science and Technology, Daejeon** 2012 - 2017
B.S. in Mathematical Sciences.

RESEARCH INTERESTS

- **Online W.O.M., Policy Evaluation, Causal Inference, Empirical Industrial Organization.**

WORKING IN PROGRESS

- **“The Impact of Review Solicitation on Product Purchase and Return”** (coauthoring with Hana Choi and Minkyung Kim)

CONTRIBUTED PRESENTATIONS

- **“The Impact of Review Solicitation on Product Purchase and Return”** (coauthoring with Hana Choi and Minkyung Kim)
 - London Business School Marketing Camp (*Presented by Minkyung Kim*) 2025
 - ISMS Marketing Science Conference (*Presented by Minkyung Kim*) 2025
 - Conference on Artificial Intelligence, Machine Learning, and Business Analytics (*Presented by Hana Choi*) 2024
 - Conference on Digital Experimentation at MIT (*Presented by Minkyung Kim*) 2024
 - ISMS Marketing Science Conference (*Presenter*) 2024

RESEARCH EXPERIENCE

- **Simon Business School, University of Rochester, NY**
Research Assistant
 - Hana Choi, Assistant Professor in Marketing, Dec2022 - Sep2023

TEACHING EXPERIENCE

- **Simon Business School, University of Rochester, Rochester, NY**
Lab Instructor
 - Pricing Policy, Prof. Greg Schaffer, MBA 2024
 - Analytics Designs & Applications, Prof. Elizabeth Mohr, MS in Business Analytics 2023

Teaching Assistant

- Pricing Analytics, Prof. Takeaki Sunada, MS in Marketing Analytics 2025, 2024
- Predictive and Causal Analytics, Prof. Avery Haviv, MS in Business Analytics 2024

• **KAIST College of Business, Korea Advanced Institute of Science and Technology, Seoul**

Teaching Assistant

- Corporate Entrepreneurship and New Business Development, Prof. Zong-Tae Bae, Techno-MBA 2022
- Social Enterprises and Regional Development, Prof. Jinsol Hwang, Social Entrepreneurship MBA 2022
- Special Topics in Financial Engineering(Exploring Financial Engineering Practices through Examples), Prof. Sae Jong Kim, Financial Engineering Program 2022
- Neuro-Business, Prof. Byungho Park, Information and Media MBA 2021
- Digital Media & Corporate PR Strategy, Prof. Byungho Park, Information and Media MBA 2021

MILITARY SERVICE

- **A KATUSA Rifle man, TANGO Security Force Company, Headquarters & Headquarters Battalion, 8th Army**
Jan2017 - Oct2018