

W. Jason Choi

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ACADEMIC EMPLOYMENT

Rutgers Business School, Newark, NJ

Assistant Professor of Marketing

2020 – present

EDUCATION

Columbia University, New York, NY

Ph.D., Marketing, Graduate School of Business

2020

M.Phil., Marketing, Graduate School of Business

2020

M.S., Operations Research, School of Engineering & Applied Science

2014

Korea Advanced Institute of Science & Technology, Daejeon, Republic of Korea

B.S., Mathematics, College of Natural Sciences, *Magna Cum Laude*

2012

RESEARCH INTERESTS

- Competitive marketing strategy
- Digital marketing
- Data privacy

PUBLICATIONS

Learning in Online Advertising (*with Amin Sayedi*), **Marketing Science** (2019)

WORKING PAPERS

Advertising & Price Competition Under Consumer Data Privacy Choices (*with Kinshuk Jerath, Miklos Sarvary*)

Under Review at **Marketing Science**

Consumer Purchase Journey, Ad Wearout & Privacy Choices (*with Kinshuk Jerath, Miklos Sarvary*)

Under Review at **Journal of Marketing Research**

Persuasive Advertising in a Vertically Differentiated Market (*with Kinshuk Jerath, Miklos Sarvary*)

Reject & Resubmit at **Journal of Marketing Research**

RESEARCH IN PROGRESS

Open & Private Exchanges in Display Advertising (*with Amin Sayedi*)

Competitive Keyword Management (*with Upendar Subramanian*)

Price Commitment Under Uncertainty (*with Kinshuk Jerath, Miklos Sarvary*)

CONFERENCE PRESENTATIONS

Symposium on Consumer Analytics & Data Science in Marketing (Virtual) Advertising & Price Competition under Endogenous Privacy Choices	2020
UT Dallas Frontiers of Research in Marketing Science Conference, Richardson, TX Customer Purchase Journey, Privacy Choices & Advertising Strategies	2020
12 th Workshop on the Economics of Advertising & Marketing, Porto, Portugal Customer Purchase Journey, Privacy Choices & Advertising Strategies	2019
Summer Institute in Competitive Strategy, Berkeley, CA Learning in Online Advertising	2018
Marketing Dynamics Conference, Dallas, TX Learning in Online Advertising	2018
Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI Persuasive Advertising in a Vertically Differentiated Market	2018
UT Dallas Frontiers of Research in Marketing Science Conference, Richardson, TX Learning in Online Advertising	2018
Conference on Digital, Mobile Marketing & Social Media Analytics, New York, NY Learning in Online Advertising	2017
Marketing Science, Los Angeles, CA Persuasive Advertising in a Vertically Differentiated Market	2017

INVITED TALKS

Shidler College of Business, University of Hawaii	Nov 2019
Hong Kong University	Nov 2019
University of Illinois Chicago	Oct 2019
Jindal School of Management, University of Texas Dallas	Oct 2019
National University of Singapore	Oct 2019
Singapore Management University	Oct 2019
Chinese University of Hong Kong	Oct 2019
Gies College of Business, University of Illinois Urbana-Champaign	Sep 2019
Rutgers Business School, Rutgers University	Sep 2019

HONORS & GRANTS

36 th University of Houston Doctoral Symposium, Department Representative	2018
Paul & Sandra Montrone Doctoral Fellowship	2015 – 2016
Amanda & Harold J. Rudolph Fellowship	2014 – 2015
Columbia Business School Ph.D. Research Fellowship	2014 – 2019
Korea Science & Engineering Foundation Scholarship	2006 – 2012

TEACHING

Marketing Research

2021 Spring

SCHOLARLY SERVICE

Ad hoc reviewer

Management Science, Quantitative Marketing & Economics

WORK EXPERIENCE

Anda Asset Management, Seoul, Republic of Korea

Oct 2011 – Jan 2012

Intern, Pairs Trading

Republic of Korea Army, Dongducheon, Republic of Korea

Dec 2009 – Oct 2011

Sergeant, Korean Augmentation to the U.S. Army

JPMorgan Chase & Co., Seoul, Republic of Korea

Jun 2008 – Aug 2008

Intern, Rates Marketing