

Onesun Steve Yoo

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Academic Appointments

2010— **UCL School of Management, University College London**
Associate Professor of Operations & Technology and Marketing & Analytics (2018—)
Assistant Professor of Operations & Technology (2010—18)

Education

2010 **UCLA Anderson School of Management**, Los Angeles, CA USA
Ph.D., Management (area: Decisions, Operations and Technology Management)

2005 **UCLA Henry Samueli School of Engineering**, Los Angeles, CA USA
M.S., Electrical Engineering (w/focus on Convex Optimization)

2003 **University of California, Berkeley**, Berkeley, CA USA
B.S. (honors), Electrical Engineering and Computer Science
B.A., Applied Mathematics

Research Interests

Entrepreneurial operations, business analytics, new products, learning, consumer adoption decisions, trust

Refereed Journal Publications

1. Indexability of bandit problems with response delays (with F. Caro). 2010. *Probability in the Engineering and Information Sciences*, 24(3), 349—374.
2. Optimal time allocation for process improvement for growth-focused entrepreneurs (with C. Corbett, G. Roels). 2016. *Manufacturing & Service Operations Management* 18(3), 361—375.
- Finalist of 2009 MSOM Soc. Stud. Paper Competition, *M&SOM* 12(1), 184—187.
3. The time-money tradeoff for entrepreneurs: When to hire the first employee? (with G. Roels, C. Corbett). 2016. *Manufacturing & Service Operations Management* 18(4), 559—569.
4. Retention of new capable employees under uncertainty: Impact of strategic interactions (with D.H. Kwon). 2017. *IIE Transactions* 49(10), 927—941.
5. Time allocation in entrepreneurial selling: Impact of customer learning and incumbent reaction (with Y. Huang, B. Gokpinar). 2017. Forthcoming in *IEEE Transactions on Engineering Management*.
- Special Issue on entrepreneurship: “Shortages of Resources, Routines, Reputations or Regulations: Threats or Opportunities for Tech Entrepreneurs.” (<https://doi.org/10.1109/TEM.2017.2733227>)
6. Consumer choice and market outcomes under ambiguity in product quality (with R. Sarin). 2018. *Marketing Science* 37(3), 445—468.
7. Selling innovative products in the presence of externality (with Y. Huang, B. Gokpinar, C. Tang). 2018. *Production and Operations Management* 27(7), 1236—1250.

Working Papers

8. A theoretical analysis of the lean start-up’s product development process (with T. Huang, K. Arifoglu).
Revise & resubmit.
9. Economic behavior of information acquisition: Impact on peer grading in MOOCs (with D. Zhan).
Revise & resubmit.
10. Performance of trust-based governance (with B. Vanneste). Under review.

11. Peak period pricing strategies in the presence of firm competition and customer impatience, time and store flexibility (with C. Tang). To be submitted.
 - Featured in the *Wall Street Journal*, page R4, February 20, 2018.
12. The valuator's curse or the entrepreneur's boon? Decision analysis of post-launch surprise (with K. McCardle). To be submitted.
13. Impact of queue removing technology on competitive retail (with A. Smith). To be submitted.

Research in Progress

14. Smart product development via crowd sourcing (with C. Tang, K. McCardle)
15. The learning-financing tradeoff at startups (with K. Sudhir)
16. Perception of uncertainty: Empirical evidence of valuator's curse (with C. Tsay)

Ph.D. Student Advising

- Yufei Huang, PhD, Winter 2016 (with B. Gokpinar)
First Placement: Assistant Professor, University of Bath, School of Management, UK
- Hang Ren, PhD, Summer 2018 (with K. Arifoglu)
First Placement: Assistant Professor, George Mason University, School of Business, USA

Invited Talks

University of Bath (May 2018); Michigan Ross (Oct. 2017); UCLA Anderson (Oct. 2017); UCSD Rady (Oct. 2017); Univ. Southern Denmark (Sep. 2017); Boston College (May 2017); INFORMS TIMES Emerging Scholar Panel Session (Nov.2016); KAIST University, GSM (Nov.2013); Lancaster University, MS (Nov.2013); Koc University, Faculty of Admin. Sci. & Economics/ORCIBS Seminar (Jul.2013); Cambridge University, Judge Business School (Apr.2013); HEC Paris (Apr.2011); London Business School (Feb.2011); University College London (Jan.2010); George Washington University (Dec.2009)

Conference Presentations

- Optimal time allocation for process improvement for growth-focused entrepreneurs
INFORMS, San Fran. CA, Nov. '14; POMS Conf., Vancouver, Canada, May '10; INFORMS, San Diego, CA, Oct. '09; MSOM Conf., MIT, Jun '09; OM/OR day at UCLA Anderson SoM, May '09
- The time-money tradeoff for entrepreneurs: When to hire the first employee?
INFORMS, Phila., PA, Nov. '15; MSOM Conf., Fontainebleau, France, Jul '13; INFORMS, Charlotte, NC, Nov. '11; MSOM Conf., Ann Arbor, MI, Jun. '11; INFORMS, Austin, TX, Nov. '10
- Retaining new capable employees: Role of strategic interaction and learning rate
INFORMS, Nashville, TN, Nov. '16; INFORMS, Phoenix, AZ, Nov. '12; MSOM Conf., Columbia U, NY, Jun. '12; POMS, Chicago, IL, Apr. '12; INFORMS, Charlotte, NC, Jun. '11
- Consumer choice and market outcomes under ambiguity in product quality
ADA Conf., Austin, TX, Jun. '17; POMS, Orlando, FL, May '16; ISMS Mkt. Sci. Conf., Baltimore, MD, Jun. '15; ISMS Mkt. Sci. Conf., Istanbul, Turkey, Jul. '13; NASMEI Mkt. Conf., Chennai, India, Dec. '12; ISMS Mkt. Sci. Conf., Boston, MA, Jun. '12; POMS, Chicago, IL, Apr.'12
- Time allocation in entrepreneurial selling: Role of customer learning and incumbent reaction
INFORMS, S.F., CA, Nov. '14; MSOM Conf., Font. Fr, Jul. '13; INFORMS, Phoenix, AZ, Nov. '12
- The performance of trust-based governance
INFORMS, S.F., CA, Nov. '14
- Selling new products through consumer learning
INFORMS, Nashville, TN, Nov. '16; INFORMS, Phila., PA, Nov. '15; POMS, Wash. DC, May '15; INFORMS, S.F., CA, Nov. '14

- A theoretical analysis of the lean start-up's agile product development process
European TOM Day, Fontainebleau, France, Jun '18; INFORMS, Houston, TX, Oct '17; POMS Conf., Seattle, WA, May '17; INFORMS, Nashville, TN, Nov. '16; POMS, Orlando, FL, May '16; INFORMS, Phila., PA, Nov. '15; POMS, Washington DC, May '15; INFORMS, S.F., CA, Nov. '14; POMS, Atlanta, May '14; MSOM Conf., U. of Washington, WA, Jun. '14; INFORMS, Minn., MN, Oct. '13; EURO-INFORMS Joint Conf., Rome, Italy, Jul. '13
- What is your return on time invested?
INFORMS, S.F., CA, Nov. '14
- The valuator's curse or the entrepreneur's boon? Decision analysis of post-launch surprise.
INFORMS, Houston, TX, Oct '17; ADA Conf., Austin, TX, Jun. '17
- Peak period pricing strategies in the presence of firm competition and customer impatience, time and store flexibility.
INFORMS, Phoenix, AZ, Nov '18; ISMS Mkt. Sci. Conf., Philadelphia, PA, Jun. '18
- Impact of queue removing technology on competitive retail.
INFORMS, Phoenix, AZ, Nov '18
- Economic behaviour of information acquisition: Impact on peer grading in MOOCs.
INFORMS, Phoenix, AZ, Nov '18
- Smart product development via crowd sourcing.
INFORMS, Phoenix, AZ, Nov '18

Teaching

2018	Decision Science (Undergraduate)
2012—2018	Decision & Risk Analysis (MS in Management)* *2014—2015 "MS in Management Best Teacher Award" runner-up
2012	Modeling in Operations Management (PhD)
2012	Decision & Risk Analysis (MS in Entrepreneurship)
2011	Business Analytics (Undergraduate)

Service

- Reviewer: *Management Science, Operations Research, MSOM, POM, Decision Sciences, Naval Research Logistics, Math.Methods of OR, IEEE Trans.on Engin.Mgmt., MSOM Conference*
- Track Chair: INFORMS Conference (Business Model Innovation)
- Session Chair: INFORMS Conference, POMS Conference
- Memberships: INFORMS, MSOM, POMS, ISMS, DAS
- Judge: INFORMS TIMES Dissertation Award, POMS PITM Student Paper Competition, UCL Advances business plan competition
- Research Seminar Organizer: O&T group, UCL School of Management

Personal Details

Place of birth: South Korea

Nationality: United States (citizenship), United Kingdom (permanent resident)