

TAE JUNG YOON

September 2018

UCL School of Management
University College London
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EMPLOYMENT

Assistant Professor (September 2015 -)
UCL School of Management, University College London, London, UK

EDUCATION

Ph.D. in Marketing, June 2015
Kellogg School of Management, Northwestern University, USA

M.D. in Medicine, February 2009 (03/2004-12/2005, 03/2007-02/2009)
Korea University, South Korea

M.S. in Management Science & Engineering, January 2007 (01/2006-01/2007)
Stanford University, USA

B.S. in Electrical Engineering, February 2000
Seoul National University, South Korea

RESEARCH INTERESTS

Quantitative Marketing, Big Data Analytics, Industrial Organization, Health Economics, Information Disclosure, Service Industry, Public Policy

PUBLICATIONS

Yoon, T. J. "[Quality Information Disclosure and Patient Reallocation in the Healthcare Industry: Evidence from Cardiac Surgery Report Cards](#)" *Marketing Science*, forthcoming

RESEARCH IN PROGRESS

Yoon, T. J. "Service Performance and Customer Reallocation: Customer Urgency, Rationing, and Cherry Picking" *working paper*

Yoon, T. J. and Kim, H. “Expert Reviews and Congestion Problems: Evidence from Restaurant Reviews” *working paper*

“Does Hospital Advertising Benefit Patients?” *work in progress*

“Local Quality Information Disclosure and Migration of Sellers” *work in progress*

HONORS AND AWARDS

2017/18 MSc Business Analytics Best Teacher Award, UCL School of Management, 2018

2016/17 MSc Business Analytics Best Teacher Award, UCL School of Management, 2017

Fellow, Haring Symposium, Indiana University, 2014

Mervin Shalowitz Doctoral Fellowship, Kellogg School of Management, Northwestern University, 2013–2014

Doctoral Fellowship, Kellogg School of Management, Northwestern University, 2009–2015

Cum Laude Graduate, Seoul National University, 2000

Scholarship with Honors, Yang-Bak Foundation, 1994

TEACHING EXPERIENCE

Marketing Analytics (graduate level), UCL School of Management, University College London, 2016-Present

Teaching Assistant, Kellogg School of Management, Northwestern University

Pricing, Promotion, and Retail Behavior (MBA), 2010

Research Methods in Marketing (MBA), 2011-2013

Customer Analytics (MBA), 2012-2013

INVITED PRESENTATIONS

“Quality Information Disclosure and Consumer Reallocation in the Service Industry: Evidence from Healthcare”, College of Medicine, University of Ulsan, South Korea, June 2016

“Quality Information Disclosure and Consumer Reallocation in the Service Industry: Evidence from Healthcare”, Korea University, South Korea, May 2016

“Quality Information Disclosure in the Service Industry: Evidence from Healthcare,” University of Wisconsin-Madison, Madison, WI, November 2014

“Quality Information Disclosure in the Service Industry: Evidence from Healthcare,” University College London, London, United Kingdom, October 2014

“Quality Information Disclosure in the Service Industry: Evidence from Healthcare,” University of Arizona, Tucson, AZ, October 2014

CONFERENCE PRESENTATIONS

“Quality Information Disclosure and Consumer Reallocation in the Service Industry: Evidence from Healthcare”, Marketing Science Conference, Shanghai, China, June 2016

“Hospital and Surgeon Report Cards and Patient Sorting,” Haring Symposium, Indiana University, Bloomington, IN, April 2014

“Hospital and Surgeon Report Cards and Patient Sorting,” Conference on Empirical Legal Studies, University of Pennsylvania, Philadelphia, PA, October 2013

“Hospital and Surgeon Report Cards and Patient Sorting,” INFORMS Healthcare Conference, Chicago, IL, June 2013

“Hospital and Surgeon Report Cards and Patient Sorting,” Transatlantic Doctoral Conference, London Business School, London, United Kingdom, May 2013

PROFESSIONAL EXPERIENCE

Intern, Korea University Medical Center, 2009

Software and Hardware Engineer at BIOSYS Co., LTD., South Korea, 2000–2003