

Hyunwoo Lim

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Academic Employment

School of Administrative Studies, York University, Toronto, Ontario, Canada
Assistant Professor of Marketing, Jul 2019 – Present

Sam and Irene Black School of Business, Pennsylvania State University, Erie, Pennsylvania, USA
Assistant Professor of Marketing, Aug 2016 – Jun 2019

School of Business, Ajou University, Suwon, Korea
Assistant Professor of Marketing, Mar 2013 – Aug 2016

Education

Joseph L. Rotman School of Management, University of Toronto, ON, Canada
Ph.D. in Management (Field: Marketing), Nov 2012
Dissertation: An Empirical Analysis of Publicity and Advertising under Quality Uncertainty
Thesis Advisors: Andrew Ching, Ignatius J. Horstmann

Seoul National University, Seoul, Korea
MBA, Aug 2006

Seoul National University, Seoul, Korea
B.S. in Computer Engineering, Aug 2002

Publications

“The Size-Rank Relationship for Market Shares of Consumer Packaged Goods” (with Young Han Bae, Thomas S. Gruca and Gary J. Russell), *Applied Economics*, forthcoming, 2020. [ABDC JQLA]

“A Structural Model of Correlated Learning and Late-mover Advantages: The Case of Statins” (with Andrew Ching), *Management Science*, **66**(3) pp. 1095-1123, 2020. [ABDC JQLA*]

“The Role of Marketing Capability in Linking CSR to Corporate Financial Performance: When CSR Gives Positive Signals to Stakeholders” (with Sean Yim, Young Han Bae and Jaehwan Kwon), *European Journal of Marketing*, **53**(7) pp. 1333-1354, 2019. [ABDC JQLA*]

“The Effects of Publicity on Demand: The Case of Anti-cholesterol Drugs” (with Andrew Ching, Robert Clark and Ig Horstmann), *Marketing Science*, **35**(1) pp.158-181, 2016. [ABDC JQLA*]

Working Papers

“Can Information Products Be Complements?” (with Andrew Ching and Ig Horstmann), revising for 2nd round review at *The Japanese Economic Review*.

“Investigating the Relationship between Category Characteristics and Quality via the Parameters of the Power Law Distribution” (with Young Han Bae, Thomas S. Gruca and Gary J. Russell), targeted to *Journal of Marketing*.

“Weight Loss Dynamics: A Functional Data Analysis Approach” (with Hyelim Oh, Taekyung Kim, Jiyeon Choi), targeted to *Management Science*.

“A Note on Correlated Bayesian Learning” (with Andrew Ching)

Teaching Experiences

Marketing Analytics (undergraduate), Jan 2020 -
Introductory Marketing (undergraduate), Sep 2019 -
Introductory Marketing Analytics (undergraduate), Aug 2017– Jun 2019
Marketing Research (undergraduate), Aug 2016– Jun 2019
Global Marketing (undergraduate), Aug 2016– Jun 2019
Marketing Management (undergraduate), Mar 2013– Jun 2016

Conference Presentations

- AMA Summer Academic Conference, Boston, USA, Aug 2018
- The 28th Annual Health Economics Conference (AHEC), University of Southern California, Los Angeles, USA, Oct 2017
- Marketing Science Conference, Fudan University, Shanghai, China, Jun 2016
- Workshop on Industrial Organization and Management Strategy, HKUST, Hong Kong, Jun 2016
- Annual Health Econometrics Workshop, University of Hawaii at Manoa, Honolulu, USA, Dec 2015
- Annual Empirical Microeconomics Workshop, University of Calgary, Banff, Canada., Aug 2015
- Marketing Science Conference, Johns Hopkins University, Baltimore, USA, Jun 2015
- Structural Microeconomics Conference, Yale University, New Haven, USA, Jun 2015
- The Canadian Health Economist's Study Group Conference, Victoria, Canada, May 2014
- Invited Session on “Recent Developments in Structural Learning Models”, Marketing Science Conference, Boston, USA, Jun 2012
- Annual Midwest Health Economics Conference, Indiana University-Purdue University, Indianapolis, USA, May 2012
- Asian Econometric Society Meeting, Korea University, Seoul, Korea, Aug 2011
- International Panel Data Conference, McGill University, Montreal, Canada, Jul 2011
- North American Econometric Society Meeting, Washington University in St. Louis, St. Louis, USA, Jun 2011
- UTD-FORMS Conference, University of Texas at Dallas, Dallas, USA, Feb 2011
- Marketing Science Conference, University of Cologne, Köln, Germany, Jun 2010

Academic Services

Ad-Hoc Reviewer for *Management Science*, *Marketing Science*, *Health Economics*, *Journal of Global Marketing*, *Journal of Industrial Economics*

Honors and Awards

- National Research Foundation of Korea, New Researcher Grant (KRW 20,000,000 \approx USD 20,000), 2015
- Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition (USD 3,000), 2010
- Michael Lee-Chin Family Institute of Corporate Citizenship Research Grant (CAD 10,500), 2010 (with Andrew Ching, Robert Clark and Ig Horstmann)
- Rotary Foundation International Ambassadorial Scholarship (USD 25,000), 2005

Research Interests

Content Analysis, Data Analytics, Structural Modeling, Pharmaceutical and Healthcare Industry

Computer Skills

C, C++, Matlab, R, STATA, Mathematica, PHP, SQL

References

Andrew T. Ching

Professor

Carey Business School

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Ignatius J. Horstmann

Professor Emeritus of Economic Analysis and Policy

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Byong-Duk Rhee

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