

## 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  
B.S. in Computer Engineering, Aug 2002

### **Research Interests**

Artificial Intelligence, Machine Learning, Natural Language Processing, Data Analytics, Content Analysis,  
Structural Modeling, Pharmaceutical and Healthcare Industry

## **Publications**

“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 JQL A\*]

“The Size-Rank Relationship for Market Shares of Consumer Packaged Goods” (with Young Han Bae, Thomas S. Gruca and Gary J. Russell), *Applied Economics*, **52**(54) pp. 5986-5994, 2020. [ABDC JQL A]

“The Secret to Linking CSR to Financial Profitability” (with Sean Yim, Young Han Bae and Jaehwan Kwon), *Keller Center Research Report*, **13**(4), 2020.

“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 JQL A\*]

“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 JQL A\*]

## **Working Papers**

“How Fast Can I Lose? An Exploration of the Effects of Mobile-Based Self-Monitoring on Weight Loss Dynamics” (with Hyelim Oh, Taekyung Kim, Jiyeh Choi, Atreyi Kankanhalli), Revising, Target *MIS Quarterly*.

“Can Information Products Be Complements?” (with Andrew Ching and Ig Horstmann), Revising, Target *TBD*.

“Category-Level Drivers of the Market Share-Rank Power Law Relationship” (with Young Han Bae, Thomas S. Gruca and Gary J. Russell), Revising, Target *TBD*.

“A Model of the Market Share-Rank Power Law: Attraction Variance, Short Tails” (with Young Han Bae, Thomas S. Gruca and Gary J. Russell), Revising, Target *TBD*.

“A Note on Correlated Bayesian Learning” (with Andrew Ching), Preparing manuscript.

## **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 Economic,*

*Journal of Global Marketing*

*Journal of Industrial Economics*

*Internet Research*

## **Services to the University & the Community**

- Member of Teaching, Learning and Student Success for LA&PS, 2020-
- Member of Research Committee for School of Administrative Studies, 2020-
- Member of Faculty Search Committee for Marketing Department, 2019-
- Judge for Canada's Next Top Ad Exec (Canada Marketing League), 2020

## **Teaching Experiences**

### York University

Received recognition of teaching excellence for academic year 2019-2020

*Marketing Analytics* (undergraduate), Jan 2020 -

*Introductory Marketing* (undergraduate), Sep 2019 –

### Pennsylvania State University – Erie

*Introductory Marketing Analytics* (undergraduate), Aug 2017– Jun 2019

*Marketing Research* (undergraduate), Aug 2016– Jun 2019

*Global Marketing* (undergraduate), Aug 2016– Jun 2019

### Ajou University

*Marketing Management* (undergraduate), Mar 2013– Jun 2016

## **Honors and Awards**

- National Research Foundation of Korea, New Researcher Grant (KRW 20,000,000 ≈ 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

## **References**

### **Andrew T. Ching**

Professor

Carey Business School

Johns Hopkins University

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### **Ignatius J. Horstmann**

Professor Emeritus of Economic Analysis and Policy

Rotman School of Management

University of Toronto

Tel: (416) 978-1888

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