

Hyunwoo Lim

School of Administrative Studies
Atkinson Building, Room 262
4700 Keele Street
Toronto, ON, Canada, M3J 1P3

Work Phone: 1-416-736-2100, ext. 77167
Cell: 1-917-244-5320
Email: hlim@yorku.ca
<https://sites.google.com/site/hyunwoolim/>

Academic Employment

School of Administrative Studies, York University, Toronto, Ontario, Canada

Assistant Professor of Marketing, July 2019 – Present

Sam and Irene Black School of Business, Pennsylvania State University, Erie, Pennsylvania, USA

Assistant Professor of Marketing, Aug 2016 – June 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 Role of Marketing Capability in Linking CSR to Corporate Financial Performance: When CSR Gives Positive Signals to Stakeholders,” (with Hyunsoon Yim, Young Han Bae and Jaehwan Kwon) *European Journal of Marketing*, Forthcoming, 2019.

“A Structural Model of Correlated Learning and Late-mover Advantages: The Case of Statins,” (with Andrew Ching) *Management Science*, Forthcoming, 2019.

“Are Exchange Partners Opportunistic in A Volatile Environment? The Moderating Effect of Trust,” (with Minjung Kim) *Journal of Marketing Thought*, 4(3) pp.10-15, 2017.

“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.

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, Jiyeh Choi) targeted to *Management Science*.

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

Teaching Experiences

Introductory Marketing (undergraduate), September 2019 -

Introductory Marketing Analytics (undergraduate), August 2017– June 2019

Marketing Research (undergraduate), August 2016– June 2019

Global Marketing (undergraduate), August 2016– June 2019

Marketing Management (undergraduate), March 2013– June 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, June 2016
- Workshop on Industrial Organization and Management Strategy, HKUST, Hong Kong, June 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, June 2015
- Structural Microeconomics Conference, Yale University, New Haven, USA, June 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, June 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, July 2011
- North American Econometric Society Meeting, Washington University in St. Louis, St. Louis, USA, June 2011
- UTD-FORMS Conference, University of Texas at Dallas, Dallas, USA, Feb. 2011
- Marketing Science Conference, University of Cologne, Köln, Germany, June 2010

Academic Services

Ad-Hoc Reviewer for *Management Science, Marketing Science, Health 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, LaTeX, MS-Excel(VBA)

References

Andrew T. Ching

Professor

Carey Business School

Johns Hopkins University

Tel: (410) 234-4504

Email: andrew.ching@jhu.edu

Ignatius J. Horstmann

Professor Emeritus of Economic Analysis and Policy

Rotman School of Management

University of Toronto

Tel: (416) 978-1888

Email: ihorstmann@rotman.utoronto.ca

Byong-Duk Rhee

Professor of Marketing

School of Business

Ajou University

Tel: +82-31-219-3630

Email: brhee@ajou.ac.kr