

Jinsoul Seo

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Simon Business School
University of Rochester
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EDUCATION

Simon Business School, University of Rochester, Rochester, NY Ph.D. in Quantitative Marketing. M.S. in Business Research	2022 - 2028 (<i>Expected</i>)
KAIST College of Business, Seoul M.S. in Management Engineering - Managerial Economics.	2020 - 2022
Korea Advanced Institute of Science and Technology (KAIST), Daejeon B.S. in Mathematical Sciences.	2012 - 2017

RESEARCH INTERESTS

- **Empirical Industrial Organization, Economics of Artificial Intelligence, Digital Platforms, Marketing and Public Policy.**

WORKING PAPER

- **“Do Review Solicitations Elicit Reviews Where They Matter for Sales and Product Returns?”**
(coauthoring with Hana Choi and Minkyung Kim, revise & resubmit at *Marketing Science*) [SSRN]

WORKING IN PROGRESS

- **“Racing to Release: The Timing of AI Model Launches under Competition”** (Job market paper, solo author)
- **“Do Survivors Respond? Rival Conduct and Demand Succession When a Retail Chain Exits”** (solo author)

CONTRIBUTED PRESENTATIONS

- **“Do Review Solicitations Elicit Reviews Where They Matter for Sales and Product Returns?”**
(coauthoring with Hana Choi and Minkyung Kim)
 - 2026 ISMS Marketing Science Conference (*Presented by Hana Choi*) 2026
 - Vienna University of Economics and Business (*Presented by Hana Choi*) 2026
 - 2026 Marketing Dynamics Conference (*Presented by Hana Choi*) 2026
 - 20th Annual Bass UTD-FORMS Conference (*Presented by Hana Choi*) 2026
 - Business and Marketing Analytics Seminar (*Presented by Hana Choi*) 2025
 - Virtual Quantitative Marketing Seminar (*Presented by Minkyung Kim*) 2025
 - 2025 London Business School Marketing Camp (*Presented by Minkyung Kim*) 2025
 - 2025 ISMS Marketing Science Conference (*Presented by Minkyung Kim*) 2025
 - 2024 Conference on AI, ML, and Business Analytics (*Presented by Hana Choi*) 2024
 - 2024 Conference on Digital Experimentation at MIT (*Presented by Minkyung Kim*) 2024
 - 2024 ISMS Marketing Science Conference (*Presenter*) 2024

RESEARCH EXPERIENCE

- **Simon Business School, University of Rochester, NY**
Research Assistant
 - Hana Choi, Assistant Professor in Marketing, Dec2022 - Sep2023

TEACHING EXPERIENCE

- **Simon Business School, University of Rochester, Rochester, NY**
Lab Instructor
 - Managerial Economics, Prof. Russell Morton, MBA 2026
 - Pricing Policy, Prof. Greg Schaffer, MBA 2024
 - Analytics Designs & Applications, Prof. Elizabeth Mohr, MS in Business Analytics 2023
Teaching Assistant
 - Marketing Research, Prof. Ali Goli, MS in Marketing Analytics 2026
 - Pricing Analytics, Prof. Takeaki Sunada, MS in Marketing Analytics 2026, 2025, 2024
 - Predictive and Causal Analytics, Prof. Avery Haviv, MS in Business Analytics 2025, 2024
- **KAIST College of Business, Korea Advanced Institute of Science and Technology, Seoul**
Teaching Assistant
 - Corporate Entrepreneurship and New Business Development, Prof. Zong-Tae Bae, Techno-MBA 2022
 - Social Enterprises and Regional Development, Prof. Jinsol Hwang, Social Entrepreneurship MBA 2022
 - Special Topics in Financial Engineering(Exploring Financial Engineering Practices through Examples), Prof. Sae Jong Kim, Financial Engineering Program 2022
 - Neuro-Business, Prof. Byungho Park, Information and Media MBA 2021
 - Digital Media & Corporate PR Strategy, Prof. Byungho Park, Information and Media MBA 2021

HONORS AND AWARDS

- **2026 Spring RCL Data Set Grant** 2026
 - The River Campus Library, University of Rochester