

Jinhee Huh

Department of Marketing,
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EDUCATION

| | |
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| Ph.D. in Marketing Specialization in Quantitative Marketing; Minor in Economics Robert H. Smith School of Business, University of Maryland, College Park, MD | 2020 |
| M.A in Applied Statistics Concentration in Econometrics and Forecasting University of Michigan, Ann Arbor, MI | 2014 |
| M.S in Business Administration | 2012 |
| B.A in Business Administration and Applied Statistics Yonsei University, Seoul, Korea | 2010 |

EMPLOYMENT

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| Assistant Professor of Marketing Haskayne School of Business, Calgary, AB, Canada | 2021 - Current |
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RESEARCH INTERESTS

Substantive: User-Generated Contents, Social Media Marketing, Entertainment Marketing

Methodological: Quasi Experiment, Econometric Models, Machine Learning

MANUSCRIPT UNDER REVIEW

Huh, Jinhee, Lingling Zhang, and P.K. Kannan, "Friend or Foe: The Impact of Video UGC on Video Game Sales and Usage" (under review at *Journal of Marketing Research*)

Huh, Jinhee, David Godes, and Seshadri Tirunillai, "The Impact of Reputation System on Peer-feedback in Social Media" (under review at *Journal of Marketing Research*)

RESEARCH IN PROGRESS

Pei, Amy and Jinhee Huh, “When Do Style Influencers Affect Consumer Preferences? - A Study of the Used Luxury Market” (data collection and model development in progress)

Huh, Jinhee and David Godes, “The Impact of Review Length Limit Change on Consumer Review” (data collection and model development in progress)

HONORS AND AWARDS

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| Haskayne School of Business Dean’s Research Grant | 2021 - 2023 |
| Fellow, Robert Mittelstaedt Doctoral Symposium Fellow | 2018 |
| Fellow, INFORMS Marketing Science Doctoral Consortium | 2017 |
| Fellow, Haring Doctoral Symposium | 2016 |
| Fellow, Quantitative Marketing and Structural Econometrics Workshop | 2015 |
| University Fellowship, University of Maryland | 2014 - 2019 |
| Scholarship for Research Promotion, Yonsei University | 2010 |
| Scholarship for Academic Excellence, Yonsei University | 2008 - 2009 |

CONFERENCE PRESENTATIONS

(* presenter)

Huh, Jinhee*, David Godes, and Seshadri Tirunillai, “The Impact of Reputation System on Peer-Feedback in Social Media”, INFORMS Annual Meeting, virtual/Anaheim, CA, 2021

Pei, Amy* and Jinhee Huh, “When Do Style Influencers Affect Consumer Preferences? - A Study of the Used Luxury Market”, ISMS Marketing Science Conference, virtual, 2021

Huh, Jinhee*, David Godes, and Seshadri Tirunillai, “The Impact of Reputation System on Peer-Feedback in Social Media”, ISMS Marketing Science Conference, Philadelphia, PA, 2018

Huh, Jinhee*, David Godes, and Seshadri Tirunillai, “The Impact of Reputation System on Peer-Feedback in Social Media”, Robert Mittelstaedt Doctoral Symposium, Lincoln, NE, 2017

Huh, Jinhee*, David Godes, and Seshadri Tirunillai, “The Impact of Reputation System on Peer-Feedback in Social Media”, Poster Presentation, Marketing Academic Research Colloquium, College Park, MD, 2017

Discussant, “Social Structure, Consumption, and Entrepreneurship in Video Game Community”, Haring Symposium, Bloomington, IN, 2016

TEACHING EXPERIENCE

Haskayne School of Business, University of Calgary

“Marketing Analytics” (MBA), Winter 2021

“Marketing-Based Analytics” (Undergraduate), Winter 2021

“Integrated Topics in Data Science and Analytics” (Graduate), May 2021

Robert H. Smith School of Business, University of Maryland
“Digital Marketing” (Undergraduate), Fall 2018 and Spring 2020

RESEARCH AND PROFESSIONAL EXPERIENCE

Research Assistant for Dr. David Godes and Dr. Michel Wedel,
Robert H. Smith School of Business, University of Maryland, 2014-2019

Research Assistant for Dr. Yesim Orhun,
Ross School of Business, University of Michigan, 2013-2014

Coordinator, Korean Marketing Association Annual Spring Conference,
Korean Marketing Association Annual Spring Conference, Seoul, Korea, 2012

Internship, A.T. Kearney, Management Consulting Firm, Seoul, Korea, 2012

Research Assistant for Dr. Donghoon Kim,
Yonsei Business Research Institute, Seoul, Korea, 2010 – 2012

ACADEMIC SERVICE

Faculty Hiring Committee, Operations and Supply Chain Management Area, Haskayne School
of Business, 2021

Session Chair, ISMS Marketing Science Conference, Philadelphia, PA, 2018

COMPUTER SKILLS

R, SAS, STATA, SPSS, Python, LaTeX