

# Jung Youn Lee

Rice University  
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## EMPLOYMENT

Rice University, Jones Graduate School of Business, Houston, TX 2022 – Present  
Assistant Professor of Marketing

## EDUCATION

Northwestern University, Kellogg School of Management, Evanston, IL 2016 – 2022  
Ph.D. in Quantitative Marketing

Korea Advanced Institute of Science and Technology, Daejeon, Korea 2012 – 2014  
M.S. in Culture Technology

Rice University, Houston, TX 2007 – 2011  
B.A. in Economics

## RESEARCH INTERESTS

Quantitative Marketing, Causal Inference, Applied Machine Learning  
Consumer Protection, Consumer Finance, Habits, Advertising

## PUBLICATION

- Commercial Success through Commercials? Advertising and Pay TV Operators (with Pradeep K. Chintagunta and Joonhyuk Yang), *Journal of Marketing Research*, 2021.

## WORKING PAPERS

- Banking the Unbanked: Using Grocery Data for Credit Decisions (with Eric T. Anderson and Joonhyuk Yang)  
– Recipient of *Wharton Customer Analytics* Data Grant

## WORKS IN PROGRESS

- Alternative Data and the Gender Gap in Credit Access
- Do Grocery Shopping Behaviors Predict Buy Now Pay Later Loan Payment?

## AWARDS, GRANTS AND FELLOWSHIPS

ISMS Doctoral Consortium Fellow	2021
Wharton Customer Analytics Data Grant	2019
International Telecommunications Policy Review Best Paper Award	2015
National Scholarship, Korea (covered full tuition with stipend)	2012–2014
Best Teaching Assistant Award, KAIST	2012
<i>Cum Laude</i> , Rice University	2011
President’s Honors Rolls, Rice University	2007–2009

## CONFERENCES AND INVITED PRESENTATIONS (\*presented)

ISMS Marketing Science Conference	2020*, 2022*
Boulder Summer Conference on Consumer Financial Decision Making	2022*
Behavioral Science and Policy Association Conference	2022*
Artificial Intelligence in Management Conference	2022*
Rice University	2021*
University of Notre Dame	2021*
National University of Singapore	2021*
Conference on AI, ML, and Business Analytics	2021*
Haring Symposium	2021*
NBER Economics of Digitization Conference and Tutorial	2020, 2021
Wharton Customer Analytics Symposium	2020*