JOONWOOK PARK

Marketing Department
Cox School of Business
Southern Methodist University
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EDUCATION

Ph.D., Marketing, May 2007
Smeal College of Business, Pennsylvania State University

M.S., Marketing Research, June 2000
Business school, University of Wisconsin-Madison

M.B.A., Marketing, February 1996
B.A., Business Administration, August 1993
Business school, Korea University

RESEARCH INTEREST

Multidimensional Scaling, Market Segmentation, Market Structure,
Consumer Preference Heterogeneity, Consumer Purchase Behavior, Bayesian Applications and Research Methods

PUBLICATIONS

1. Joonwook Park, Priyali Rajagopal, and Wayne S. DeSarbo (2012), "A New Heterogeneous Multidimensional Unfolding Procedure," *Psychometrika, Vol. 77 (2), pp.* 263-287*.*

2. DeSarbo Wayne S., Joonwook Park, and VithalaR. Rao (2011), "Deriving Joint Space Positioning Maps From Consumer Preference Ratings," *Marketing Letters,* Vol. 22 (1), pp. 1-14

3. Fong Duncan K. H., Wayne S. DeSarbo, Joonwook Park, and Crystal J. Scott (2010), "A Bayesian Vector Multidimensional Scaling Procedure for the Analysis of Ordered Preference Data," *Journal of the American Statistical Association,* Vol. 105 (490), pp. 482-492.

4. Park Joonwook, Wayne S. DeSarbo, and John Liechty (2008), "A Hierarchical Bayesian Multidimensional Scaling Methodology for Accommodating Both Structural and Preference Heterogeneity," *Psychometrika,* Vol. 73 (3), pp. 451-472.

5. DeSarbo Wayne S., Joonwook Park, and Crystal J. Scott (2008), "A Model-Based Approach for Visualizing the Dimensional Structure of Ordered Successive Categories Preference Data," *Psychometrika,* Vol. 73 (1), pp. 1-20.
   * Lead Article

6. Inman J. Jeffrey, Joonwook Park, and Ashish Sinha (2008), "A Dynamic Choice Map Approach to Modeling Attribute-Level Varied Behavior among Stockkeeping Units," *Journal of Marketing Research,* Vol. 45 (1), pp. 94-103.

7. Sinha Ashish, J. Jeffrey Inman, Yantao Wang, and Joonwook Park (2005), "Attribute Drivers: A Factor Analytic Choice Map Approach for Understanding Choices Among SKUs," *Marketing Science*, Vol. 24, pp. 351-359

8. Park Joonwook and Seoil Chaiy (1997), "Demand Forecasting with Early Stage Diffusion Data in Korean Cellular Market," *Management Journal in Korea*, Vol. 41, pp. 199-222

MANUSCRIPTS UNDER REVIEW

1. Joonwook Park, Priyali Rajagopal, William Dillon, and Seoil Chaiy, "Constrained Dimensional Multidimensional Unfolding Model for Assessing Competitive Market Structure," in preparation of revision for the second round in *Journal of Marketing Research*.

WORK IN PROGRESS

1. Park Joonwook, Richard Briesch, Edward Fox, and William Dillon, "Where to buy and how much the next time? A shopping basket model with Hidden Markov approach" model development in progress, target journal: *Marketing Science*.
2. Park Joonwook, William Dillon, Seokoo Lee, and Seoil Chaiy, "Dynamic model of Key Performance Indexes," model development in progress, target journal: *Management Science.*

DISSERTATION

A Hierarchical Bayesian Finite Mixture Multidimensional Scaling Approach for Accommodating Structural and Preference Heterogeneity in Three Way Preference Data

Committee members:
Wayne S. DeSarbo (Chair, Marketing)
Arvind Rangaswamy (Marketing)
Duncan K.H. Fong (Marketing)
John C. Liechty (Marketing)
Joseph Schafer (Statistics)

HONERS AND AWARDS

Nominee for HOPE professor award, 2008
Ryder Fellowship, Pennsylvania State University, 2006
Fellow at AMA Sheth Foundation Doctoral Consortium, 2006
Fellow at Marketing Science Conference, 2006
Anderson Scholarship, Pennsylvania State University, 2006
Fellow at Haring Symposium, Indiana University, 2005
Scott Award, Pennsylvania State University, 2005
Finalist for the Marketing Science Practice Award, 2004
McKinnon Graduate Award, University of Wisconsin-Madison, 1999
A.C. Nielsen Scholarship, University of Wisconsin-Madison, 1999
Graduate Scholarship, Korea University, 1994-1996

INDUSTRY EXPERIENCE

Information Resources, Inc., Chicago, IL
Manager at New Product Development Team, 2000-2002

Maekyung Business Research Institute, Seoul, Korea
Senior Consultant, 1997-1998

Daewoo Economic Research Institute, Seoul, Korea
Consultant, 1996-1997

Chilbok Textile Co., Seoul, Korea
Analyst, 1992

ACADEMIC EXPERIENCE

Cox School of Business, Southern Methodist University, Dallas, TX
Assistant Professor, 2007 – Present
Marketing Research
Fundamentals of Marketing
Business Statistics for MBA

Smeal School of Business, Pennsylvania State University, University Park, PA
Instructor, 2005 – 2007
Marketing Research
Research Assistant, 2002-2005

A.C. Nielsen Center, University of Wisconsin, Madison, WI
Research Assistant, 1999-2000

College of Soowon, Soowon, Korea
Instructor, 1997
Marketing Information and Research

School of Business Administration, Korea University, Seoul, Korea
Teaching Assistant, 1994
Product Development, MarkStrat simulation

TEACHING INTERESTS

Marketing Core (MBA and Undergraduate), Marketing Research, Marketing Models, Product Development, Statistics for MBA

PROFESSIONAL SERVICE

Ad-hoc reviewer for Marketing Science

PROFESSIONAL AFFILIATIONS

Member, American Marketing Association
Member, American Statistical Association
Member, Informs
Member, Psychometric Society