

# Jin-Hee Huh

Department of Marketing,  
Haskayne School of Business,  
University of Calgary  
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## EDUCATION

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

## EMPLOYMENT

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

## RESEARCH INTERESTS

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Substantive:	User-Generated Contents, Social Media Marketing, Entertainment Marketing
Methodological:	Quasi Experiment, Econometric Models, Machine Learning

## RESEARCH IN PROGRESS

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Huh, Jin-Hee, David Godes, and Seshadri Tirunillai, "The Impact of Reputation System on Peer-feedback in Social Media" (Manuscript in progress)

Huh, Jin-Hee, Lingling Zhang, and P.K. Kannan, "Friend or Foe: The Impact of Video UGC on Video Game Sales and Usage" (Manuscript in progress)

Pei, Amy and Jin-Hee Huh, “When Do Style Influencers Affect Consumer Preferences? - A Study of the Used Luxury Market”

Huh, Jin-Hee and David Godes, “The Impact of Rating Scale on Consumer Review”

## **HONORS AND AWARDS**

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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**

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- “The Impact of Reputation System on Peer-Feedback in Social Media”,  
ISMS Marketing Science Conference, Philadelphia, PA, 2018
- “The Impact of Reputation System on Peer-Feedback in Social Media”,  
Robert Mittelstaedt Doctoral Symposium, Lincoln, NE, 2017
- “The Impact of Reputation System on Peer-Feedback in Social Media”,  
Poster Presentation, Marketing Academic Research Colloquium, College Park, MD, 2017
- “Social Structure, Consumption, and Entrepreneurship in Video Game Community”,  
Discussant, Haring Symposium, Bloomington, IN, 2016

## **TEACHING EXPERIENCE**

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- Instructor, “Digital Marketing” (Undergraduate),  
Robert H. Smith School of Business, University of Maryland, Spring 2020
- Instructor, “Digital Marketing” (Undergraduate),  
Robert H. Smith School of Business, University of Maryland, Fall 2018
- Teaching Assistant for Dr. David Godes, Marketing Management (MBA),  
Robert H. Smith School of Business, University of Maryland, Fall 2017
- Teaching Assistant for Dr. Rajeev Batra, International Marketing (MBA),  
Ross School of Business, University of Michigan, Spring 2014
- Teaching Assistant for Dr. Donghoon Kim,  
Yonsei Business Research Institute, 2010 – 2012

## **RESEARCH AND PROFESSIONAL EXPERIENCE**

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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

## **COMPUTER SKILLS**

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R, SAS, STATA, SPSS, Python, LaTeX