

# So-Eun Park

Sauder School of Business  
University of British Columbia  
HA 565 – 2053 Main Mall  
Vancouver, BC Canada V6T 1Z2

Office: +1 (604) 822-8384  
Cell: +1 (778) 772-6432  
Fax: +1 (604) 822-4697  
Email: soeun.park@sauder.ubc.ca

## Education

Haas School of Business, University of California, Berkeley, CA  
Ph.D. Business Administration, 2014.

Columbia University, New York, NY  
B.A. *cum laude*, Mathematics, 2009.

## Employment

Sauder School of Business, University of British Columbia  
Assistant Professor in Marketing and Behavioural Science Division, 2014–Present.

## Research Interests

Behavioral Economics, Social Preference, Bounded Rationality, Pricing, Applied Game Theory.

## Refereed Publications

Ho, Teck-Hua, So-Eun Park, and Xuanming Su. A Bayesian Level-k Model in n-Person Games. Forthcoming at *Management Science*.

Ho, Teck-Hua, Shan Li, So-Eun Park, and Zuo-Jun Max Shen (2012). Customer Influence Value and Purchase Acceleration in New Product Diffusion. *Marketing Science* 31(2), 236-256.

So-Eun Park (2010). The Group of Symmetries of the Tower of Hanoi Graph. *American Mathematical Monthly* 117(4), 353-360.

## Working Papers

Pay-What-You-Want Pricing in the Digital Products Marketplace: A Feasible Alternative to Piracy Prevention? (with Byung Cho Kim and Detmar Straub). 2nd Round Revise and Resubmit at *Information Systems Research*.

Why Do Companies Tie Donations to Product Purchases? For Buy-One-Give-One, It's All About Profits (with Qiyuan Wang and Charles Weinberg). Manuscript in Preparation.

Optimal Inventory Management with Buy-One-Give-One (BOGO) Promotion (with Byung Cho Kim and Tim Huh).

Consumer Surplus Moderated Price Competition (with Teck-Hua Ho and Minjung Park).

## Honors, Awards and Grants

SSHRC Insight Development Grant (Principal Investigator, Awarded \$46,297), 2018–2020.

Dean's Research Grant, 2016–2018.

Lam Research Fellowship, UC Berkeley, 2009–2014.

Samsung Scholarship for Doctoral Students, Samsung Scholarship, 2009–2014.

AMA Doctoral Consortium Fellow, UC Berkeley, 2012.

Joe Shoong Foundation Scholarship Fund, UC Berkeley, 2012.

Honors in Mathematics, Columbia University, 2009.

John Dash Van Buren Prize in Mathematics, Columbia University, 2009.

Professor Van Amringe Mathematical Award, Columbia University, 2008.

Research Experience for Undergraduates (REU) Scholar, Columbia University, 2008.

Professor Van Amringe Mathematical Award, Columbia University, 2007.

Dean's List, Columbia University, 2005–2009.

Samsung Scholarship for Undergraduate Students, Samsung Scholarship, 2005–2009.

The Presidential Science Scholarship, Korea Student Aid Foundation, Ministry of Education, Government of Republic of Korea (Declined), 2005–2009.

## Invited Seminars and Conference Presentations

2019: INFORMS Marketing Science (Session chair in Behavioral IO); Empirical and Theoretical Symposium.

2018: INFORMS Marketing Science; Santa Clara University.

2017: Workshop on Information Systems and Economics (WISE); Korea University.

2015: Annual McGill International Conference on Marketing; UBC–UW Marketing Conference.

2013: Cheung Kong Graduate School of Business; Columbia University; Cornell University; Duke University; Johns Hopkins University; National University of Singapore; University at Buffalo SUNY; University of British Columbia; University of California at Berkeley; University of Iowa; University of Maryland at College Park; University of Pennsylvania; University of Rochester; University of Texas at Dallas; University of Toronto; Yonsei University.

2012: National University of Singapore.

2011: University of California at Berkeley.

2008: Columbia University; WIMIN Conference at Smith College.

## Teaching

### *University of British Columbia (Instructor)*

COMM 296 Introduction to Marketing (4.6/5.0). 2014 - Current.

BAMA 511 Pricing Analytics (4.0/5.0). 2018 - Current.

COMM 590B Topics in Business Administration. 2017 - Current.

### *University of California, Berkeley (Teaching Assistant)*

MBA/EWMBA 269 Pricing, 2014.

MBA 263 Information & Technology Based Marketing, 2011.

### *Columbia University (Teaching Assistant)*

W4062 Real Analysis II; V2010 Linear Algebra; V1102 Calculus II. 2008.

V2010 Linear Algebra; V1101 Calculus I. 2007.

Updated February 2020