

So Eun Park

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

+1 (604) 822-8384
soeun.park@sauder.ubc.ca

Employment

Sauder School of Business, University of British Columbia	Vancouver, BC, Canada
Assistant Professor of Marketing and Behavioural Science	2014–Present

Education

University of California, Berkeley - Haas School of Business	Berkeley, CA
Ph.D. in Business Administration (Quantitative Marketing)	2014
Columbia University	New York, NY
B.A. in Mathematics, <i>cum laude</i>	2009

Research Interests

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

Refereed Publications

Optimal Inventory Management with Buy-One-Give-One (BOGO) Promotion (with Byung Cho Kim and Tim Huh). Forthcoming at *IIE Transactions*.

Ho, Teck-Hua, So Eun Park, and Xuanming Su (2021). A Bayesian Level-k Model in n-Person Games. *Management Science* 67.3: 1622-1638.

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). 3rd 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)

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

Honors, Awards and Grants

SSHRC Insight Grant (PI; \$50,856), Government of Canada	2020–2022
SSHRC Insight Development Grant (PI; \$46,297), Government of Canada	2018–2020
Sauder Dean's Research Grant (PI; Awarded \$17,500), UBC	2016–2018
SPARC Bridge Funding (PI; Awarded \$2,500), UBC	2016–2018
UBC Start-up Grant (\$30,000), UBC	2014–Present
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
Presidential Science Scholarship, Government of Republic of Korea (Declined)	2005–2009

Invited Seminars and Conference Presentations

INFORMS Marketing Science (Session chair in Behavioral IO)	2019
Empirical and Theoretical Symposium, Canada	2019
INFORMS Marketing Science	2018
Santa Clara University	2018
Workshop on Information Systems and Economics (WISE)	2017
Korea University, South Korea	2017
Annual McGill International Conference on Marketing	2015
UBC–UW Marketing Conference	2015

Cheung Kong Graduate School of Business, China	2013
Columbia University	2013
Cornell University	2013
Duke University	2013
Johns Hopkins University	2013
National University of Singapore, Singapore	2013
University at Buffalo SUNY	2013
University of British Columbia, Canada	2013
University of California at Berkeley	2013
University of Iowa	2013
University of Maryland at College Park	2013
University of Pennsylvania	2013
University of Rochester	2013
University of Texas at Dallas	2013
University of Toronto, Canada	2013
Yonsei University, South Korea	2013
National University of Singapore, Singapore	2012
University of California, Berkeley	2011
Women in Mathematics in New England (WIMIN), Smith College	2008
Columbia University	2008

Service

PhD Advisor, Marketing and Behavioural Science Division, UBC	2020–Present
Course Coordinator, COMM 296 Introduction to Marketing, UBC	2015–Present
Organizing Committee, Empirical and Theoretical Symposium, Canada	2019
Faculty Recruiting Committee, Sauder School of Business, UBC	2016–2019
Research Advisory Committee, Sauder School of Business, UBC	2015–2017
Panel Judge, Sales & Marketing Executives International Workshop, UBC	2015
Conference Organizer, UBC-UW Annual Marketing Conference	2015

Teaching

University of British Columbia	
BAMA 511 Pricing Analytics (Masters of Business Analytics Program)	2018–Present
COMM 661 Topics in Business Administration (PhD)	2017–Present

COMM 296 Introduction to Marketing (Undergraduate)

2014–Present

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

2008

V2010 Linear Algebra

2008

V1102 Calculus II

2008

V2010 Linear Algebra

2007

V1101 Calculus I

2007