

## YOONJU HAN

Assistant Professor of Marketing  
College of Business and Economics  
Lehigh University  
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### EDUCATION

Ph.D., Kelley School of Business, Indiana University, Bloomington, IN  
*Major:* Marketing    *Minor:* Statistics  
M.S., Korea University, Seoul, Korea  
*Major:* Marketing  
B.S., Korea University, Seoul, Korea  
*Major:* Business Administration

### RESEARCH INTERESTS

In-store shopping behavior  
Sales promotion  
Customer relationship management  
Eye- and Video- tracking data  
Field experiment

### HONORS AND AWARDS

#### *Indiana University*

Fellow, ISMS Doctoral Consortium	2012,2015,2017
Doctoral Research Productivity Award	2017
Fellow, AMA Sheth Foundation 51st Annual Doctoral Consortium, Mendoza School of Business, University of Notre Dame	2016
Fellow, Haring Symposium, Kelley School of Business, Indiana University	2014 – 2015
Dean's Research Award	2011 – 2016
Fellowship for Doctoral Students	2011 – 2016
Associate Instructor/Research Assistant Scholarship	2011 – 2016
Departmental Marketing Research Excellence Award	2014 – 2016

#### *Korea University*

Research Assistant Scholarship	2009
Teaching Assistant Scholarship	2009
Administrative Assistant Scholarships	2009 – 2010
Honors Scholarships for Academic Excellence	2004 – 2005

## **JOURNAL PUBLICATION**

Yoonju Han, Sandeep R. Chandukala, and Hai Che (2017), "Exchange and Refund of Complementary Products", *Marketing Letters*, 28 (1), 113-125.

## **WORKING PAPERS**

Available upon request

## **WORK IN PROGRESS**

Yoonju Han, Raymond R. Burke, Alex Leykin, and Shibo Li, "Consumers' Time-allocation Behavior at Retail Checkout", Model formulation stage

Sandeep R. Chandukala, Rebecca J. Slotegraaf, and Yoonju Han, "Understanding the Influence of Media Synergy on Brand Belief Structure", Manuscript in preparation, Target journal: *Journal of Marketing Research*.

Yoonju Han, Sandeep R. Chandukala, Jaehwan Kim and Greg M. Allenby, "A Heterogeneous Demand Model for In-store Displays", Model formulation stage.

## **TEACHING EXPERIENCE**

*Instructor*, Marketing Research (Undergraduate)

Kelley School of Business

## **PRESENTATIONS**

INFORMS Marketing Science Conference, Los Angeles, CA, June 2017, "The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout", with Shibo Li, Raymond R. Burke, and Alex Leykin.

Department of Marketing, Kelley School of business, Indiana University, September 2016, "Consumers' Time-allocation Behavior at Retail Checkout", with Shibo Li, Raymond R. Burke, and Alex Leykin

INFORMS Marketing Science Conference, Shanghai, China, June 2016, "Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays", with Sandeep R. Chandukala, and Shibo Li.

Department of Marketing, Kelley School of business, Indiana University, September 2016, "The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout", with Shibo Li, Raymond R. Burke, and Alex Leykin

UT Dallas Frank M. Bass FORMS Conference, Richardson, TX, February 2016, "Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays", with Sandeep R. Chandukala, and Shibo Li.

INFORMS Marketing Science Conference, Baltimore, MA, June 2015, "Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays",

with Sandeep R. Chandukala, and Shibo Li.

Haring Symposium, Kelley School of Business, Indiana University, March 2015,  
“Understanding the Impact of Consumer-Retailer Relationship and Information States for  
In-store Displays”, with Sandeep R. Chandukala, and Shibo Li.

INFORMS Marketing Science Conference, Atlanta, GA, June 2014, “A Hidden Markov  
Model of Consumers Information States for In-store Displays”, with Sandeep R.  
Chandukala, and Shibo Li.

Department of Marketing, Kelley School of business, Indiana University, May 2015, “A  
Hidden Markov Model of Consumers Information States for In-store Displays”, with  
Sandeep R. Chandukala, and Shibo Li.

Haring Symposium, Kelley School of Business, Indiana University, April 2014, Marc R.  
Dotson, “The Unreliability of Stated Preference Data for Irrelevant Products” (*Discussant*).

International Workshop on Marketing Science and Service Research, The Institute of  
Statistical Mathematics, Tokyo, Japan, July 2012, “Promotional Classification and  
Heterogeneity in Demand Effects”, with Sandeep R. Chandukala, and Jaehwan Kim.

## **SERVICE**

Ad-hoc Reviewer

*European Journal of Marketing*

Conference Organization

Haring Symposium, Kelley School of Business, Indiana University, April 2013

## **PROFESSIONAL EXPERIENCE**

*Staff*, Corporate Product Strategy Team, Marketing Division

Hyundai Motor Company  
2007 – 2009