

Tae-Hyung (TH) Pyo

Assistant Professor

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EDUCATION

Ph.D., Marketing, University of Iowa, 2014
M.S., Economics, University of Illinois, 2009
M.A., Statistics, Penn State University, 2006
M.B.A., Seoul National University, Seoul, Korea, 2004
B.A., Political Science and Diplomacy, Kyung Hee University, Seoul, Korea, 1997

RESEARCH INTEREST

Marketing Models, Marketing Analytics, Healthcare, Social Network / Media, Online Consumer Behavior, Big Data

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Social Media/Network Marketing, Digital/Internet Marketing, Consumer Behavior, Principles of Marketing, Advertising Strategy

PUBLICATIONS

- Gruca, Thomas, Pyo, Tae-Hyung, and Tracy, Roger, "Improving Rural Access to Orthopedic Care through Visiting Consultant Clinics," *The Journal of Bone & Joint Surgery*, Vol 98, 2016, pp. 768-774 (**SCI Impact Factor: 5.163**)
 - Gruca, Thomas, Pyo, Tae-Hyung, and Tracy, Roger, "Providing Cardiology Care in Rural Areas through Visiting Consultant Clinics," Forthcoming at *Journal of the American Heart Association* (**SCIE Impact Factor: 5.225**)
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MANUSCRIPTS IN PREPARATION

- Pyo, Tae-Hyung, Gruca, Thomas, and Russell, Gary, "New Bass Model Utilizing Full Social Network Data," In preparation for *International Journal of Research in Marketing*
- Pyo, Tae-Hyung, Kwon, JaeHwan, Gruca, Thomas, and Nayakankuppam, Dhananjay, "Contagious Endowment: Dynamics in Reclaiming Lost Endowment," In preparation for *Management Science*

- Tamrakar, Chanchal, Pyo, Tae-Hyung, and Gruca, Thomas, “Social Media Sentiment and Firm Value,” In preparation for *Journal of Business Research*
- Pyo, Tae-Hyung, and Kim, Molan, “Identifying Socially Contagious Communities: Impacts of Social Identity and Preference Similarity on New Product Adoption,” In preparation for *Journal of Marketing*
- Pyo, Tae-Hyung, and Lee, Jae Young, “Impact of Preference Compatibility on Social Influence,” In preparation for *Marketing Science*

WORK-IN-PROGRESS

- Tamrakar, Chanchal, Gruca, Thomas, and Pyo, Tae-Hyung, “Does Social Media Sentiment affect firm performance? Impact of Social Media on Firm Quarterly Cash Flow,” In preparation for *Journal of Marketing Research*
- Hedgcock, William and Pyo, Tae-Hyung, “Box Office Prediction Using Neuromarketing and Traditional Measures: A Comparison of Techniques,” In preparation for *Journal of Marketing Research*
- Pyo, Tae-Hyung, “The Roles of Product Characteristics on Social Contagion: Moderating Effect of Self-identification and Social Conformity on the Diffusion of Innovation,” In preparation for *Journal of Marketing Research*
- Gruca, Thomas, Pyo, Tae-Hyung, and Jarvie, Craig, “Geographic Access to Gynecologic Procedural Care in Iowa: A Comparison of Urban and Rural Patients”

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- “Social Media Sentiment and Firm Value,” Marketing Management Association Conference, April 2018
- "It Was Mine, I Tell You: Reclaiming Lost Endowment," presented at the Society for Consumer Psychology, February 2018
- "Contagious Endowment Effect: Dynamics in Reclaiming Lost Endowment," presented at the Society for Judgment and Decision Making, November 2017
- “Contagious Endowment Effect,” *Association for Consumer Research*, October 2016
- “The Impact of Social Media Sentiment on Firm Financial Performance,” *INFORMS Marketing Science Conference*, June 2015
- “A Generalized Model of New Product Diffusion Incorporating Social Network Data,” *INFORMS Marketing Science Conference* (invited for special tracks on Internet and Interactive Marketing), June 2014
- “The Role of Social Networks Structure on the Bass Model Parameter Estimation,” *Haring Symposium*, Bloomington, IN, March 2013
- “Losing Loser’s Curse and Reclaiming My Endowment: The Dynamics of Sequential Auctions on eBay,” *INFORMS Marketing Science Conference*, June 2012

TEACHING EXPERIENCE

UNIVERSITY OF IDAHO: 2018-present

- Marketing Analytics, Spring 2018 (Teaching Evaluation: XX / 4.0)
- Marketing Research and Analysis, Spring 2018 (XX / 4.0)

SUNY NEW PALTZ: 2014-2017

- Consumer Behavior Section 1, Fall 2017 (Teaching Evaluation: 4.44 / 5.0)
- Consumer Behavior Section 2, Fall 2017 (4.57 / 5.0)
- (Principle of) Marketing, Fall 2017 (4.67 / 5.0)
- Consumer Behavior Section 1, Spring 2017 (4.44 / 5.0)
- Consumer Behavior Section 2, Spring 2017 (4.57 / 5.0)
- (Principle of) Marketing, Spring 2017 (4.67 / 5.0)
- Consumer Behavior Section 1, Fall 2016 (Teaching Evaluation: 4.48 / 5.0)
- Consumer Behavior Section 2, Fall 2016 (4.41 / 5.0)
- (Principle of) Marketing, Fall 2016 (4.20 / 5.0)
- Consumer Behavior Section 1, Spring 2016 (4.51 / 5.0)
- E-commerce (Digital Marketing Strategy) Section 1, Spring 2016 (4.37 / 5.0)
- E-commerce (Digital Marketing Strategy) Section 2, Spring 2016 (4.39 / 5.0)
- Marketing Research, Fall 2015, (4.61 / 5.0)
- Consumer Behavior Section 1, Fall 2015 (4.71 / 5.0)
- Consumer Behavior Section 2, Fall 2015 (4.91 / 5.0)
- Consumer Behavior Section 1, Spring 2015 (4.63 / 5.0)
- Consumer Behavior Section 2, Spring 2015 (4.52 / 5.0)
- Advertising Strategy, Spring 2015 (4.59 / 5.0)
- Consumer Behavior Section 1, Fall 2014 (4.54 / 5.0)
- Consumer Behavior Section 2, Fall 2014 (4.57 / 5.0)
- Advertising Strategy, Fall 2014 (4.59 / 5.0)

UNIVERSITY OF IOWA: 2012-2013

- Introduction to Marketing Strategy, Spring 2013 (5.89 / 6.0)
- Introduction to Marketing Strategy, Fall 2012 (5.84 / 6.0)

HONORS & AWARDS

Best paper Winner, McGraw-Hill/Irwin Distinguished Best MMA (Marketing Management Association) Conference Paper Award, 2018

Best paper Winner, Social Media and Digital Marketing Track, MMA (Marketing Management Association) Conference, 2018

UI Presidential Fellowship, University of Iowa, 2009 - 2014

AMA-Sheth Doctoral Consortium, 2013

Haring Symposium Fellow, 2013

Mittelstaedt Symposium Fellow, 2012

Ponder Summer Fellowship, University of Iowa, 2009-2013

SOFTWARES/ COMPUTER LANGUAGES

- Statistics/Simulation: R, SAS, WinBUGS, SPSS, Minitab
- Web Data Extraction: Visual Web Ripper, Web Contents Extractor

PROFESSIONAL SERVICE

- Search Committee for Marketing Lecturer, School of Business, SUNY New Paltz, 2017
- Human Research Ethics Board, SUNY New Paltz, 2017
- Search Committee for Business Analytics Faculty, School of Business, SUNY New Paltz, 2016
- Personnel Committee, School of Business, SUNY New Paltz, 2016 - 2017
- Curriculum Development Committee for Business Analytic Major, School of Business, SUNY New Paltz, 2015 - 2017
- Undergraduate Assurance Learning Committee, School of Business, SUNY New Paltz, 2014 – 2017
- General Education Board, SUNY New Paltz, 2016 – 2017
- Search Committee for Marketing Faculty, School of Business, SUNY New Paltz, 2015
- Budget, Goal, and Plans Committee, SUNY New Paltz, 2015 – 2016