

EUNHO PARK

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Department of Marketing, Alvarez College of Business, UTSA, TX 78249

Email: eunho.park@utsa.edu | Office: BB 4.04.18

ACADEMIC POSITIONS

University of Texas at San Antonio, San Antonio, TX

- Assistant Professor of Marketing, 2023 – present

California State University, Long Beach, CA

- Assistant Professor of Marketing, 2018 – 2023

EDUCATION

Mays Business School, Texas A&M University, College Station, TX, United States

- Ph.D. in Business Administration, Concentrated in Marketing, 2013 – 2018

Seoul National University, Seoul, Korea

- M.S. in Business Administration, Concentrated in Management Information Systems, 2012

- Visiting Student at University of Rochester, Rochester, NY, United States, 2012 (Spring)

Korea Advanced Institute of Science and Technology, Daejeon, Korea

- B.S. in Management Science, 2010

- Exchange Student at Telecommunication and Management Sud Paris, France, 2006 (Fall)

RESEARCH INTERESTS

Digital and Healthcare Marketing & Empirical Modeling

Substantive: Online Communities, Digital Marketing, Healthcare Marketing

Methodology: Econometric Data Analysis, Survival Analysis, Quasi-Experimental Methods, Machine Learning

TEACHING INTERESTS

Marketing Analytics & Digital Marketing Strategy

Marketing Research, Marketing Analytics, Marketing Strategy, Digital Marketing, Healthcare Analytics

PUBLICATIONS

Ramkumar Janakiraman, **Eunho Park**, Emre Demirezen, and Subodha Kumar (2023), “The Effects of Health Information Exchange Access on Healthcare Quality and Efficiency: An Empirical Investigation,” *Management Science*, 69 (2), 723-1322.

Eunho Park, Rishika Rishika, Ramkumar Janakiraman, Mark Houston, and Byungjoon Yoo (2018), “Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics,” *Journal of Marketing*, 82 (1), 93-114.

Minjae Song, **Eunho Park**, Byungjoon Yoo, and Seongmin Jeon (2016), “Is the Daily Deal Social Shopping?: An Empirical Analysis of Customer Panel Data,” *Journal of Interactive Marketing*, 33, 57-76.

CONFERENCE († PRESENTED BY CO-AUTHORS)

“Marketing and Health Care”

- 2023 Marketing Strategy Consortium, June 2023

“COVID-19 Pandemic, Physician Workload, and Quality of Healthcare”

- CSULB Marketing Department Research Seminar, February 2022

- 44th INFORMS Marketing Science Conference, June 2022

“The Effect of Hospital Closure on Neighboring Hospitals: An Investigation of Patient Migration, Resource Utilization, and Patient Mortality”

- Annual POMS Conference, April 2022[†]

- DSI Conference, November 2022 (scheduled)[†]

“Online Game Design, User Engagement, and Purchase Behaviors”

- CSULB Marketing Department Research Seminar, February 2019

- 41th INFORMS Marketing Science Conference, Rome, Italy, June 2019

“Betting Online or Mobile: The Effects of Gambling Policy Change on User Cross-Channel Gaming Behavior”

- 39th INFORMS Marketing Science Conference, Los Angeles, CA, June 2017

“Share Your Health Information and Help Me Save Your Life: Effects of HIE Use on Healthcare Outcomes – An Empirical Investigation”

- Annual Meeting of the Decision Sciences Institute, Austin, TX, November 2016[†]

- INFORMS Annual Meeting, Nashville, TN, November 2016[†]

- Korea University Graduate Course Seminar, February 2022

“Social Customer Service: Crowdsourcing Answers in Online Communities”

- Theory + Practice in Marketing Conference, Houston, TX, May 2016[†]

“Exploring the Drivers of Success of Mobile Apps”

- 27th Annual POMS Conference, Orlando, FL, May 2016

“The Effect of Social Contagion on Users’ Purchase Behavior in an Online Community”

- 37th INFORMS Marketing Science Conference, Baltimore, MD, June 2015

“Exploring the Reasons of User’s Purchase in Virtual World: An Empirical Analysis in an Online Game”

- Workshop on Information Systems and Economics (WISE), Orlando, FL, December 2012

“When to Buy and When to Redeem?: Consumer Learning with Daily-Deal Coupons”

- 34th INFORMS Marketing Science Conference, Boston, MA, June 2012[†]

GRANT

CSULB Challenges to students’ timely progress to graduation

- Co-Principal Investigator (\$56,867)

TEACHING EXPERIENCE

Instructor

(1) University of Texas at San Antonio

Marketing Research, Undergraduate (MKT 3083)

Marketing Research Design and Application, Graduate (MKT 5063)

(2) California State University, Long Beach

Marketing Research, Undergraduate (MKTG 470)

Advanced Marketing Analytics, Graduate (MKTG 677)

Capstone Project, Graduate (MKTG 699)

Selected Topics in Marketing: Machine Learning in Marketing, Graduate (MKTG 695)

MS Marketing Analytics Summer Social Network Analysis Workshop, Graduate

- (3) Texas A&M University
Marketing Research, Undergraduate (MKTG 340)

PROFESSIONAL ACTIVITIES

Editorial Review Board

Asia Marketing Journal: 2023 – present

Ad-hoc Reviewer

Journal of Marketing, Management Science, Journal of the Academy of Marketing Science, Journal of Public Policy and Marketing, Journal of Marketing Management, Information Systems Frontiers, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, Decision Sciences Institute (DSI) Annual Meeting, American Marketing Association (AMA) Conference, Conference on Information Systems and Technology (CIST), Americas Conference on Information Systems (AMCIS)

Service at Conferences

Track Chair, Retailing, Services and Entertainment Track, 2023 AMA Summer Academic Conference

Honorary Appointment

Board Member, Korean Marketing Association 2022-2023

UNIVERSITY SERVICE

UTSA

Graduate Council, 2023 – 2025

CSULB

Tenure-Track Search Committee (Department level), 2021
Grade Appeals Committee (Department level), 2018 – 2022
Strategic Planning Committee (College level), 2019 – 2022
Intellectual Contributions Task Force (College level), 2020 – 2021
Instructional Technology and Lottery Committee (College level), 2020 – 2022
CSULB Challenges to students' timely progress to graduation (University level), 2020 – 2022

MEDIA COVERAGE

The Effects of Health Information Exchange Access on Healthcare Quality and Efficiency: An Empirical Investigation

- Featured at NC Health Information Exchange Authority 2021; Arab Health 2020; EHRIntelligence, 2017; Fox 29, 2017; Healthcare Informatics, 2017; Healthcare IT News, 2017; HIPAA Journal Online, 2017; EHR Watch, 2017; Pharma & Healthcare Monitor Worldwide, 2017; Binghamton Now Radio Show at WNBF, 2017; About Health Transparency, 2017; High Tech News, 2017; Bio Medicine, 2017; Press Release Rocket, 2017; News Dog, 2017; San Antonio Express-News, 2017; SeattlePI.com, 2017; Benzinger, 2017; Daily Herald – Cook County Online, 2017; University Chronicle, 2017; News West 9, 2017; more than 30 other outlets

HONORS AND AWARDS

2023 Marketing Strategy Consortium, Faculty Fellow, University of Georgia

SSRN List

- Top Ten Download List for “PSN: Access to Care (Topic)”, November 15, 2019
- Top Ten Download List for “Legal Aspects of Nursing eJournal and NursingRN: Confidentiality in Healthcare (Topic)”, November 7, 2019
- Top 10% of Authors on SSRN by Total New Downloads within the Last 12 Months, June 20, 2017

2017 INFORMS Marketing Science Doctoral Consortium, University of Southern California

2017 AMS Doctoral Consortium, San Diego

2017 Dean's Award for Outstanding Research by a Doctoral Student, Texas A&M University

2017 Indiana University Haring Symposium Discussant

2016 ISBM PhD Research Camp, Atlanta

2016 University of Houston Doctoral Symposium Participant
Mays Fellowship, Mays Business School, Texas A&M University, 2013 - 2018

PERSONAL INFORMATION

Citizenship: South Korean, US Permanent Resident
Computer Skills: Python, R, SAS, STATA, MATLAB, SQL, WinBugs