

# INYOUNG CHAE

INSEAD  
Boulevard de Constance, Fontainebleau, France, 77305  
1 Ayer Rajah Avenue, Singapore, 138676

E-mail: [inyoung.chae@insead.edu](mailto:inyoung.chae@insead.edu)  
Mobile phone: +33 7 8359 8284 (France)  
+1 734 330 2581 (USA)  
Website: <http://phd-students.insead.edu/inyoung-chaе>

## EDUCATION

---

<b>PhD</b>	Management, INSEAD Visiting student, University of Michigan, 2015 Visiting student, Ohio State University, 2014	<b>June 2016</b> ( <i>expected</i> )
<b>MS</b>	Applied Statistics, Yonsei University	<b>2010</b>
<b>BS</b>	Dual degree in Business Administration and in Applied Statistics, Yonsei University Exchange student, Central Michigan University, 2003–2004 Exchange student, UC Berkeley, 2003 (summer)	<b>2006</b>

## RESEARCH INTERESTS

---

Digital marketing, online advertising, user-generated content, online word-of-mouth marketing, Bayesian analysis, big data analysis

Dissertation Committee: V. Padmanabhan (co-chair, INSEAD), Fred M. Feinberg (co-chair, University of Michigan), Theodoros Evgeniou (INSEAD), Greg M. Allenby (Ohio State University), Paulo Albuquerque (INSEAD)

## JOB MARKET PAPER

---

Chae, Inyoung, Hernan Bruno, and Fred M. Feinberg. “Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” (under review at *Marketing Science*)

## WORKING PAPERS

---

Chae, Inyoung, Kaifu Zhang, Theodoros Evgeniou, and V. Padmanabhan. “Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?” (revising for second-round submission to *Journal of Marketing Research*)

Chae, Inyoung, Andrew T. Stephen, Yakov Bart, and Dai Yao. “Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns” (revising for third-round submission to *Marketing Science*)

Stephen, Andrew T., Donald Lehmann, Stephanie Weiner, and Inyoung Chae. “The Association between Social Ties and Brand Preferences”

## **RESEARCH IN PROGRESS**

---

“Modeling Attention Orientation and Allocation to an Online Advertisement” with Greg M. Allenby  
(model construction and simulation completed)

“Recovery Dynamics Following a Crisis” with V. Padmanabhan and Pushan Dutt (data analysis in progress)

## **TEACHING EXPERIENCE**

---

### *Instructor*

Applied Statistics Practice Sessions, undergraduate course, Yonsei University, 2009 & 2010

### *Teaching Assistant*

Leading an Effective Sales Force (with V. Padmanabhan), INSEAD Executive Education, 2011 & 2013

Brand Management (with Pierre Chandon), INSEAD MBA, 2013

Contemporary Channels of Distribution (with V. Padmanabhan), INSEAD MBA, 2013

### *Project Coach*

Leadership Development Program, INSEAD–UNICEF Executive Education, 2013

## **INDUSTRY EXPERIENCE**

---

### *In-house consultant, 2006–2008*

Strategy Team, Corporate Center, Doosan Infracore Co., Ltd.

Tri-C Team (in-house consulting), Doosan Strategic Planning Center

### *Internships*

Industrial Bank of Korea (2005); Samsung Fire & Marine Insurance Co., Ltd. (2004);

Primus Investment Bank (2004)

## **CONFERENCE PRESENTATIONS**

---

“Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Placement”

Invited talk, Rotterdam School of Management, Erasmus, 2015

2015 Marketing Science, June (Baltimore, Maryland, USA)

“Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Timing”

2014 Marketing Science, June (Atlanta, Georgia, USA)

“How Does Consumer Involvement Affect Word-of-Mouth Spillovers? An Empirical Examination of the Impact of Viral Marketing in Online Consumer Communities”

2012 Marketing Science, June (Boston, Massachusetts, USA)

Trans-Atlantic Doctoral Consortium, May 2013 (London Business School, UK)

“Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?”

2013 Marketing Science, July (Istanbul, Turkey)

2014 INSEAD-HEC-ESSEC Marketing Research Day

## HONORS & AWARDS

---

MSI Research Grant, co-PI with Andrew Stephen and Yakov Bart 2015, \$7,200  
Fellow, AMA-Sheth Doctoral Consortium, Northwestern University, 2014  
Finalist, Mary Kay Doctoral Dissertation Competition, 2014  
Fellow, ISMS Doctoral Consortium, Istanbul, 2013  
Fellow, ISMS Doctoral Consortium, Boston, 2012  
INSEAD Doctoral Fellowship, 2010–2015  
Scholarship for Academic Excellence, Yonsei University, 2001–2006

## DOCTORAL COURSEWORK

---

### *Marketing*

Consumer Behavior	Amitava Chattopadhyay
Marketing Models: Econometric Models of Marketing Issues	Hubert Gatignon
Marketing Management	Andrew T. Stephen
Network Analysis	Jarrett Spiro
Marketing Models	Yakov Bart
Experimental Design	Steven Sweldens
Recent Advances in Marketing Research (audit)	Greg M. Allenby
Marketing Models (audit)	Fred M. Feinberg

### *Statistics*

Multivariate Analysis	Hubert Gatignon
Bayesian Analysis	Ilia Tsetlin
Advanced Bayes Modeling (audit)	Steve MacEachern
Research Group in Quantitative Methods in Consumer Behavior (audit)	Mario Peruggia et al.

### *Economics*

Game Theory A & B	Ehud Lehrer
Econometrics A & B	Amine Ouazad
Microeconometrics	Amine Ouazad
Industrial Organization	Yossi Spiegel

## REFERENCES

---

### **V. (Paddy) Padmanabhan**

Professor of Marketing  
The Unilever Chaired Professor of Marketing  
INSEAD  
1 Ayer Rajah Avenue,  
Singapore, 138676  
[paddy.padmanabhan@insead.edu](mailto:paddy.padmanabhan@insead.edu)  
+65 6799 5335

### **Theodoros Evgeniou**

Professor of Decision Sciences  
and Technology Management  
INSEAD  
Boulevard de Constance  
Fontainebleau, France, 77300  
[theodoros.evgeniou@insead.edu](mailto:theodoros.evgeniou@insead.edu)  
+33 1 6072 4546

### **Paulo Albuquerque**

Associate Professor of Marketing  
INSEAD  
Boulevard de Constance  
Fontainebleau, France, 77300  
[paulo.albuquerque@insead.edu](mailto:paulo.albuquerque@insead.edu)  
+33 1 6072 9171

### **Fred M. Feinberg**

Joseph and Sally Handleman Professor of Marketing  
Stephen M. Ross School of Business  
University of Michigan  
701 Tappan St., R5324  
Ann Arbor, Michigan 48109-1234  
[feinf@umich.edu](mailto:feinf@umich.edu)  
+1 734 764 4711

### **Greg M. Allenby**

Helen C. Kurtz Chair in Marketing  
Professor of Marketing, Professor of Statistics  
Max M. Fisher College of Business  
Ohio State University  
6485 Masefield St., Columbus, Ohio 43210  
[allenby.1@osu.edu](mailto:allenby.1@osu.edu)  
+1 614 292 9452

### **“Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” with Hernan Bruno and Fred M. Feinberg (Job Market Paper)**

The global importance of online advertising and the new possibilities it enables call for a detailed understanding of its effects at the individual level. In this paper, we investigate consumer-specific responses to online advertising repetition and timing and its differential effectiveness across various online publishers. We develop a flexible model to accommodate different response shapes over ad “stock” and timing, which parcels ad viewers into classes based on their overall patterns of response. The resulting classes show varying degrees of “wearout”, where additional exposures are decreasingly beneficial (in driving viewers to the advertiser’s web site), including those who reach a point past which additional exposures have a negative marginal effect, which we refer to as “weariness”. The revealed classes are linked to members’ browsing behavior, profiled by distinct patterns of internet usage. The model also captures differential efficacy effects: the most effective publisher is 10 times more so than those just 40 places down. All analyses are carried out for two distinct data sets wherein online users differ in observable actions taken after visiting the advertiser’s website. Notably, each contains a nontrivial proportion of visitors who arguably display “weariness” within the range of observed exposures.

### **“Hybrid Content Strategy: Does User-Generated Content Help Professional Publishers?” with Kaifu Zhang, Theodoros Evgeniou, and V. Padmanabhan**

From newspapers to online portals, a growing number of professional content publishers have embraced user-generated content (UGC) as part of their product portfolios. However, the revenue implications of such a user-publisher “hybrid content strategy” remain largely unclear. One view suggests that UGC is beneficial to the publisher because it creates more meaningful engagement with users and thereby increases the amount of time they spend on a site as well as their likelihood to return. The dissenting view suggests that users’ time is limited, and therefore UGC competes for attention with publisher-generated content (PGC)—hurting revenues, which are often mostly generated from the latter. Moreover, variability in the type and quality of UGC may affect overall user engagement. Using data from one of the largest online portals in Europe, we examine the effect of UGC on the traffic as well as the revenues of an online content provider, highlighting the heterogeneous effects of different types of UGC. We find that the value of UGC is not necessarily positive for publishing companies.

For this specific portal, UGC increases the probability that a user returns to the site, therefore improving customer retention. Conversely, it can compete with professional content, decreasing the number of views of the latter within each visit. These effects differ depending on the type of UGC; hence, the profit implications are nuanced. We use the differential effects of various types of UGC in policy simulations designed to aid managers as they think about potential marketing avenues for leveraging their fast-growing UGC for maximum user engagement and site revenue.

## **“Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns”**

**with Andrew T. Stephen, Yakov Bart, and Dai Yao**

Seeded marketing campaigns (SMCs) involve firms sending product samples to selected customers and encouraging them to spread word of mouth (WOM). Prior research has examined certain aspects of this increasingly popular form of marketing communication, such as seeding strategies and their immediate efficacy. Building on that research, this study investigates the effects of SMCs extending beyond the generation of WOM for a campaign’s focal product by considering how seeding can affect WOM spillover effects at the brand and category levels. The authors introduce a framework of SMC-related spillover effects, and then empirically estimate these with a unique dataset covering 390 SMCs for products from 192 different cosmetics brands. Multiple spillover effects are found, suggesting that while SMCs can indeed be used primarily to stimulate WOM for a focal product, marketers must also account for brand- and category-level WOM spillover effects. Specifically, product seeding increases conversations about that product among non-seed consumers, and, interestingly, decreases WOM about other products from the same brand and about competitors’ products in the same category as the focal product. These findings indicate that marketers can use SMCs to focus online WOM on a particular product by drawing consumers away from talking about other related, but off-topic, products.

## **“Modeling Attention Orientation and Allocation to an Online Advertisement”**

**with Greg M. Allenby**

The aim of the research described in this paper is to understand why consumers pay attention to online ads and how those behavioral factors render certain ad attributes more effective than others. Previous studies have investigated a number of ad attributes, but the reported results on ad effectiveness (e.g., purchase intent, brand preference) are inconsistent as regards significance and effect size. Our research proposes a two-stage model capturing the orientation and allocation of attention to online advertisements. Attention is *oriented* to an advertisement through information screening based on the consumer’s online search intent and is then *allocated* over specific attributes that are weighted by the extent to which existent motivating conditions are exploited. The model also accounts for the role played by activated search intentions in triggering a subset of residing motivating conditions that manifest the effectiveness of ad attributes. As an empirical application, we use the model to explore a data set assembled during a field experiment conducted in collaboration with a French advertising agency. In that experiment, a large number of online users were exposed to targeted ads of varying attributes; participants then completed an advertisement recall test as well as a questionnaire about their motivations. This paper identifies the heterogeneous effectiveness of ad attributes as a function of consumer motivation, and it uses structural techniques to confirm the existence of motivating psychological facilitation and inhibition processes that differ in their degree of activation—as captured by variance in the allocation of attention to advertisements.

## **“The Association between Social Ties and Brand Preferences”**

**with Andrew T. Stephen, Donald R. Lehmann, and Stephanie Weiner**

This paper examines the extent to which friendship ties between consumers in social networks are associated with similarities in those consumers' brand preferences. We examine in particular whether consumers' brand preferences are relevant sources of homophily in social networks. There is an extensive sociological literature on homophily (“birds of a feather flock together”) that has considered how various dimensions of interpersonal similarity are related to the formation of homophilous social ties; for the most part, however, consumption-related factors have been ignored. Yet if consumers use certain brands to reflect their values, tastes, and personalities, and if having similar underlying values makes it more likely that strong social ties will be formed, then two people with similar or shared brand preferences should be more likely to become friends—if given the opportunity. We tested this hypothesis in two studies. The first, experimental study revealed an association between brand preference similarity and friendship ties but only for strongly held preferences (i.e., for “loved” brands but not for merely “liked” brands). The second study was a field study conducted in a high school. We measured students' brand preferences and unobtrusively mapped their social network. A strong association between similarity in strong brand preferences and the presence of social ties was found for three different product categories: fashion, music, and technology. That being said, other possible sources of homophily (e.g., common interests or hobbies, being in the same class) are also predictive of friendship ties.