GWEN AHN

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Leeds School of Business
995 Regent Drive ⋄ Boulder, CO 80309

EMPLOYMENT

University of Colorado - Boulder   *2023-*
Assistant Professor of Marketing

EDUCATION

University of Michigan - Ann Arbor   *2023*
Ph.D. in Business Administration (Marketing)

Columbia University   *2015*
M.S. in Marketing

Korea University   *2014*
B.B.A. in Business Administration
B.E. in Statistics

RESEARCH INTERESTS

Substantive
Experiential Consumption, Prosocial Behavior, Customer Analytics and Management

Methodological
Bayesian Econometrics, Discrete Choices, Machine Learning

RESEARCH PROJECTS

Leveraging Variety Preferences to Customize Bundles for Experiential Goods: An Application to Performing Arts Subscriptions
with Eric Schwartz and Fred Feinberg
Revise and Resubmit at *Journal of Marketing Research*

Cross-channel Price and Inventory Optimization for Live Events: An Application to NFL Ticket Purchases
with Fred Feinberg and Pete Fader

Measuring the Effectiveness of Scale Changes in Charitable Donations
with Kee Yeun Lee, Arnaud De Bruyn, and Fred Feinberg

Predicting Commitment: Leveraging Donation Histories to Incent "Subscription" to Charitable Giving
with Fred Feinberg and Jen Shang

INVITED TALKS

Nanyang Technological University (NTU), University of Utah, ESADE, IESE, Georgia Tech, McGill University, Baruch College, University of Colorado, Indiana University	*2022*
Korea University	*2023*

CONFERENCES AND WORKSHOPS

Presentations

Marketing Science, University of Chicago	*2022*
Haring Symposium, Indiana University – Presenter	*2022*
Marketing Science, University of Rochester	*2021*
Annual Data Science Annual Symposium, Michigan Institute for Data Science	*2020*
Marketing Science, Duke University	*2020*
Marketing Science, NYU Stern at University of Roma Tre	*2019*
Marketing Science, Temple University	*2018*

Other Conference and Workshop Activity

AMA-Sheth Foundation Doctoral Consortium, Indiana University	*2021*
Marketing Science Doctoral Consortium, University of Rochester	*2021*
Haring Symposium, Indiana University – Discussant	*2021*
Marketing Science Doctoral Consortium, Duke University	*2020*
Machine Learning Workshop, Carnegie Mellon University	*2019*
Doctoral Symposium, University of Houston	*2019*
Conference on Digital, Mobile Marketing, and Social Media Analytics, New York University	*2017*
Quantitative Marketing and Structural Econometrics Workshop, Washington University in St. Louis	*2017*

TEACHING EXPERIENCE

Marketing Management (Undergraduate)	*Spring 2019*

AWARDS AND RECOGNITIONS

Rackham Graduate Student Research Grant	*2022*
Ross Doctoral Research Grant	*2022, 2020*
AMA-Sheth Foundation Doctoral Consortium Fellow	*2021*
ISMS Marketing Science Doctoral Consortium Fellow	*2021, 2020*
Kendrick Award for Academic Achievement, Ross School of Business	*2020*
Stephen M. Ross School of Business Fellowship	*2016-2023*
Korea Foundation for Advanced Studies Scholarship	*2016-2020*
Kwanjeong Educational Foundation	*2014-2015*
Highest Honors, Korea University	*2014*

OTHERS

Legal name: Ahn, Geun Hae

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