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Dr. Jeonghye Choi (Ph.D., Wharton School at the University of Pennsylvania) is Associate Professor of Marketing at the School of Business, Yonsei University. Her research interests lie in multichannel retailing, mobile applications, social influence, and Internet regulation. She has published in premier journals such as *Journal of Marketing Research*, *Management Science*, *Sloan Management Review*, *Journal of Interactive Marketing*, and *Journal of Business Research*. She is the recipient of the 2013 Robert D. Buzzell MSI Best Paper Award in 2015, 2010 AMA TechSIG Best Article of the Year, etc. and also has been named a 2015 Young Scholar by Marketing Science Institute.