Hong, Jihoon

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Education

PhD candidate in Marketing, University of Southern California	2021 (expected)
MS in Engineering, Seoul National University, Korea	2009
BS in Industrial Engineering, KAIST, Korea	2007

Research Interest

Quantitative Marketing, Crowdfunding, Innovation, Creativity, New Product Development

Working Papers

"Machine Learning from Success: How Similarity Networks Help to Design Winning Projects in Crowdfunding?" with Yanhao (Max) Wei and Gerard J. Tellis, *R&R at Journal of Marketing*.

Work in Progress

"Does Equity Crowdfunding Hurt or Help Reward-based Crowdfunding? Analysis of Two Natural Experiments in the Canadian and U.S. Markets," with Dinesh Puranam and Gerard J. Tellis, *manuscript in preparation*.

"Drivers of Serial Success in Crowdfunding Contests: Talent or Learning," with Gerard J. Tellis.

Honors, Grants and Awards

Greif Entrepreneurship Research Award, USC, $2,500	2019
INFORMS Marketing Science Doctoral Consortium Fellow	2019
University of Houston Doctoral Symposium Presenter	2019
PDMA Doctoral Consortium Fellow	2019
Quantitative Marketing and Structural Econometrics Workshop Fellow	2017
USC Marshall Fellowship	2015 –

Publications

Hong, Jihoon, Jungwoo Shin, and Daeho Lee (2016), "Strategic Management of Next-Generation Connected Life: Focusing on Smart Key and Car–home Connectivity," *Technological Forecasting and Social Change* 103: 11-20.

Hong, Jihoon and Do-hyung Park (2013), "Research on Competitive Strategies for Mobile

Content Platforms Based on the Network Effect," *The e-business studies* 14(4), 113-130

Teaching Experience

University of Southern California, Instructor

Marketing Fundamentals (Undergraduate Core)	Summer 2019

University of Southern California, Teaching Assistant

Market Demand and Sales Forecasting (MBA Elective, Instructor: Sivaramakrishnan Siddarth)	Fall 2018
Marketing Fundamentals (Undergraduate Core, Instructor: Yanhao Wei)	Fall 2018

Doctoral Coursework

Marketing

Strategic and Marketing Mix Models	Gerard J. Tellis Sivaramakrishnan Siddarth
Marketing Models in Consumer and Business-to-Business Markets	Anthony Dukes Shantanu Dutta
Advanced Quantitative Models in Marketing	Dina Mayzlin Sha Yang
Consumer Behavior and Decision Making	Joseph Nunes Kristin Diehl
Understanding Consumer and Organizational Buying Behavior	Deborah MacInnis
Special Topics (Text Analysis)	Dinesh Puranam
Special Research Topics in Marketing (Structural Modeling)	Elisabeth Honka (UCLA)

Economics

Selected Issues in Economic Theory I	Anthony Marino
Microeconomic Theory I (Game Theory)	Juan Carrillo
Probability and Statistics for Economists	Geert Ridder
Econometric Methods	Hyungsik Roger Moon
Applied Econometrics	Cheng Hsiao
Empirical Industrial Organization	Yu-Wei Hsieh
Economic Analysis of Social Networks	Michael Leung
Program Evaluation	John Strauss Geert Ridder
Advanced Topics in Econometric Theory (Structural Modeling: Audited)	Matt Shum (Caltech)

Summary of the interest in AI

I am interested in applying machine learning and natural language processing methodologies into marketing issues. The first chapter of my dissertation is a good example. The title of Essay 1 is "Machine Learning from Success: Using Similarity Networks to Capture Creativity in Winning Projects in Crowdfunding?" While crowdfunding has soared in popularity, creating successful projects is a major challenge. Few studies have shown how to improve a project proposal when designing a winning project. To fill this gap, this chapter explores the similarity pattern among crowdfunding projects to help improve success in raising funds, following the theory of combinatorial creativity. I collect data on 85,855 Kickstarter projects. Then, I measure the similarity between the descriptions of any two projects by applying two recently developed machine learning techniques. I use Word2vec to transform the words in a document into numeric vectors and then apply Word Mover's Distance to compute the "effort" that one must incur to move the first document's words to the second document's words in the vector space of Word2vec. Based on this criterion, I construct a network between all projects in each category to indicate which projects are similar. This measure allows me to analyze each project as a creative combination of prior projects. The major findings are: (i) a balance between atypical and conventional imitation of prior projects boosts a new project's success, (ii) the funding success of a new project has an inverted U-shaped relationship with the project's novelty relative to prior projects, (iii) the optimal funding goal should be slightly above the average funds raised by prior similar projects, and (iv) information on prior similar projects significantly improves the out-of-sample prediction of new project success. I implement these findings to generate actionable insights for project creators and crowdfunding platforms.