

Inyoung Chae

Assistant Professor of Marketing at Goizueta Business School

Atlanta, GA, US

Description

Inyoung Chae completed her Ph.D. in Management at INSEAD in 2016. Prior to joining the faculty at Emory in 2016, Chae worked as an in-house consultant for Doosan Infracore Co. Chae's research interests are digital marketing, online advertising, user generated content and big data analysis. She recently published in the Marketing Science Journal.

Industry Expertise

Research, Education/Learning

Topics

Digital Marketing, Online Advertising, User-Generated Content, Online Word-of-Mouth Marketing, Bayesian Analysis, Big Data Analysis

Affiliations

Past Talks

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

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

Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?
2013 Marketing Science

Education

INSEAD
Ph.D. Management

Yonsei University
M.S. Applied Statistics

Yonsei University

B.S. Business Administration and Applied Statistics

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