

# **Inyoung Chae**

**Assistant Professor of Marketing at Goizueta Business School**

Atlanta, GA, US

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## **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.

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## **Industry Expertise**

Research, Education/Learning

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## **Topics**

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

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## **Affiliations**

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## **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

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## **Education**

**INSEAD**

Ph.D. Management

**Yonsei University**

M.S. Applied Statistics

**Yonsei University**

B.S. Business Administration and Applied Statistics

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