



INYOUNG CHAE

Assistant Professor of Marketing

Research Expertise:

Online browsing, online posting, attention allocation



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. Her work has appeared in publications like *Marketing Science*.



Honors and Awards

- MSI Research Grant
- Fellow, AMA-Sheth Doctoral Consortium
- Fellow, ISMS Doctoral Consortium
- INSEAD Doctoral Fellowship



Recent and Ongoing Research

“Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns” (with A.T. Stephen, Y. Bart & D.Yao). *Marketing Science*, 2016.

“Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” (with H. Bruno & F.M. Feinberg). (Revising for resubmission at *Journal of Marketing Research*).

“Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?” (with K.Zhang, T. Evgeniou & V. Padmanabhan).

“The Association between Social Ties and Brand Preferences” (with A.T. Stephen, D.Lehmann & S. Weiner).