

Chaewon Seol

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EDUCATION

Purdue University, Indiana, USA Aug 2021 – Present
PhD Candidate - Quantitative Marketing (Minor: Statistics, Electrical & Computer Engineering)

Seoul National University (SNU), Seoul, Korea Mar 2013 – Feb 2018
B.A. & B.S. - Consumer Science, Statistics (Dual degree)

WORK EXPERIENCE

Samsung Electronics, Suwon, Korea Feb 2018 – Jul 2021
Full Time - Product Strategy Team, Consumer & Market Insight Team

- New Product Development: Managed new product development projects to launch new kitchen appliances in Asia, Europe, and USA
- Smart Home Strategy: Developed strategies for smart home and digital transportation
- Emerging Market: Analyzed sales data to identify emerging markets globally
- Scored in top percentile on GSAT (Samsung employment exam);
Designed logic problems for 50,000+ applicants

SNU Consumer Information & Retailing Lab, Seoul, Korea May 2017 – Dec 2017
Intern - Research Assistant

- Analyzed consumer survey on online tracking and co-authored a policy report on legislative improvements for consumer protection, contributing a specialized section on Differential Privacy
- Conducted comparative case studies on GDPR (EU) and U.S. Privacy Laws

RESEARCH INTERESTS

Geospatial Data Analysis, Visual Attention in Advertising, AI Applications in Marketing Models, Public Policy, New Product Development

PUBLICATIONS

Chaewon Seol, Federico Rossi, Sara Valentini, and Elisa Montaguti, “Consumer Impatience, Technological Innovation, and Market Structure”, *Marketing Science*, Articles in Advance. Published online June 4, 2026. *Selected for INFORMS Publicity Support*. [\[Link\]](#)

J. Na, H. Ko, J. Lee, J. Kim, S. Park, E. Cho, Lee, and **Chaewon Seol**, “Consumer Protection in the Era of Online Tracking: Suggestions for Improving Legislative Framework”, Policy Research Report, Korea Internet & Security Agency (KISA), 2018. [\[Link\]](#)

WORKING PAPER

- Chaewon Seol, Federico Rossi, and Ting Zhu, “Trajectory Matters: Retail Exposure and Zoning Policies in Legal Cannabis Market”
 - Quantifies the causal effect of dispensary exposure on consumption using Transformer-based trajectories and storefront visual metrics; evaluates zoning policy effectiveness for youth protection in legal cannabis market.

WORK IN PROGRESS

- Chaewon Seol, Federico Rossi, and Ting Zhu, “How Valuable Is My Location Data? Monetization vs Privacy”
 - Uses large-scale trajectory and co-visit data to model retail substitution patterns and quantify the incremental value of consumer geolocation information; Investigates privacy sensitive contexts and compensation required for data sharing.
- Chaewon Seol, Federico Rossi, Ting Zhu, and C. Thompson, “A Field Experiment on the Impact of Interactive Signage Exposure on Cannabis Consumption”
 - Conducts a large-scale field experiment using Times Square digital signage to measure advertising impact on store foot traffic and cross-category spillover effects.

HONORS AND AWARDS

- Bilsland Dissertation Fellowship, Purdue University 2026-2027
- American Marketing Association - Sheth Foundation Doctoral Fellow 2025
- ISMS Doctoral Dissertation Early Stage Grants, Finalist 2025
- The Certificate for Outstanding Teaching, Daniels School of Business 2024
- Doctoral Student Research Funds, Daniels School of Business 2023-2024
- Frank M. Bass Scholar Award, Daniels School of Business 2022
- KDSA Research Symposium Award, First Prize in poster presentation 2022
- KDSA Research Symposium Award, First Prize in oral presentation 2021
- Krannert Doctoral Student Research Funds 2021-2022
- Seoul National University Best Graduation Thesis Award, First Prize in Consumer Science 2017

RESEARCH TALKS

- 2026 Mittelstaedt & Gentry Doctoral Symposium, Lincoln, USA 2026
- 2025 INFORMS Marketing Science Conference, Washington DC, USA 2025
- 2025 Haring Symposium, Bloomington, USA 2025
- 14th Annual Theory + Practice of Marketing Conference, Austin, USA 2024
- 2024 Haring Symposium, Bloomington, USA 2024
- 2023 INFORMS Marketing Science Conference, Miami, USA 2023

TEACHING EXPERIENCE

Instructor

- Marketing Management, Undergraduate 2023 Fall
 - Enrollment: 64 students; Course Evaluation: 4.35/5.00
 - Daniels School of Business Certificate for Outstanding Teaching

Teaching Assistant

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| • Data- and AI-Driven Marketing, Undergraduate & Master (2 sessions) | 2024 Fall |
| • New Product Development, Master (2 sessions) | 2022 Fall |
| • Marketing Management, Undergraduate (5 sessions) | 2021 Fall |

EXTRACURRICULAR LEADERSHIP AND SERVICE

- American Red Cross certified Lifeguard at Purdue Recreation & Wellness
- Seoul National University Badminton Team, Vice President, Competition Organizer
- Seoul National University Research Project of Contemporary Spain, Project Leader
- Selected Volunteer Work:
 - Vietnam Rehabilitation Center: Taught art classes and assisted students with disabilities in educational activities
 - YWCA Senior Welfare Center: Assisted with meal preparation and food service for elderly residents living alone
 - Anna House: Mentored and supported at-risk youth through educational and youth development activities