

Hyoryung Nam

Robert H. Smith School of Business
University of Maryland
3330 Van Munching Hall
College Park, MD 20742

E-mail address: hnam@rhsmith.umd.edu
Cell: +1-202-615-9888
Fax: +1-301-405-0146

EDUCATION

- **University of Maryland**, College Park, MD, Aug 2006 - May 2012 (expected)
Ph.D. in Marketing, Robert H. Smith School of Business
Minor: Economics
- **Korea Advanced Institute of Science and Technology**, Seoul, Korea, Feb 2004
M.S. in Management Engineering, Graduate School of Management
- **Korea University**, Seoul, Korea, Feb 2002
B.S. in Political Science and International Relations, School of Politics and Economics

DISSERTATION

- **Dissertation Title:** “Marketing Applications of Social Tagging Networks”
- **Dissertation Committee:** P.K. Kannan (Chair), Michel Wedel, William Rand, Yogesh Joshi, Shapour Azarm
- **Dissertation Proposal:** Defended in Dec 2010

RESEARCH INTERESTS

Social Media Analysis, Dynamic Diffusion, Online Markets, Bayesian Modeling, Network Analysis, Content Analysis

TEACHING INTERESTS

Marketing Research Methods, Internet/Social Media Marketing, International Marketing, Marketing Management

WORKING PAPERS

- Nam, Hyoryung and P.K. Kannan (2011), “Informational Value of Social Tagging Networks,” Manuscript to be submitted to *Journal of Marketing*.
- Nam, Hyoryung, Yogesh Joshi, P.K. Kannan, and William Rand (2011), “Social Tag Maps: a New Approach for Constructing Brand Association Networks,” Manuscript to be submitted to *Journal of Marketing Research*.
- Peter Ebbes, Ulf Böckenholt, Michel Wedel, and Hyoryung Nam (2011), “Accounting for Regressor-Error Dependencies in Educational Data: A Bayesian Mixture Approach,” under review at the *Journal of the Royal Statistical Society*.

**WORK IN
PROGRESS**

- “Mapping Products on Social Tagging Networks: Insights for Demand Forecast and Pricing Strategy,” with William Rand and P.K. Kannan, Model estimation and manuscript preparation in progress.

**CONFERENCE
PRESENTATIONS**

- Nam, Hyoryung, Yogesh Joshi, P.K. Kannan, and William Rand, “Social Tag Maps: a New Approach for Understanding Brand Association Networks,” Marketing Academic Research Colloquium (MARC), College Park, Maryland, May 2011.
- Hyoryung Nam and P.K. Kannan, “Informational Value of Social Tagging Networks,” Marketing Strategy Meets Wall Street II Conference, Boston University, Boston, May 2011.
- Nam, Hyoryung, Yogesh Joshi, P.K. Kannan, and William Rand, “Social Tag Maps: a New Approach for Understanding Brand Association Networks,” Invited to present at the Special track on Internet and Interactive Marketing, INFORMS Marketing Science Conference, Houston, Texas, June 2011.

**HONORS AND
AWARDS**

- **2011 ISMS Doctoral Consortium Fellow**, Rice University, Houston, Texas.
- **2008 ISMS Doctoral Consortium Fellow**, University of British Columbia, Vancouver, Canada.
- **Dean’s Summer Research Fellow**, Robert H. Smith School of Business, University of Maryland, College Park, Maryland, 2006-2010.
- **Merit-based Scholarship**, Korea Advanced Institute of Science and Technology, Seoul, Korea, 2002-2004.
- **Undergraduate Student Scholarship**, Korea Foundation for Advanced Studies, Seoul, Korea, 2000-2002.
- **Honors Scholarship**, Korea University, Seoul, Korea, 1998-1999.

**TEACHING
EXPERIENCE**

- **Marketing Research Methods (Undergraduate)**, Fall 2008.
Instructor, University of Maryland, College Park.
- **Marketing Management (MBA)**, Spring 2009.
Teaching Assistant, University of Maryland, Washington, D.C.

**WORK
EXPERIENCE**

- Brand Management Analyst***
CJ Corporation, Seoul, Korea, 2004-2005.
- Designed and implemented national multi-layered marketing promotions.
 - Analyzed strategies for market competitiveness and ROI of marketing promotions.
 - Identified gaps in product portfolio, developed and launched new products.

**DOCTORAL
COURSEWORK**

Marketing

Marketing Models in R
Marketing Models with Bayesian Methods
Marketing Models
Marketing Strategy
Complex Systems in Business
Mathematical Models in Marketing
Behavioral Research in Marketing
Survey Research Models

Instructor

Michel Wedel
Michel Wedel
P.K. Kannan
Roland Rust
William Rand
Yogesh Joshi
Joydeep Srivastava
Janet Wagner

Economics

Quantitative Methods I
Quantitative Methods II
Microeconomic Analysis I
Microeconomic Analysis II

Instructor

John Chao
Harry Kelejian
Daniel Vincent and Lawrence Ausubel
Rachel Kranton and Erkut Ozbay

Statistics

Applied Regression Analysis
Categorical Data Analysis

Instructor

Wolfgang Jank
Paul Smith

REFERENCES

P.K. Kannan (Dissertation Chair)

Ralph J. Tyser Professor of Marketing Science
Chair, Department of Marketing
Robert H. Smith School of Business
University of Maryland
3461 Van Munching Hall
College Park, MD 20742
Phone: +1-301-405-2188
E-mail: pkannan@rhsmith.umd.edu

Michel Wedel

PepsiCo Professor of Consumer Science
Department of Marketing
Robert H. Smith School of Business
University of Maryland
3303 Van Munching Hall
College Park, MD 20742
Phone: +1-301- 405-2162
E-mail: mwedel@rhsmith.umd.edu

William Rand

Assistant Professor
Department of Marketing
Robert H. Smith School of Business
University of Maryland
3457 Van Munching Hall
College Park, MD 20742
Phone: +1-301- 405-7229
E-mail: wrand@rhsmith.umd.edu

Yogesh Joshi

Assistant Professor
Department of Marketing
Robert H. Smith School of Business
University of Maryland
3301 Van Munching Hall
College Park, MD 20742
Phone: +1-301-405-9668
E-mail: yjoshi@rhsmith.umd.edu

**ABSTRACT OF
SELECTED
PAPERS**

- **Social Tag Maps: a New Approach for Constructing Brand Association Networks**, with Yogesh Joshi, P.K. Kannan, and William Rand

We present a novel technique for inferring consumers' brand associative networks using social tags. Social tags are a short form of user-generated content that are elicited from a consumer on many websites and serve as a mental representation of a particular product, brand, or firm; and hence provide a rich source of information for assessing what consumers think of and believe about different products and brands. Social tagging data can be collected easily from many different websites and can be used to assess brands in isolation, or in relation to each other. This rich associative information offered by social tagging networks provides marketers with opportunities to readily obtain consumers' attitudes, perceptions, and schema.

We demonstrate that the proposed social tag maps provide significant improvements in understanding brand associations, as compared to conventional techniques such as metaphor elicitation techniques or brand concept maps, and recent text mining techniques, specifically because of the unconstrained, open-ended nature of social tags created with users' own keywords. With social tag maps, marketers can (1) track real-time updates of brand associative networks and monitor brand assets over time, (2) understand the level of social interest about a brand, a concept, and an event, and (3) visualize the relative competitive position of a brand and track the dynamics of competitive structure. We provide specific illustrations to highlight the power of social tag maps and their use for marketing research.

- **Informational Value of Social Tagging Networks**, with P.K. Kannan

In this paper, we show how information contained in social tags predicts and tracks the financial valuation of firms, i.e., stock returns. With social tags collected from a social bookmarking website, del.icio.us, we derive social-tag based brand asset metrics of 61 firms across 16 industries. We find that, after controlling for firms' accounting metrics (unanticipated sales growth and unanticipated increase in return on assets), the proposed social tag metrics explain variation in the unanticipated stock return. The results also suggest that the informational value of social tag metrics varies across brands. Specifically, we find that increase in social attention and connectedness to competitors is positively related to stock returns for less prominent brands while, for prominent brands, associative uniqueness and evaluation valence are more significantly related to stock returns. The proposed social tag metrics can provide firms with solutions to track and mine the intangible social capital and further serve as a new way to evaluate and predict a firm's financial performance.

- **Mapping Products on Social Tagging Networks: Insights for Demand Forecast and Pricing Strategy**, with William Rand and P.K. Kannan

In this paper, we examine the use of social tags by an online retailer, Amazon, and investigate the relationship between the metrics derived from the social tags and demand for books and the dynamic pricing of those books by Amazon. We present a method to quantify the semantic position of a product on the product-tag network and show that the position of a product in the tagging network can explain the dynamics of product demand. Specifically, we find that (1) book sales are highly correlated to strong connections to socially popular keywords or bridging keywords, i.e., keywords with a high betweenness centrality, (2) the increase of tag dispersion is highly correlated to book sales increase, and (3) clusters of tags can explain sales variation. The accuracy of sales predictions can be improved by taking into account the network relationships of user-created keywords. In addition, it is seen that books positioned similarly within content networks can interact with each other with respect to their demand. Overall, the findings suggest that marketing managers can (1) better understand a user community's perception of products, (2) potentially influence product sales, and (3) price products more proactively, by taking into account the positioning of their products within the user-tagged content network.