

Jinsoul Seo

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EDUCATION

- Simon Business School, University of Rochester, Rochester, NY** 2022 - Present
Ph.D. in Marketing.
- KAIST College of Business, Korea Advanced Institute of Science and Technology, Seoul** 2020 - 2022
M.S. in Management Engineering - Managerial Economics.
- Korea Advanced Institute of Science and Technology, Daejeon** 2012 - 2017
B.S. in Mathematical Sciences.

RESEARCH PAPER

- “Selling Conspicuous Goods to Status-seeking Consumers”, Master’s Thesis, Dec2020 - Jan2022.

RESEARCH INTERESTS

- Product labeling, Nutrition, Health behavior, Online review, Policy evaluation.

TEACHING EXPERIENCE

- **KAIST College of Business, Korea Advanced Institute of Science and Technology, Seoul**
Teaching Assistant
 - Corporate Entrepreneurship and New Business Development, Prof. Zong-Tae Bae, Techno-MBA 2022
 - Social Enterprises and Regional Development, Prof. Jinsol Hwang, Social Entrepreneurship MBA 2022
 - Special Topics in Financial Engineering<Exploring Financial Engineering Practices through Examples>, Prof. Sae Jong Kim, Financial Engineering Program 2022
 - Neuro-Business, Prof. Byungho Park, Information and Media MBA 2021
 - Digital Media & Corporate PR Strategy, Prof. Byungho Park, Information and Media MBA 2021

TRAINING CERTIFICATES

- **Big Data Analysis Expert Training Course, KIC campus**
Apr2019 - Aug2019

MILITARY SERVICE

- **A KATUSA Rifle man, TANGO Security Force Company, Headquarters & Headquarters Battalion, 8th Army**
Jan2017 - Oct2018