

## Onesun Steve Yoo

UCL School of Management, University College London, 1 Canada Square (38<sup>th</sup> floor), London E14 5AB, U.K.  
[onesun.yoo@ucl.ac.uk](mailto:onesun.yoo@ucl.ac.uk)

### Academic Appointments

2010— **UCL School of Management, University College London**  
Associate Professor of Operations & Technology and Marketing & Analytics (2018—)  
Assistant Professor of Operations & Technology (2010—18)

### Education

2010 **UCLA Anderson School of Management**, Los Angeles, CA USA  
Ph.D., Management (area: Decisions, Operations and Technology Management)

2005 **UCLA Henry Samueli School of Engineering**, Los Angeles, CA USA  
M.S., Electrical Engineering (w/focus on Convex Optimization)

2003 **University of California, Berkeley**, Berkeley, CA USA  
B.S. (honors), Electrical Engineering and Computer Science  
B.A., Applied Mathematics

### Research Interests

Entrepreneurial operations and marketing  
New product development and innovations  
Business analytics  
Time management

### Refereed Journal Publications

- Yoo, O.S., D. Zhan. 2021. Economic behavior of information acquisition: Impact on peer grading in MOOCs. Articles in Advance, *Operations Research*.
- Yoo, O.S., T. Huang, K. Arifoglu. 2021. A theoretical analysis of the Lean Startup product development process. *Marketing Science* 40(3), 395—412
- Yoo, O.S., K. McCardle. 2020. The valuator’s curse: Decision analysis of overvaluation and disappointment in acquisition. *Decision Analysis* 17(4), 299—313.
- Vanneste, B., O.S. Yoo. 2020. Performance of trust-based governance. *Journal of Organization Design* 9 (1), 1—28.
- Huang, Y., B., Gokpinar, C. Tang, O.S. Yoo. 2018. Selling innovative products in the presence of externality. *Production and Operations Management* 27(7), 1236—1250.
- Yoo, O.S., R. Sarin. 2018. Consumer choice and market outcomes under ambiguity in product quality. *Marketing Science* 37(3), 445—468.
- Huang, Y., O.S. Yoo, B. Gokpinar. 2018. Time allocation in entrepreneurial selling: Impact of customer learning and incumbent reaction. *IEEE Transactions on Engineering Management* 65(4), 590—603.
  - Special Issue on entrepreneurship: “Shortages of Resources, Routines, Reputations or Regulations: Threats or Opportunities for Tech Entrepreneurs.”

- Kwon, H.D., O.S. Yoo. 2017. Retention of new capable employees under uncertainty: Impact of strategic interactions. *IISE Transactions* 49(10), 927—941.
  - IISE 2019 Operations Engineering & Analytics Best Paper Award Honorable Mention
- Yoo, O.S., G. Roels, C. Corbett. 2016. The time-money tradeoff for entrepreneurs: When to hire the first employee? *Manufacturing & Service Operations Management* 18(4), 559—569.
- Yoo, O.S., C. Corbett, G. Roels. 2016. Optimal time allocation for process improvement for growth-focused entrepreneurs. *Manufacturing & Service Operations Management* 18(3), 361—375.
  - Finalist of 2009 MSOM Soc. Stud. Paper Competition, *M&SOM* 12(1), 184—187.
- Caro, F., O.S. Yoo. 2010. Indexability of bandit problems with response delays. *Probability in the Engineering and Information Sciences*, 24(3), 349—374.

### Selected Working Papers

- Peak-hour pricing under negative externality: Impact of consumer flexibility and competitive asymmetry (with C. Tang, Y. Huang). *Under minor revision*.
- Time-based pricing at grocery stores? Transitioning strategies under retail competition and congestion externality (with C. Tang, D. Zhan). *Under revision*.
  - Featured in the *Wall Street Journal*, page R4, February 20, 2018
- Friend or foe: When a platform enters the market to compete with its third party sellers (with Y. Deng, C. Tang, W. Wang). *Under revision*.
- Innovation using Lean Startup Method: The effect of entrepreneur incentives on experimentation (with K. Sudhir). *Under review*.
- Improving large-scale procurement practices using natural language processing and machine learning (with X. Li, V. Culmone, B. De Reyck). *Under review*.

### Teaching Cases / Podcasts

- Yoo, O.S. 2022. *Capdesk: Leading the Equity Revolution*.
- *Using automated analytics to revolutionise the supply chain*. **Mind Shift**, a UCL podcast about innovation: Series 2, Episode 2.

### Books

- Yoo, O.S. 2022. *A Modern Guide to Time Management*. *In progress*.
- Selling innovative products to anxious consumers (with Y. Huang, B. Gokpinar, C. Tang). 2019. Ray, S., Yin, S (eds.), Chapter 5 of *Channel Strategies and Marketing Mix in a Connected World*, Springer.

### Industry / Research Funding

- **SPOT Ltd.** *Data Science Advisor*. Sep. 2021 – present
- **UKRI Innovate-UK** (Sustainable Innovation Fund for post-COVID economic recovery). *Principle investigator*. Improving large-scale British procurement practices using analytics (project cost £165,541). Oct. 2020-Jun. 2021.

## Certificates

- IDEO Business Innovation Certificate, July 2021
- ExperiencePoint Certified Facilitator, July 2021

## Ph.D. Student/Post-doctoral Researcher Advising

- Viviana Culmone, PhD, Post-doctoral researcher, Oct 2020 – Sep 2022  
Placement: Senior Risk Modeller, Moody's Analytics
- Hang Ren, PhD, Graduated Summer 2018 (with K. Arifoglu)  
Placement: Assistant Professor, George Mason University, School of Business, USA
- Yufei Huang, PhD, Graduated Winter 2016 (with B. Gokpinar)  
First Placement: Assistant Professor, University of Bath, School of Management, UK  
Currently: Associate Professor, Trinity College Dublin, Ireland

## Invited Talks

Panellist at Entrepreneurship Issues Forum, Kauffman Foundation (Jul. 2020); Seoul National University (Aug. 2019); KAIST GSM (Aug. 2019); University of Bath (May 2018); Michigan Ross (Oct. 2017); UCLA Anderson (Oct. 2017); UCSD Rady (Oct. 2017); Univ. Southern Denmark (Sep. 2017); Boston College (May 2017); INFORMS TIMES Emerging Scholar Panel Session (Nov.2016); KAIST GSM (Nov.2013); Lancaster University, MS (Nov.2013); Koc University, Faculty of Admin. Sci. & Economics/ORCIBS Seminar (Jul.2013); Cambridge University, Judge Business School (Apr.2013); HEC Paris (Apr.2011); London Business School (Feb.2011); University College London (Jan.2010); George Washington University (Dec.2009)

## Conference Presentations

- Optimal time allocation for process improvement for growth-focused entrepreneurs  
INFORMS, San Fran. CA, Nov. '14; POMS Conf., Vancouver, Canada, May '10; INFORMS, San Diego, CA, Oct. '09; MSOM Conf., MIT, Jun '09; OM/OR day at UCLA Anderson SoM, May '09
- The time-money tradeoff for entrepreneurs: When to hire the first employee?  
INFORMS, Phila., PA, Nov. '15; MSOM Conf., Fontainebleau, France, Jul '13; INFORMS, Charlotte, NC, Nov. '11; MSOM Conf., Ann Arbor, MI, Jun. '11; INFORMS, Austin, TX, Nov. '10
- Retaining new capable employees: Role of strategic interaction and learning rate  
INFORMS, Nashville, TN, Nov. '16; INFORMS, Phoenix, AZ, Nov. '12; MSOM Conf., Columbia U, NY, Jun. '12; POMS, Chicago, IL, Apr. '12; INFORMS, Charlotte, NC, Jun. '11
- Consumer choice and market outcomes under ambiguity in product quality  
ADA Conf., Austin, TX, Jun. '17; POMS, Orlando, FL, May '16; ISMS Mkt. Sci. Conf., Baltimore, MD, Jun. '15; ISMS Mkt. Sci. Conf., Istanbul, Turkey, Jul. '13; NASMEI Mkt. Conf., Chennai, India, Dec. '12; ISMS Mkt. Sci. Conf., Boston, MA, Jun. '12; POMS, Chicago, IL, Apr.'12
- Time allocation in entrepreneurial selling: Role of customer learning and incumbent reaction  
INFORMS, S.F., CA, Nov. '14; MSOM Conf., Font. Fr, Jul. '13; INFORMS, Phoenix, AZ, Nov. '12
- The performance of trust-based governance  
INFORMS, S.F., CA, Nov. '14
- Selling new products through consumer learning  
INFORMS, Nashville, TN, Nov. '16; INFORMS, Phila., PA, Nov. '15; POMS, Wash. DC, May '15; INFORMS, S.F., CA, Nov. '14
- A theoretical analysis of the lean start-up's agile product development process  
European TOM Day, Fontainebleau, France, Jun '18; INFORMS, Houston, TX, Oct '17; POMS Conf., Seattle, WA, May '17; INFORMS, Nashville, TN, Nov. '16; POMS, Orlando, FL, May '16; INFORMS,

Phila., PA, Nov. '15; POMS, Washington DC, May '15; INFORMS, S.F., CA, Nov. '14; POMS, Atlanta, May '14; MSOM Conf., U. of Washington, WA, Jun. '14; INFORMS, Minn., MN, Oct. '13; EURO-INFORMS Joint Conf., Rome, Italy, Jul. '13

- What is your return on time invested?  
INFORMS, S.F., CA, Nov. '14
- The valuator's curse or the entrepreneur's boon? Decision analysis of post-launch surprise.  
INFORMS, Houston, TX, Oct '17; ADA Conf., Austin, TX, Jun. '17
- Peak period pricing strategies in the presence of firm competition and customer impatience, time and store flexibility.  
INFORMS, Phoenix, AZ, Nov '18; ISMS Mkt. Sci. Conf., Philadelphia, PA, Jun. '18
- Impact of queue removing technology on competitive retail.  
INFORMS, Phoenix, AZ, Nov '18
- Economic behaviour of information acquisition: Impact on peer grading in MOOCs.  
ADA, June '22, INFORMS, Nov '20, INFORMS, Phoenix, AZ, Nov '18
- Smart product development via crowd sourcing.  
INFORMS, Phoenix, AZ, Nov '18, INFORMS, Seattle, WA Oct '19
- Learning-financing trade-off in lean product development.  
ISMS Mkt. Sci. Conf. Virtual, June '22, INFORMS, MSOM, Virtual, June '21, INFORMS, Oct '21, INFORMS, Nov '20, INFORMS, Seattle, WA Oct '19

### Teaching

2022—2023	Leading Data-driven Change* ** (Executive Education) <i>scheduled</i>
2021—2022	New Product Development* ** (MBA) * IDEO Business Innovation Certificate ** ExperiencePoint Certified Facilitator
2021—2022	Getting into the Heads of Investors (MS in Entrepreneurship Workshop)
2021—2022	Decision & Risk Analysis (MBA)
2018—2021	Decision Science (Undergraduate)
2020—2022	Decision & Risk Analysis (MS in Business Analytics)
2012—2020	Decision & Risk Analysis (MS in Management)* *2014—2015 "MS in Management Best Teacher Award" runner-up
2012—2013	Modeling in Operations Management (PhD)
2011—2012	Decision & Risk Analysis (MS in Entrepreneurship)
2011—2012	Business Analytics (Undergraduate)

### Service

- Editorial Board: *Decision Analysis*
- Reviewer: *Management Science, Operations Research, MSOM, POM, Decision Analysis, Decision Sciences, IISE Transactions, Naval Research Logistics, Math. Methods of OR, IEEE Trans. on Engin. Mgmt., Risk Analysis, Entrepreneurship Theory and Practice, MSOM Conference*
- Secretary-Treasurer of INFORMS DAS Society
- Chair: INFORMS TIMES Best Working Paper Competition 2022
- Track Chair: INFORMS Conference, Business Model Innovation 2015
- Session Chair: INFORMS Conference, POMS Conference
- Memberships: INFORMS, MSOM, ISMS, DAS, POMS
- Judge: INFORMS TIMES Best Working Paper competition, INFORMS TIMES Dissertation Award, POMS PITM Student Paper Competition, UCL Advances business plan competition
- Research Seminar Organizer: O&T group, UCL School of Management

- Recruitment Committee Chair, 2019-2021: O&T group, UCL School of Management
- UCL Data for Policy Conference 2020 Session organizer
- External Examiner, London School of Economics, Department of Management, 2020-2023

### Personal Details

Place of birth: South Korea

Nationality: United States (citizenship), United Kingdom (permanent resident)