

Inyoung Chae

Assistant Professor of Marketing at Emory University, Goizueta Business School

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Biography

Inyoung Chae is an Assistant Professor of Marketing at Goizueta Business School, Emory University, where she teaches digital and social media strategy to undergraduate and MBA students. She has a PhD in Management from INSEAD. Chae's research interests are understanding consumers' online behavior using statistical models. Her research covers a variety of areas in digital marketing such as online advertising, social media, and news media. Her work has been published in the Marketing Science and Journal of Marketing Research.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Digital Marketing, Online Advertising, User-Generated Content, Online Word-of-Mouth Marketing, Bayesian Analysis, Big Data Analysis, Media consumption

Event Appearances

Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Placement
Erasmus

How Does Consumer Involvement Affect Word-of-Mouth Spillovers? An Empirical Examination of the Impact of Viral Marketing in Online Consumer Communities
2012 Marketing Science

Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?
2013 Marketing Science

Education

INSEAD

PhD Management

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