

Chloe Moon, Ph.D.

Assistant Professor of Marketing, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Biography

Myounghee (Chloe) Moon joined LMU Department of Marketing in fall 2022. Chloe earned a Ph.D. in marketing from University of California, Riverside, an M.S. in integrated marketing communications from Northwestern University and a B.B.A. in business administration from Ewha Womans University (South Korea). Moon's research has focused on modeling the impact of new technology-enabled channels on product manufacturers and consumers, applying industrial organization and econometrics methods. Her doctoral research examined the effect of ride-sharing platforms on automobile manufacturers and consumer's vehicle purchase decisions. Moon taught database marketing and services marketing at UCR before joining LMU. Prior to her academic career, she worked as a marketing manager for an e-commerce company in South Korea.

Areas of Expertise

Big Data & Analytics, Global Marketing, Digital Marketing, Marketing Strategy, Social Media

Education

University of California, Riverside

Ph.D. Marketing

Northwestern University

M.S. Integrated Marketing Communications

Ewha Womans University (Seoul, Korea)

B.B.A. Business Administration

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