

Onesun Steve Yoo

CONTACT	University College London Department of Management Science and Innovation Gower Street, London WC1E 6BT, United Kingdom	voice: +44 (0)20 3108 1043 e-mail: o.yoo@ucl.ac.uk
RESEARCH INTERESTS	Entrepreneurial operations, new product development, consumer decisions, learning, trust.	
ACADEMIC POSITION	University College London (UCL) Department of Management Science and Innovation Assistant Professor (a.k.a. Lecturer in UK)	London, UK Sep. 2010 - present
EDUCATION	UCLA Anderson School of Management, Ph.D., Decisions, Operations and Technology Management, Dissertation: "Essays on Entrepreneurial Operations Management" Advisor: Charles Corbett	Los Angeles, CA USA 2005–2010
	UCLA Henry Samueli School of Engineering, M.S., Electrical Engineering (w/focus on Convex Optimization), Thesis: "Localization of Wireless Sensor Networks using Semi-definite Programming" Advisor: Lieven Vandenberghe	Los Angeles, CA USA 2003–2005
	University of California, Berkeley, B.S. (honors), Electrical Engineering and Computer Science, B.A. Applied Mathematics,	Berkeley, CA USA 1999–2003 1999–2003
PUBLICATIONS	0. "Indexability of Bandit Problems with Response Delays" (with F. Caro), <i>Probability in the Engineering and Information Sciences</i> , 24(3), 349–374.	
WORKING PAPERS	1. "Optimal Time Allocation for Process Improvement for Growth-Focused Entrepreneurs" (with C. Corbett, G. Roels). <i>Revise and Resubmit</i> . - Finalist of 2009 MSOM Soc. Stud. Paper Competition, <i>MSOM</i> , 12(1) 184–187. 2. "The Time-Money Tradeoff for Entrepreneurs: When to Hire the First Employee?" (with G. Roels, C. Corbett). <i>Revise and Resubmit</i> . 3. "Game of Separation in Partnership with Sequential Hypothesis Testing" (with D.H. Kwon). <i>Under Review</i> . 4. "Optimal Sales Effort Allocation Strategy for an Entrepreneur: The Role of Customer Learning Externality and Incumbent Reaction" (with Y. Huang, B. Gokpinar). <i>Under Review</i> 5. "Role of Predisposition and Information on Consumer Choice and Equilibrium Market Price" (with R. Sarin, L. Guo). <i>Under Review</i>	
IN PROGRESS	6. "Optimal Learning and Development for Entrepreneurial Product Launch" (with T. Huang, K. Arifoglu). 7. "The Fragility of Trust in Interorganizational Relationships" (with B. Vanneste). 8. "Unified Model of Strategic Customers with Learning Externality" (with Y. Huang, B. Gokpinar, C. Tang). 9. "Decreasing Anticipated Revenue: How Should Small Firms use Small Data?" (with B. De Reyck). 10. "The Time-Money Exchange Rate" (with C. Corbett, G. Roels).	
CONFERENCE PRESENTATIONS	1. "Optimal Time Allocation for Process Improvement for Growth-Focused Entrepreneurs" - INFORMS, San Francisco, CA, USA. - POMS Conference, Vancouver, Canada. - INFORMS, San Diego, CA, USA. - MSOM Conference, MIT, USA. - OM/OR day at UCLA Anderson School of Management	November 2014 May 2010 October 2009 June 2009 May 2009

2. "The Time-Money Tradeoff for Entrepreneurs: When to Hire the First Employee?"
 - MSOM Conference, Fontainebleau, France. July 2013
 - INFORMS, Charlotte, North Carolina, USA. November 2011
 - MSOM Conference, Ann Arbor, Michigan, USA. June 2011
 - INFORMS, Austin, Texas, USA. November 2010
3. "Game of Separation in Partnership with Sequential Hypothesis Testing"
 - INFORMS, Phoenix, Arizona, USA. November 2012
 - MSOM Conference, Columbia University, NY, USA. June 2012
 - POMS, Chicago, Illinois, USA. April 2012
 - INFORMS, Charlotte, North Carolina, USA. June 2011
4. "Optimal Sales Effort Allocation Strategy for an Entrepreneur: The Role of Customer Learning Externality and Incumbent Reaction"
 - INFORMS, San Francisco, CA, USA. November 2014
 - MSOM Conference, Fontainebleau, France. July 2013
 - INFORMS, Phoenix, Arizona, USA. November 2012
5. "Role of Predisposition and Information on Consumer Choice and Equilibrium Market Price"
 - ISMS Marketing Science Conference, Istanbul, Turkey. July 2013
 - NASMEI Marketing Conference, Chennai, India. December 2012
 - ISMS Marketing Science Conference, Boston, Massachusetts, USA. June 2012
 - POMS, Chicago, Illinois, USA. April 2012
6. "Optimal Learning and Development for Entrepreneurial Product Launch"
 - INFORMS, San Francisco, CA, USA. November 2014
 - MSOM Conference, University of Washington, WA, USA. June 2014
 - INFORMS, Minneapolis, Minnesota, USA. October 2013
 - EURO-INFORMS Joint Conference, Rome, Italy. July 2013
7. "The Fragility of Trust in Interorganizational Relationships"
 - INFORMS, San Francisco, CA, USA. November 2014
8. "Unified Model of Strategic Customers with Learning Externality"
 - INFORMS, San Francisco, CA, USA. November 2014
9. "Decreasing Anticipated Revenue: How Should Small Firms use Small Data?"
 - INFORMS, San Francisco, CA, USA. November 2014

INVITED TALKS KAIST University, GSM (Nov.2013); Lancaster University, MS (Nov.2013); Koç 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)

TEACHING Decision & Risk Analysis (MSc in Management: 4.2/5.0) Winter 2014
 Decision & Risk Analysis (MSc in Management: 4.1/5.0) Winter 2013
 Decision & Risk Analysis (MSc in Management: 4.0/5.0) Winter 2012
 Modeling in Operations Management (PhD) Fall 2012
 Decision & Risk Analysis (MSc in Technology Entrepreneurship) Winter 2012
 Business Analytics (Undergraduate) Fall 2011
Student Advising:
 - Co-advisor to PhD student Yufei Huang (with B. Gokpınar)
 - Advisor to MPhil student Tanet Kato
 - Advisor to numerous MSc in Management Dissertations

SERVICES Reviewer: *Management Science, Operations Research, MSOM, Decision Sciences, Math.Methods of OR, IEEE Trans.on Engin.Mgmt., MSOM Conference*
 Judge: UCL Advances business plan competition
 Memberships: INFORMS, MSOM, POMS, ISMS, DAS
 Research Seminar Organizer for UCL-MSI

UPDATED July, 2014