

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 1038 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, Thesis: "Essays on Entrepreneurial Operations Management" 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" University of California, Berkeley, B.S. (honors), Electrical Engineering and Computer Science, B.A. Applied Mathematics,	Los Angeles, CA USA 2010 Los Angeles, CA USA 2005 Berkeley, CA USA 2003 2003
RESEARCH	<ol style="list-style-type: none">0. "Indexability of Bandit Problems with Response Delays" (w/ F. Caro), <i>Probability in the Engineering and Information Sciences</i>, 24(3), 349–374.1. "Optimal Time Allocation for Process Improvement for Growth-Focused Entrepreneurs" (w/ C. Corbett, G. Roels). <i>Under Review</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?" (w/ G. Roels, C. Corbett). <i>Under Review</i>.3. "Retaining New Capable Employees: Role of Strategic Interaction and Learning Rate" (w/ D.H. Kwon). <i>Under Review</i>.4. "Consumer Choice and Market Outcomes under Ambiguity in product Quality" (w/ R. Sarin). <i>Under Review</i>5. "Effort Allocation in Entrepreneurial Selling: Role of Customer Learning Externality and Incumbent Reaction." (w/ Y. Huang, B. Gokpinar). <i>Under Review</i>6. "Fragility and Interorganizational Trust" (w/ B. Vanneste). <i>Under Review</i>7. "Selling New Products: Change Price or Induce Learning?" (w/ Y. Huang, B. Gokpinar, C. Tang).8. "When to Leave the Building? Search and Pivoting in a Lean Startup." (w/ T. Huang, K. Arifoglu).9. "What is Your Return on Time Invested?" (w/ C. Corbett, G. Roels).	
CONFERENCE PRESENTATIONS	<ol style="list-style-type: none">1. "Optimal Time Allocation for Process Improvement for Growth-Focused Entrepreneurs" - INFORMS, San Francisco, CA, USA. November 2014 - POMS Conference, Vancouver, Canada. May 2010 - INFORMS, San Diego, CA, USA. October 2009 - MSOM Conference, MIT, USA. June 2009 - OM/OR day at UCLA Anderson School of Management May 20092. "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 20103. "Retaining New Capable Employees: Role of Strategic Interaction and Learning Rate"	

- 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. “Consumer Choice and Market Outcomes under Ambiguity in product Quality”
 - ISMS Marketing Science Conference, Baltimore, MD, USA. June 2015
 - 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
- 5. “Effort Allocation in Entrepreneurial Selling: 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
- 6. “Fragility and Interorganizational Trust”
 - INFORMS, San Francisco, CA, USA. November 2014
- 7. “Selling New Products: Change Price or Induce Learning?”
 - POMS, Washington DC, USA. May 2015
 - INFORMS, San Francisco, CA, USA. November 2014
- 8. “When to Leave the Building? Search and Pivoting in a Lean Startup”
 - POMS, Washington DC, USA. May 2015
 - 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
- 9. “What is Your Return on Time Invested?”
 - 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 (MS in Management: 4.5/5.0) Winter 2015
 - Runner-up of the “MS in Management Best Teacher Award”
 Decision & Risk Analysis (MS in Management: 4.2/5.0) Winter 2014
 Decision & Risk Analysis (MS in Management: 4.1/5.0) Winter 2013
 Decision & Risk Analysis (MS in Management: 4.0/5.0) Winter 2012
 Modeling in Operations Management (PhD) Fall 2012
 Decision & Risk Analysis (MS in Technology Entrepreneurship) Winter 2012
 Business Analytics (Undergraduate) Fall 2011
Student Advising:
 - Advisor to PhD student Yufei Huang (w/ B. Gokpinar)
 - Advisor to PhD student Hang Ren (w/ K. Arifoglu)
 - Advisor to many MS dissertations

SERVICES

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

UPDATED

May, 2015