



# Faculty of Business Administration

**SEMINAR SERIES No. 05/1112**

*Marketing*

## **“Investigating the Roles of Online Buzz for New Product Diffusion and its Cross-Country Dynamics”**

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### **Abstract**

A massive amount of online buzz data become available recently to firms interested in Word-of-Mouth (WOM), due to the use of web text mining techniques like Natural Language Processing (NLP). Now many firms are paying more attention to monitoring online buzz activities. We investigate the roles of online buzz activities in influencing the speed and scope of new product diffusion. We apply a diffusion model (Model A) to monthly sales and online buzz data collected from major online communication sites in five different countries. We also investigate the interactive dynamics of online buzz activities within and across countries and the effect of sales on online buzz activities using a log linear model (Model B). We discuss some important findings with managerial implications on the roles of online buzz activities in shaping the diffusion process of new mobile phones, what encourages online buzz activities, and how they are affected by each other within a country and across countries.

**Date:**        **October 28, 2011 (Friday)**

**Time:**        **11:30-13:00**

**Venue:**       **JG07**

**ALL ARE WELCOME!**

## **A Short Biography of Prof. Jai-Hak Chung**

Dr. Chung holds a Ph.D. in Marketing, an M.S. in Quantitative Research Method from Cornell University, and a B.A. in Management from Korea University. He has been focusing on customer choice modeling issues with Bayesian econometrics such as a choice model for products with not quantifiable attributes (e.g. movies, music, and etc.), eWOM(Word-Of-Mouth), the development of recommendation system, Bundle Pricing. He is interested in marketing problems for markets with high uncertainty such as hi-tech industries, M-commerce, and entertainment industries.

Dr. Chung was MSI(the Marketing Science Institute) Winner of the 2000 Alden G. Clayton competition for the best doctoral dissertation proposals (<http://www.msi.org/awards/index.cfm?id=62>) in 2001 and a finalist for the 2004 Paul Green award for the article in Journal of Marketing Research in 2004 (<http://www.atypon-link.com/AMA/doi/pdf/10.1509/jmkr.41.3.i.35994?cookieSet=1>). Currently, he is in IJA (International Journal of Advertising) Editorial Reviewer Board and JGAMS (Journal of Global Marketing Science) Editorial Reviewer Board.