

GWEN AHN

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Leeds School of Business

995 Regent Drive 402C◇ Boulder, CO 80309

ACADEMIC APPOINTMENTS

University of Colorado Boulder
Assistant Professor of Marketing

2023–Present

EDUCATION

University of Michigan, Ann Arbor
Ph.D. in Business Administration (Marketing)

2023

Columbia University
M.S. in Marketing

2015

Korea University
B.B.A. in Business Administration
B.E. in Statistics

2014

MANUSCRIPTS UNDER REVIEW

Customizing Bundles of Experiential Goods: An Application to Performing Arts Tickets Sales

with Eric Schwartz and Fred Feinberg
Revised manuscript under review at *Marketing Science*

Interpretable Multimodal Forecasting and Generative Design for Dynamic Aesthetic Value

with Daehyuk Bu, Kee Yeun Lee and Fred Feinberg
Major revision at *Production and Operations Management*

WORKING PAPERS AND RESEARCH IN PROGRESS

Measuring the Effectiveness of Scale Changes in Charitable Donations
with Kee Yeun Lee, Arnaud De Bruyn, and Fred Feinberg

Cross-channel Price and Inventory Optimization for Live Events: An Application to NFL Ticket Purchases
with Fred Feinberg and Pete Fader

Predicting Commitment: Leveraging Donation Histories to Incent “Subscription” to Charitable Giving
with Fred Feinberg and Jen Shang

RESEARCH INTERESTS

Substantive

Experiential Consumption, Prosocial Behavior, Customer Analytics and Management

Methodological

Bayesian Econometrics, Discrete Choice Models, Machine Learning

RESEARCH PRESENTATIONS

Invited Talks

Korea Advanced Institute of Science & Technology (KAIST)	2025
Korea University	2023
Nanyang Technological University (NTU), University of Utah	2022
ESADE, IESE, Georgia Tech, McGill University, Baruch College, University of Colorado Boulder, Indiana University	

Conference Presentations

Marketing Science, University of Georgia	2025
Marketing Science, UNSW Sydney	2024
Marketing Science, University of Chicago	2022
Haring Symposium, Indiana University – Presenter	2022
Marketing Science, University of Rochester	2021
Annual Data Science Symposium, Michigan Institute for Data Science	2020
Marketing Science, Duke University	2020
Marketing Science, NYU Stern at University of Roma Tre	2019
Marketing Science, Temple University	2018

TEACHING

Customer Analytics (Undergraduate)	2024–2026
Customer Analytics (Master of Business Analytics)	2024
Marketing Management (Undergraduate)	2019

SERVICE

Primary Unit Evaluation Committee (PUEC)	2025
Ph.D. Committee	2024–Present
2nd year Candidacy Committee (Paul Blythe)	2024
Faculty Search Committee, Marketing Division	2023

HONORS AND AWARDS

Faculty Success Program Grant	2024–2025
Rackham Graduate Student Research Grant	2022
Ross Doctoral Research Grant	2022, 2020
AMA-Sheth Foundation Doctoral Consortium Fellow	2021
ISMS Marketing Science Doctoral Consortium Fellow	2021, 2020
Kendrick Award for Academic Achievement, Ross School of Business	2020
Stephen M. Ross School of Business Fellowship	2016–2023
Korea Foundation for Advanced Studies Scholarship	2016–2020
Kwanjeong Educational Foundation	2014–2015
Highest Honors, Korea University	2014

PERSONAL

Legal name: Ahn, Geun Hae

Last updated October 27, 2026