

August 2021

KIWOONG YOO

University of Tennessee
Stokely Management Center
Knoxville, TN 37996-0530
Email: kyoo2@vols.utk.edu

Personal Contact Information:
Cell Phone: +1 (516) 491-6761
Email: kiyoo89@gmail.com

EDUCATION

University of Tennessee
Ph.D., Marketing

Knoxville, TN
Expected May 2025

Hofstra University

Bachelor of Business Administration, Accounting
Summa cum laude, Beta Gamma Sigma, Beta Alpha Psi, Hofstra Tax Society,
PwC xTREME Accounting Games

Hempstead, NY
May 2014

Cornell University

Bachelor of Science, Interdisciplinary Studies
Ivy Journal of Ethics (Co-managing editor), The Research Paper (Writer),
Educating Young Engineers and Scientists

Ithaca, NY
May 2011

RESEARCH INTERESTS

Agile marketing, international marketing, marketing-finance interface

PUBLICATIONS

Baucum, Melissa, and Kiwoong Yoo (2021). Stocking Up on Soda: How Consumers Avoid Soda Taxes by Shopping in Nearby Non-Taxed Areas. *American Marketing Association*.
<https://www.ama.org/2021/07/15/stocking-up-on-soda-how-consumers-avoid-soda-taxes-by-shopping-in-nearby-non-taxed-areas/>

Campagna, Chris, and Kiwoong Yoo (2021). When Customization in Luxury Brands Gets Too Personal. *American Marketing Association*. <https://www.ama.org/2021/02/11/when-customization-in-luxury-brands-gets-too-personal/>.

Yoo, Kiwoong, and Jennifer Locander (2020). Dissecting the Anatomy of the Advertising Budget Decision. *American Marketing Association*. <https://www.ama.org/2020/06/12/dissecting-the-anatomy-of-the-advertising-budget-decision/>.

PRESENTATIONS (*Presenter)

Hewett, Kelly, Satish Jayachandran, Alexander Krasnikov, and Kiwoong Yoo*. The Impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances. AMA Global Marketing SIG Conference. 2021.

August 2021

Hewett, Kelly, Satish Jayachandran, Alexander Krasnikov, and Kiwoong Yoo*. The Impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances. AMA Summer Academic Conference. 2021.

- International Marketing Track Chair

Yoo, Kiwoong*, Kelly Hewett, Satish Jayachandran, and Alexander Krasnikov. The Impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances. AIB Online. 2021.

Yoo, Kiwoong*. Stand by Me: Understanding the Strategic Alliance Response to Trade Shocks - Evidence from the U.S. - China Trade War. Southeast Marketing Symposium. 2021.

HONORS, AWARDS, AND GRANTS

Management Leadership for Tomorrow Learning Partnership Scholarship	2021
Schumann Fellowship, \$1,000	2021

CERTIFICATIONS

Certified Public Accountant – New York State (Inactive)

PROFESSIONAL AFFILIATIONS

American Marketing Association	Jun. 2021 – Present
Academy of International Business	Mar. 2021 – Present
Academy of Marketing Science	Dec. 2020 – Present

PROFESSIONAL EXPERIENCE

Deloitte & Touche LLP	Jericho, NY
<i>Advisory Senior Consultant</i>	Feb. 2017 – Oct. 2017

- Led 3-person teams in developing an implementation strategy for two retail clients in order to adopt the new revenue standard (Accounting Standards Codification 606), analyzed the client's revenue streams by leading work sessions with department heads, delivered revenue accounting policies to comply with the new revenue standard
- Delivered presentation deck for an insurance client for optimizing finance operations by conducting client walkthroughs and understanding current business processes

<i>Audit Senior</i>	Sept. 2014 – Jan. 2017
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- Audited a wide range of public and private clients in industries such as: Hotel, Gaming, Business Process Outsourcing, Retail, Commodities Trading, Healthcare Insurance, Construction Management, Government, Beverage, Telecommunication
- Audited a large scope of items on the balance sheet, income statement, statement of cash flows, and footnote disclosures
- Demonstrated ability to plan and manage people and projects along with ensuring deliverables meet work plan specifications and deadline while establishing working relationships with client personnel
- Received Applause Award for exemplary performance from multiple audit engagements
- Identified accounting and auditing issues; performed research to solve those issues

August 2021

- Reviewed client accounting, operating procedures, and systems of internal control

VOLUNTEER EXPERIENCE

AMA DocSIG Feb. 2021 - Present
Assistant Vice Chair of Communications

Cornell Alumni Admissions Ambassador Network Sept. 2019 - Present
Cornell Alumni Admissions Ambassador

Living Faith Christian Church Jun. 2018 – Aug. 2019
Children's Ministry Teacher

Internal Revenue Service Feb. 2014 – April 2014
Income Tax Assistance Volunteer

LANGUAGES

English (fluent professional reading, writing, and speaking)

Korean (functional reading, writing, and speaking)

SPECIAL SKILLS

SAS, Stata, SPSS, Qualtrics, Microsoft Office Suite, Confirmation.com, Audit Control Language (“ACL”)