

Seulmin Yang

Assistant Professor of Marketing | Quantitative Marketing

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EMPLOYMENT

Drake University, Zimbleman College of Business

Beginning Fall 2026

- Assistant Professor of Marketing

EDUCATION

Carlson School of Management, University of Minnesota

2019–2026

- Ph.D. in Business Administration, Marketing, Quantitative Track
- Committee: George John (Advisor), Linli Xu (Co-advisor), Irene Nahm, Amil Petrin (Economics)

University of Chicago

2017–2019

- M.S. in Statistics

Chung-Ang University

2013–2017

- B.S. in Business Administration
- Summa Cum Laude (4.41/4.5)

RESEARCH INTERESTS

- **Substantive:** Sustainable Products, Public Policy, Political Actions
- **Methodology:** Empirical Modeling, Industrial Organization, Structural Modeling
- **Skills:** R, Python, MATLAB, Stata

WORKING PAPERS

[1] The Effects of Government Policies and Charger Types on Electric Vehicle Adoption (Job market paper)

- **Seulmin Yang**, George John, and Linli Xu

[2] The Effects of Public Charger Accessibility and Charger Type on Electric Vehicle Adoption: Evidence from Structural Demand Models (Dissertation)

- **Seulmin Yang**
- Under the guidance of George John and Linli Xu

WORK IN PROGRESS

[1] Presidential Advertisement Campaign and Hate Crimes

- Linli Xu, **Seulmin Yang**, and Yi Zhu

[2] How Natural Disasters Drive EV Adoption

- **Seulmin Yang**, Irene Nahm

CONFERENCE PRESENTATIONS

The Effects of Government Policies and Charger Types on Electric Vehicle Adoption
Marketing Science Conference, 2025

The Effect of Government Policies to Promote Electric Vehicle Consumption
Marketing Science Conference, 2023

Presidential Advertising Campaign and Hate Crimes
Marketing Science Conference, 2022

GRANTS AND AWARDS

Carlson PhD Program DEI Research Grant, University of Minnesota	2023
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- Awarded for research advancing diversity, equity, inclusion, and social justice

Henrickson Award, University of Minnesota	2022
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- Awarded for research productivity

Ph.D. Student Teaching Award, University of Minnesota	2022
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- Awarded for teaching Principles of Marketing

Doctoral Fellowship, University of Minnesota	2019–2025
Master’s Fellowship, University of Chicago	2017–2019
Kwanjeong Foundation Fellowship	2017–2019
Awarded to outstanding STEM students pursuing graduate study	

TEACHING

Drake University

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| <ul style="list-style-type: none"> Marketing Research (Undergraduate) | Fall 2026 |
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University of Minnesota

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| <ul style="list-style-type: none"> Principles of Marketing (Undergraduate), Instructor
Student Rating of Teaching: 5.48/6 | Spring 2023 |
| <ul style="list-style-type: none"> Principles of Marketing (Undergraduate), Instructor
Student Rating of Teaching: 5.39/6 | Spring 2022 |
| <ul style="list-style-type: none"> Customer Relationship Management (Master), Teaching assistant | Spring 2025 |
| <ul style="list-style-type: none"> Marketing Research – Rapid Insights (MBA), Teaching assistant | Spring 2025 |
| <ul style="list-style-type: none"> Honors: Principles of Marketing (Undergraduate), Teaching assistant | Fall 2024 |
| <ul style="list-style-type: none"> Marketing Research – Rapid Insights (MBA), Teaching assistant | Fall 2024 |
| <ul style="list-style-type: none"> Marketing Management (Executive MBA), Teaching assistant | Fall 2024 |
| <ul style="list-style-type: none"> Marketing Channels (MBA), Teaching assistant | Fall 2022 |
| <ul style="list-style-type: none"> Marketing Research (Undergraduate), Teaching assistant | Fall 2021 |
| <ul style="list-style-type: none"> Data-Driven Marketing (Undergraduate), Teaching assistant | Spring 2021 |
| <ul style="list-style-type: none"> Pricing Strategy (MBA), Teaching assistant | Fall 2020 |

PROFESSIONAL SERVICE

Session Moderator, Marketing Science Conference, 2025

DOCTORAL CONSORTIA

Marketing Science Doctoral Consortium, Department Fellow, 2023

Marketing Science Doctoral Consortium, Department Fellow, 2022