

Selected Publications

Jeffrey Meyer , Reo Song , and Kyoungnam Ha , (2016) "The effect of product placements on the evaluation of movies", *European Journal of Marketing*, 50(3/4), 530 – 549.

Song, Reo, Jeffrey Meyer, and Kyoungnam Ha, (2015) "The Relationship Between Product Placement And the Performance of Movies," *Journal of Advertising Research*, 55(3), 322-338.

Ha, Kyoungnam, Sungzoon Cho, and Douglas MacLachlan (2005) "Response Models based on Bagging Neural Networks," *Journal of Interactive Marketing*, 19, 17-30.

Selected Refereed Conference Proceedings

Lee, Hyunjung and Kyoungnam Ha (2016), "What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter?," *Proceedings of American Marketing Association Winter Conference: Las Vegas, NV*.

Selected Refereed Conference Paper Presentations

Lee, Hyunjung and Kyoungnam Ha (2016), "What Determines Financial Health of Arts and Cultural Organizations? Does Marketing Matter?," *American Marketing Association Winter Conference: Las Vegas, NV*.

Ha, Kyoung Nam, Robert Jacobson, and Gary Erickson (June 2011), "Customer Based Multidimensional Brand Equity and Asymmetric Risk," *Marketing Science conference, Houston, TX*.

Ha, Kyoung Nam, Sungzoon Cho, and Douglas MacLachlan (June 2003), "Response Models based on Bagging Neural Network Ensembles," *Marketing Science conference, College Park, MD*.

Ha, Kyoung Nam, Sungzoon Cho, and Douglas MacLachlan (June 2003), "Response Model with Bagging Neural Networks," *Annual UW-UBC Marketing conference, University of British Columbia, Vancouver, Canada*.