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1050 Massachusetts Ave
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To Whom It May Concern,

Hi, this is Sanghyun Han, a second year Economics PhD student at Boston College.

I am writing to apply for funding for the NBER project on the Economics of Digitization.

My primary research interest is empirical Industrial Organization. More specifically, any derivatives from demand estimation including Quantitative Advertising, Welfare analysis and Retailing.

As a second year PhD student, I have not yet consolidated my interests as a specific research topic. Yet, I aim to use big data sets for structural estimation and do counter-factual experiment for public policy analysis. With this purpose, I am currently reading Industrial Organization, Micro Econometrics and Machine Learning literature.

I expect that we can answer many unsolved economic questions with the emergence of new digital data. Hence, it will be a great opportunity for me if I can be involved in the NBER program next year, and discuss new frontier research agendas with academic leaders and young scholars.

I look forward to hearing from you. Thanks.

Sincerely,

Sanghyun Han