



October 24, 2016

Denis Healy
Development Director
National Bureau of Economics Research
1050 Massachusetts Ave
Cambridge, MA 02138

Dear Denis Healy,

I'm a returning student from 2016 tutorial, and it's my pleasure to learn about the 3rd NBER Digitization Tutorial in March 2017. I'm a doctoral student focusing on empirical industrial organization in the Marketing Department at the Kellogg School of Management, Northwestern University. Digitization and its economic consequences has been one of the key themes of my research interests and previous works. Hence, I strongly believe that the event will provide me an opportunity to learn more about the field and researchers, and to contribute to the society in the near future. The application is structured as the following: (i) a brief bio, (ii) course of study, and (iii) research interests. Contact information is attached at the end of this document. Please note that the Ph.D. coordinator of my department¹ has allowed me to apply for the meeting, and that I can receive my own funding from the department if necessary.

A brief bio

I'm a third year doctoral student in the Marketing Department at the Kellogg School of Management, Northwestern University. Before joining Kellogg, I received a B.Sc. in Industrial and Management Engineering from Pohang University of Science and Technology (POSTECH), and a Ph.D. in Engineering from Korea Advanced Institute of Science and Technology (KAIST). From 2011 to 2014, I worked as a researcher at KAIST for the mandatory military service, where I also completed my doctoral dissertation. From 2008 to 2011, I was a member of board of directors at an independent record label based in South Korea.

Course of study

I have completed all the core requirements of my department and admitted to candidacy. It includes taking core courses and passing preliminary exams from both Economics and Marketing department: e.g., Microeconomic Theory (Dr. Eddie Dekel, Dr. Marciano Siniscalchi, and Dr. Jeffrey Ely), Econometrics (Dr. Charles Manski, Dr. Joel Horowitz, and Dr. Alexander Torgovitsky), and quantitative marketing courses (Dr. Brett Gordon, Dr. Pradeep Chintagunta, Dr. Eric Anderson). Other than the core courses, I focused on Empirical Industrial Organization and Economics of Information from Northwestern economics department and quantitative marketing courses from both Kellogg and Booth School of Management. This includes Industrial Organization (Dr. William Rogerson, Dr. Aviv Nevo, Dr. Robert Porter, and Dr. Mar Reguant), Economics of Information (Dr. Asher Wolinsky), and advanced quantitative marketing courses (Dr. Aviv Nevo, Dr. JP Dubé, Dr. Günter Hitsch).

¹ Dr. Brett Gordon, Associate Professor of Marketing at the Kellogg School of Management. E-mail: b-gordon@kellogg.northwestern.edu



Before joining the Northwestern University, I studied Engineering at KAIST. The program I attended at KAIST was designed to provide an interdisciplinary education and research environment in the purpose of investigating the impact of digital technologies on the cultural aspects of our society. There, I took multiple courses on the issue of digitization, such as Digital Technology (taught by a computer scientist), Digital Economics and Digital Marketing (an economist), Digital Content Industry (a sociologist), Online Social Network Analysis (a physicist), to name a few.

Research interests

My general research interest lies on the intersection of digitization, economics, and marketing. Specifically, I'm interested in investigating how consumers react to the digitization-driven structural changes in market, focusing on the generation and transmission of information among consumers. For instance, one of my previous projects discussed the heterogeneous impacts of online product reviews on demand, which turned out to be different in mass and niche product markets.

Again, it is my pleasure to apply for joining NBER Digitization Tutorial, which I think is the very center for researchers whom I share the most similar research interests with. I look forward to returning to the tutorial and grab the valuable opportunity of learning and engaging with other colleagues.

Thank you for your valuable time on considering my application.

Sincerely,

Joonhyuk Yang
Doctoral student, Marketing Department
Kellogg School of Management
Northwestern University
2001 Sheridan Rd, Evanston, IL 60201
Mobile: (312) 785-0735
E-mail: j-yang@kellogg.northwestern.edu