Application to NBER Digitization Tutorial 2017

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I am a third-year doctoral student at the Harvard Business School in Strategy. My core fields are labor and organizational economics, with a minor focus on behavioral economics. My first-year classes included two semesters of microeconomic theory, three semesters of econometrics (two econometric theory and one applied econometrics), one class on the economics of strategy, and one class on conducting empirical research on managerial questions. My second-year classes included two semesters of labor economics (Harvard Econ; Larry Katz and Mandy Pallais), two semesters of organizational economics (MIT Econ; Mike Whinston and Bob Gibbons), one behavioral experiments class (Harvard Econ; Gautam Rao), and one class on the economics of international business (Harvard Business School; Juan Alcacer).

My research interests are broadly in the economics of digitization and organizational economics. I have been working on a couple of projects with Mike Luca (NOM unit, HBS) exploring the strategic decisions of multi-sided platforms. One project empirically explores the short- and long-term trade-offs of an incumbent platform's strategy to enter a complementary market through tying. Using a field experiment on a user interface testing platform, we explore the short-term costs imposed on users when Google enters the reviews market by tying it with its search product, as Google reviews is necessarily worse than existing competitors at the point of entry given its lacking content. Another project explores the effect of making a platform's mission salient on increasing user contribution and mitigating multi-tasking problems. Through a field experiment across millions of users on a reviews platform, we examine the extent to which varying the salience of particular aspects of the platform's mission affects the number and quality of reviews contributed. Another project looks at whether we can use reviews and ratings data from a platform to predict store exit rates. Beyond platform strategy, I have also been working on a field experiment in a large technology company examining how employer gift exchange can elicit higher worker effort by varying the framing of the gifts given.

Beyond my current projects, I am interested in exploring how platform decisions on social issues affect their performance. Digital platforms connect millions of people and make important design choices in the marketplaces they create, which means that the decisions they make on social issues may have

more far-reaching effects than other types of firms. For example, many platforms make the gender and ethnicity of the individuals participating in their platforms salient through photos and names, even when they may not be necessary to the transaction. On labor market platforms, decisions on minimum wage requirements and wage inequality could have important social and financial implications. Under what conditions and through what mechanisms are firm decisions to reduce discrimination, pay inequality, and other social issues also performance-enhancing? How does the consideration of these dimensions influence entrepreneurial beliefs about platform strategy? I hope to explore some of these questions in future projects. Participating in the NBER digitization tutorial would introduce me to an overview of the emerging areas of research in digitization and researchers exploring questions at the frontier, giving me an extraordinary opportunity to further develop some of the ideas that I am interested in.