



November 10, 2014

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

Dear Denis Healy,

I'm pleased to learn about the NBER project on the Economics of Digitization and the upcoming meeting in March 2015¹. I'm a doctoral student in the Marketing Department at the Kellogg School of Management, Northwestern University. Digitization and its economic consequences is one of the key themes of my research interests and previous works. Hence, I strongly believe that the NBER Digitization Tutorial will provide me an opportunity to learn more about the field and to contribute to the. The application is structured as the following: (i) a brief bio, (ii) course of study, (iii) research interests, and (iv) previous work. Contact information is attached at the end of this document. Please note that the coordinator of the Ph.D. program at Kellogg² has allowed me to apply for the meeting, and that I can receive my own funding from Kellogg if necessary.

A brief bio

I'm a first 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 BGBG Record, an independent music label based in South Korea.

Course of study

I'm currently taking the core courses from both Economics and Marketing Department to build a rigor methodological foundation for my future research. By March 2015, I'll be completing two units of Microeconomic Theory (Dr. Eddie Dekel and Dr. Marciano Siniscalchi) and two units of Econometrics (Dr. Charles Manski and Dr. Joel Horowitz) in Economics Department. In addition to this, I'll be done taking two units of Applied Econometrics, Marketing Strategy, and Quantitative Modeling from Marketing Department at Kellogg.

¹ Dr. Song Yao, Assistant Professor of Marketing at the Kellogg School of Management, introduced the group to me and recommended me to apply. E-mail: s-yao@kellogg.northwestern.edu

² Dr. Brett Gordon, Associate Professor of Marketing at the Kellogg School of Management. E-mail: b-gordon@kellogg.northwestern.edu



Before joining Kellogg, I completed my doctoral study at KAIST. The program I attended at KAIST³ 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 Culture Technology (taught by a computer scientist), Cultural Economics and Digital Marketing (an economist), Culture Content Industry (a sociologist), Social Network Analysis (a physicist), to name a few.

Research interests

I'm interested in investigating the consequences of digital technology in markets, and utilizing it to better understand and predict consumer behavior. One of my ongoing research projects focuses on utilizing consumer-generated information in the digital world to predict digital music sales by incorporating the network structure of musicians into a spatial model framework. Using the data of online blog posts and news articles, I constructed market perceptual maps to infer the interdependencies among musicians.

Previous work

I had been fortunate to enjoy unique opportunities as a student enrolled in an interdisciplinary program. Collaborating with researchers from diverse backgrounds, I horizontally expanded my knowledge on online social media and related technologies that demonstrate the growing importance in the digitization of our society. I investigated several research topics of my interest, and published research articles in peer-reviewed journals including *Journal of Media Economics*, *European Journal of Marketing*, and *PLoS One*. For instance, one paper discussed the heterogeneous impacts of digital word-of-mouth on product sales that are differ in mass and niche entertainment markets. I also published research papers in the field of social computing and human-computer interaction, many of which were published in academic journals or conference proceedings.

Again, it is my honor to learn about the NBER project on the Economics of Digitization and the NBER Digitization Tutorial. I look forward look forward to attend the meeting and grab the valuable opportunity of learning and engaging with other colleagues.

Thank you for your valuable time on considering my application.

Sincerely,

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³ Graduate School of Culture Technology. URL: <http://ct.kaist.ac.kr/about/sub02.php>