

Kayoung Choi

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Denis Healy
Director of Development
NBER
1050 Massachusetts Ave.,
Cambridge, MA 02138

Dear Mr. Denis Healy,

It is a privilege to write this letter of application to participate in the NBER Economics of Digitization meeting on March 5 and 6, 2015. I am a first year Ph.D. student in Information Strategy and Economics at the Wharton School at University of Pennsylvania.

I received my B.S. in Mathematical Sciences from the Korea Advanced Institute of Science and Technology. Before joining Wharton, I completed the the M.Phil programme in Economics at the University of Oxford where I developed research interests in information economics. My M.Phil thesis, *Contracting with Heterogeneous Externalities under Asymmetric Information*, considered a problem of coordinating participation decisions given identity-dependent externalities among participants and private information. I analyzed the problem through different theoretical frameworks – bilateral contracts, general commitment mechanisms, monopoly pricing, and auctions.

My research interests are broadly in the following areas: economics of information technology and organizations, information goods and online competition, and network economics. Some specific questions I would like to explore are: What is the definition and nature of reputation?; What mechanisms are able to aggregate information in a reliable way?; How can a better theoretical understanding of reputation explain why some systems are better than others?; How does information technology enable collaboration in the development of innovative ideas?

I am currently pursuing coursework in statistics/econometrics, information technology, and economic theory as well as the core courses in the Operations and Information

Management Department. In the coming summer, I plan to start conducting research under the supervision of professors Lorin Hitt and Lynn Wu.

My research interests in the nature of network externalities and reputation are deeply related to how digitization and information technology are changing the importance of different economic forces. In my current pre-dissertation stage, it would be a great opportunity to learn from cutting-edge economists and experts in the economics of IT at the NBER meeting. I also look forward to meeting the community of researchers in the frontier research area.

Thank you for your kind attention to my application.

Sincerely yours,

Kayoung Choi

A handwritten signature in black ink, appearing to read 'Kayoung Choi', with a stylized, cursive script.