

SooJin Park (Iris)

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Education

University of Wisconsin–Madison,		
Ph.D. Candidate, Risk Management and Insurance Economics		Expected 05/2026
B.A., Economics with Mathematical Emphasis (Honors), GPA: 4.00/4.00		2021
B.A., Mathematics, GPA: 3.97/4.00		2021

Research Interests

Health economics; Insurance economics; Behavioral economics; Applied econometrics

Works in Progress

- Myopia and Moral Hazard in Health Insurance. (Job Market Paper).
- The Impact of Decision Aids on Health Insurance Selection (with Justin Sydnor and Ayna Samek)
- How Information Display Affects Health Insurance Decisions (with Justin Sydnor and Yuxin Wen)
- Older Americans and Life Insurance (with Tyler Welch)
- To Smooth or Not to Smooth: Consumption Responses to Life Insurance Payouts (with Tyler Welch)
- When Work Injury Claims Don't Work: Welfare Consequences of Shifting Care Between Workers' Compensation and Health Insurance (with Jonghwa Do and Tyler Welch)

Publications

Park, S., & Deller, S. (2021). Effect of farm structure on rural community well-being. *Journal of Rural Studies*, 87, 300–313.

Research Experience

Research Assistant, Prof. Justin Sydnor (Risk and Insurance)	2022–Present
Research Assistant, Prof. Steven Deller (Agricultural & Applied Economics)	2019–2021
Data Analyst Intern, Madison Region Economic Partnership	2020
Research Assistant, Korea Research Institute for Human Settlements (KRIHS)	2019

Conference Presentations

Behavioral Science and Health Symposium, Philadelphia, PA	2025
Stanford University, Health Econ Problem Solving Group, Palo Alto, CA	2025
UGA Ph.D. Student Research Symposium, Athens, GA	2025
American Risk and Insurance Association Annual Meeting, Denver, CO	2024
Southern Regional Science Association 60th Annual Meeting (Virtual)	2021
Undergraduate Symposium (Virtual)	2021

Policy Reports and Other Writing

“High Deductible Health Plan Initiative Research Reports.” for the State of Wisconsin Group Health Insurance Board Meeting – [3 Part Report](#)

- Report on Health Care Utilization Differences between IYC Health Plan and HDHP Enrollees.
- Report on Projecting Member Costs in the HDHP vs. IYC Health Plan.
- Report on Health Plan Choice Study

“Is Bigger Better? Farm Size and Community Well-Being.” *The Daily Yonder*, 2021

“Healthcare Industry Cluster.” Sector Abstracts, Madison Region Economic Partnership, 2019

Honors and Awards

3MT Semi-finals Competition Finalist (3MT Finals in 2026)	Nov 2025
George Fait Insurance Scholarship	Aug 2025
Travel Award, Wisconsin School of Business	Aug 2024
Student Research Grant – Conference Presentation Funds	Aug 2024
Graduate Scholarship, Wisconsin School of Business	2021–2025
Trewartha Senior Honors Thesis Award	2021
Hilldale Undergraduate/Faculty Research Fellowship	2020
Dean’s Honors List, UW-Madison	2017–2021

Teaching Experience

Teaching Assistant, Consulting Project Capstone	Spring 2026
Teaching Assistant, Experiments and Causal Methods for Business Insights	Fall 2025
Teaching Assistant, Business Analytics II	Spring 2024
Teaching Assistant, Business Analytics II	Fall 2021–Spring 2023

Workshops

Financial Literacy Research Boot Camp	2025
Hosted by G53 Network and Stanford University’s Initiative for Financial Decision-Making	

Reviewer Service

Journal of Risk and Insurance

Service

Committee Member, PhD Student Committee on Inclusion, Wisconsin School of Business	2024–Present
Outreach Assistant, <i>Journal of Risk and Insurance</i>	2021–2022

Memberships

American Risk and Insurance Association	2024–Present
American Economic Association	2019–Present

Other Information

Citizenship: South Korea

Languages: English (fluent), Korean (native), Mandarin (intermediate)