

Ji Hae Choi

600 Foster St, Evanston, IL 60208, United States

jihae.choi@kellogg.northwestern.edu • Personal Website

EDUCATION

Northwestern University, Evanston, Illinois, United States

Sep 2021 –

- Researchers in Residence at the Northwestern Institute of Complex Systems (**NICO**)
- Ph.D. Candidate in **Management and Organizations**, Kellogg School of Management
 - Advisor: Prof. Brian Uzzi

Yonsei University, Seoul, South Korea

- M.S. in Management (Management Science) Sep 2018 – Aug 2021
 - Advisor: Prof. Sunju Park
 - Coursework: *Machine Learning, Deep Learning and Data Science, Artificial Intelligence Theory, Optimization Theory, Nonlinear Programming, Stochastic Model Analysis, AI accelerators, Network Theory and Analysis*
- B.A. in Economics Mar 2013 – Aug 2018
 - Coursework: *Econometrics, Linear Algebra, Mathematics for Economics, Statistical Method, Game theory, Industrial Organization, Data Mining*

Uppsala University, Uppsala, Sweden

Jan 2017 – Jun 2017

PUBLICATION

- [3] Choi, J., Cybersecurity expert board directors in boardroom, *In Progress*.
- [2] Choi, J. & Uzzi, B. Strategies for board directors to excel and survive, *In Progress*.
- [1] Choi, J., Chung, Y., Park, S., & Park, T. (2021) Changes in Offline Consumption Pattern after COVID-19: An Analysis of 2020 Credit Card Usage, *Yonsei Business Review*, 58(3), 83-102.

TALKS & PRESENTATION

- [8] Banerjee, N., Choi, J. & Dalsgaard, J. (Sep 2025). Graduate Student Workshop on Science of Science. *TEMA Toyota Internal Research Meeting*. Hybrid
- [7] Choi, J. (Aug 2024). Ethics and Text. *SICSS-Chicago*. Chicago, USA
- [6] Choi, J., Uzzi, B. (Jun 2024). Leading the Evolution: Board Expertise and Diversity Dynamics in Shifting Industry Landscapes. *NetSci 2024*. Québec City, Canada
- [5] Choi, J., Park, T., Chung, Y. & Park, S. (Nov 2020). Change in sales pattern after COVID-19 outbreak. *KASBS Academic Meeting 2020*. Seoul, South Korea
- [4] Chung, S., Park, S. & Choi, J. (Aug 2020). The Relationship between the Popularity of YouTube Channels and User Comment Networks. *2020 AMA Summer Academic Conference*. Remote
- [3] Choi, J. & Park, S. (Nov 2019). Analyzing structural dependency in reviewer-product network. *2019 Korean Scholars of Marketing Science International Conference*. Seoul, South Korea
- [2] Choi, J. (Oct 2019). Analyzing Reviewers' Influence on Amazon.com. *INFORMS Annual Meeting 2019*. Seattle, USA

- [1] Choi, J., Chung, S., Park, S., Pyo, N., & Zhao, L. (Jul 2019). Analyzing User Networks of an Online Contents Platform. *The 2nd International Symposium Social Innovation and Engagement in the Digital Society*. Kyoto, Japan

EXPERIENCE

Workshop Attendee, Complex Systems Summer School, Santa Fe Institute 2025

- Contributed to two interdisciplinary projects:
 - Developed a novel approach to link neural activity with the entropy of language models to better understand brain processes
 - Designed a computational model of language diversity that incorporates novel parameters.

Workshop Co-Organizer, Summer Institutes in Computational Social Science, Chicago 2024

- Co-organized SICSS-Chicago. Presented a tutorial talk on *Ethics and Text*

Workshop Attendee, Summer Institutes in Computational Social Science, Korea 2023

- Designed and implemented a word-embedding analysis to trace the evolution of the term ‘ESG’ across academia and industry

Teaching assistant, Northwestern University, Yonsei University 2019 – 2025

- Negotiations, Human and Machine Intelligence, Leading the Strategic Change Process, Management Science

Research assistant, Yonsei University

- *Analyzing Management Impact of COVID-19 Pandemics* Jul 2020 – Dec 2020
 - Source: School of Business, Yonsei University, Amount: \$8,000
 - PI: Prof. Sunju Park and Prof. Yerim Chung
 - Handled gigabytes of data to analyze sales patterns according to gender, ages, and departments
 - Built a statistic model to observe the effects on sales pattern caused by the outbreak of COVID-19
- *Communication, Engagement, and Trust in a Hyper-Connected Super-Intelligent Society*
 - Source: NRF Korea, Amount: \$520,000 Sep 2018- Feb 2019
 - Advisors: Prof. Sunju Park, and Prof. Seungwha (Andy) Chung
 - Web-crawled YouTube comments data and built the YouTube channel-comment bipartite network
 - Constructed Amazon.com’s reviewer-product bipartite network to analyze network effects using a Bayesian-based REM model

Office assistant, School of Business, Yonsei University Jul 2019 – Dec 2019

- Developed an automated program for calculating expenses of the school department

AWARD & FELLOWSHIP

Conference Travel Grant, The Graduate School, Northwestern University May 2024

Brain Korea (BK) 21 Fellowship, NRF Korea Sep 2020 – Feb 2021

A scholarship from the National Research Foundation of Korea, valued at \$11,000

Honorable mention, The Ministry of the Interior and Safety, Korea Aug 2018

- An honorable mention at the *2018 Contest of analyzing big data in the public sector*

	Excellence Award , Korea Data Agency	Aug 2018
	<ul style="list-style-type: none"> • Awarded for excellence performance at <i>2018 Big Data Youth Campus Project</i> 	
	Dean's List , Yonsei University	Sep 2014, Mar 2018
SKILL	<ul style="list-style-type: none"> ▪ Software: Python, R, STATA ▪ Language: Korean (Native), English (Fluent), Chinese (Intermediate) 	
VOLUNTEER WORK	Conference Reviewer , AMA Marketing and Public Policy Conference	2022, 2024
	<ul style="list-style-type: none"> • Work as an anonymous reviewr for an annual conference 	
	Journal club organizer , Kellogg School of Management	Jan 2023 – Jun 2023
	<ul style="list-style-type: none"> • Organize and leading a student-led computational social science journal club 	
	International Exchange Program Coordinator , Yonsei University, Korea	Mar 2016 – Jun 2016
	<ul style="list-style-type: none"> • Introduced Korean culture to international students • Mentored international students to adjust well into Yonsei University 	
	Patient Assistant , Severance Hospital, Korea	Sep 2015- Dec 2015
	<ul style="list-style-type: none"> • Assisted patients to efficiently receive examinations and treatments 	
	Assistant , Incheon Support Center For Foreign Workers, Korea	Mar 2014 – Jun 2014
	<ul style="list-style-type: none"> • Translated English to assist the legal advice service for foreign workers. • Remodeled foreign workers' housings to improve the residential environment. • Undertook the culture exchange program to help foreign workers adjust to Korean society. 	