Ji Hae Choi

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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
  - Cumulative GPA: 4.02 / 4.3
  - 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
  - Cumulative GPA: 3.78 / 4.3
  - Coursework: *Econometrics, Linear Algebra, Mathematics for Economics, Statistical Method, Game theory, Industrial Organization, Data Mining*

Uppsala University, Uppsala, Sweden   Jan 2017 – Jun 2017

  - Coursework: *Engendering international development, Economics of Development*

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 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, Management Science, Negotiations, Human and Machine Intelligence   2019 – 2024

- Developed a platform to visualize the board network of S&P 1500 companies over 16 years
- Developed a visual explanation framework to illustrate the concept of convexity, constraints and objectives in optimization model

Research assistant, Yonsei University

- *Analyzing Management Impact of COVID-19 Pandemics*   Jul 2020 – Dec 2020
  - Source: School of Business, Yonsei University, Amount: $8,000
  - Advisors: 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

PUBLICATION	

[3] <u>Choi, J.</u>, Cybersecurity expert board directors in boardroom, *In Progress*.

[2] <u>Choi, J.</u> & Uzzi, B. Strategies for board directors to excel and survive, *In Progress*.

[1] <u>Choi, J.</u>, 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

[7] Banerjee, N., <u>Choi, J.</u> & Dalsgaard, J. (Sep 2025). Graduate Student Workshop on Science of Science. *TEMA Toyota Internal Research Meeting*. Hybrid

[6] <u>Choi, J.</u>, Uzzi, B. (Jun 2024). Leading the Evolution: Board Expertise and Diversity Dynamics in Shifting Industry Landscapes. *NetSci 2024*. Québec City, Canada

[5] <u>Choi, J.</u>, 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. & <u>Choi, J.</u> (Aug 2020). The Relationship between the Popularity of YouTube Channels and User Comment Networks. *2020 AMA Summer Academic Conference*. Remote

[3] <u>Choi, J.</u> & Park, S. (Nov 2019). Analyzing structural dependency in reviewer-product ne twork. *2019 Korean Scholars of Marketing Science International Conference*. Seoul, South Korea

[2] <u>Choi, J.</u> (Oct 2019). Analyzing Reviewers' Influence on Amazon.com. *INFORMS Annual Meeting 2019*. Seattle, USA

[1] <u>Choi, J.</u>, 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

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

- Awarded for excellence performance at *2018 Big Data Youth Campus Project*

Dean's List, Yonsei University   Sep 2014, Mar 2018

SKILL

- Software: Python, R, STATA
- Language: Korean (Native), English (Fluent), Chinese (Intermediate)

VOLUNTEER WORK

Conference Reviewer, AMA Marketing and Public Policy Conference   2022, 2024

- Work as an anonymous reviewr for an annual conference

Journal club organizer, Kellogg School of Management   Jan 2023 – Jun 2023

- Organize and leading a student-led computational social science journal club

International Exchange Program Coordinator, Yonsei University, Korea   Mar 2016 – Jun 2016

- Introduced Korean culture to international students
- Mentored international students to adjust well into Yonsei University

Patient Assistant, Severance Hospital, Korea   Sep 2015- Dec 2015

- Assisted patients to efficiently receive examinations and treatments

Assistant, Incheon Support Center For Foreign Workers, Korea   Mar 2014 – Jun 2014

- 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.