

# Woohun Son

*Currently studying at the Ohio State University. Research interests include industrial organization, applied econometrics, and decision theory. Focusing on limited attention in advertising and budget constraint problem in discrete choice.*

Columbus  
Ohio  
US

✉ [son.268@osu.edu](mailto:son.268@osu.edu)

🌐 <https://SonWoohun.github.io>

🐙 SonWoohun

## Education

Fall 2022 – **Ph.D in Economics**, *The Ohio State University*  
2028  
(expected)

2023 **M.A. in Economics**, *The Ohio State University*

2022 **M.A. in Economics**, *Korea University*

2019 **B.A. in Korean history and Economics (double major)**, *Korea University*

## Experience

2025-05-06 – **Graduate Research Assistant**, *The Ohio State University*, Decision Theory research  
2025-08-15 assistant for Prof. John Rehbeck

○ Trying to come up with preference function form that is robust to different consideration sets.

2021-10-01 – **Graduate Research Assistant**, *NYU Abu Dhabi*, Economic history research assistant  
2022-06-30 for Prof. Christopher Paik

○ Using Japanese Shinto Shrines in Korea during the Japanese colonial period as an Instrumental Variable.

## Teaching Experience

2021-Spring **Teaching Assistant**, *Undergraduate Theory of Taxation*, Korea University, Department of Economics  
Spring 2021

2020-Spring **Teaching Fellow**, *Undergraduate Principles of Economics 1*, Korea University, Department of Economics  
Spring 2020, Spring 2021

2019-Fall **Teaching Assistant**, *Undergraduate Econometrics 1*, Korea University, Department of Economics  
Fall 2019, Spring 2020, Fall 2020

## Languages

Korean Korean (Native)

English English (Fluent)