

Byoungmin Yu

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EDUCATION

Ph.D., Economics, Iowa State University	Aug. 2020 — Present
M.A., Economics, Hankuk University of Foreign Studies, Republic of Korea	Aug. 2018 — Jun. 2020
B.A., International Business, Hankuk University of Foreign Studies, Republic of Korea	Mar. 2012 — Jun. 2018
<i>Leave of absence: Compulsory Military Service, Republic of Korea Army</i>	Oct. 2013 — Jul. 2015

FIELDS OF INTEREST

Empirical Industrial Organization, Platform Economics, Applied Microeconomics

WORKING PAPERS

“Commission fee structure and innovation: In the case of mobile application platform”

Abstract: This study addresses the ongoing debate surrounding the regulation of platform commission fees and examines how firms’ innovation and pricing decisions are influenced by different fee structures within the mobile application market. Analyzing a panel dataset of music apps within the Apple iOS store in the United States spanning from October 2018 to February 2024, this research unveils two key findings. First, imposing a fee cap leads to heightened innovation levels among third-party app developers, coupled with reduced in-app prices. These findings reflect that the changes in commission fees that increase developers’ revenue serve as an incentive for innovation. Second, in a counterfactual where the platform additionally implements a unit fee scheme under the fee cap, in-app prices rise implying that unit fees are passed through consumers.

“Are consumers better off when platform makes its own product?”

Abstract: This paper investigates how consumer welfare is affected when a platform makes its product and directly competes with fringe sellers. The model incorporates quality differentiation and consumer heterogeneity, capturing the strategic behaviors between the sellers. I find that the entry accompanying a higher commission fee, which is driven by the competitive effects of entry and the platform’s steering behavior, harms consumer welfare. When a platform enters a market with moderate consumer heterogeneity, it raises the commission fee, consequently increasing product price and lessening product variety. On the other hand, in a market with higher consumer heterogeneity, the platform increases the commission fee only if its product is of high quality.

WORK IN PROGRESS

“Quantifying the welfare impact of state competition for firms: The case of craft brewers” (*with Dr. Donghyuk Kim*)

PRE-DOCTORAL PUBLICATION

Byoungmin Yu and Yong-Jae Choi (2021). “An impact of local loop unbundling on investment in broadband networks”, *Information Society Media*, 22(3), 55-80. [[Link](#)]

TEACHING EXPERIENCE

Lab Instructor in Iowa State University

ECON 207 Applied Economic Optimization
ECON 301 Intermediate Microeconomics

Spring 2024
Fall 2023

Teaching Assistant in Iowa State University

ECON 101 Principles of Microeconomics
ECON 371 Introduction to Econometrics

Spring 2022, Fall 2023, Spring 2024
Spring 2022

Teaching Assistant in Hankuk University of Foreign Studies
Readings in Economics

Fall 2019

PRESENTATIONS

Commission fee structure and innovation: In the case of mobile application platform	
Western Economic Association International 99th Annual Meeting	2024 (scheduled)
Economics Graduate Student Association Seminar, Iowa State University	2024
Are consumers better off when platform makes its own product?	
Southern Economic Association (SEA) 93rd Annual Meeting	2023
An impact of local loop unbundling on investment in broadband networks	
The Korean Association for Information Society Fall Annual Meeting	2018

RESEARCH EXPERIENCE

Research Assistant for Dr. Joonyoung Hur / National Assembly Budget Office	
<i>Hankuk University of Foreign Studies</i>	Sep.2019 — Dec.2019
Research Assistant for Dr. Yong-Jae Choi / ETRI	
<i>Hankuk University of Foreign Studies</i>	Jun. 2018 — Nov. 2018

SKILLS AND OTHER INFORMATION

Tools and Languages	R (primary), Stata, Python
Communication	English (Intermediate) and Korean (Native)
Citizenship	Republic of Korea