

# GAYOUNG KO

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## WORK EXPERIENCE

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### Assistant Professor

Aug 2022–Present

University of Tennessee, Knoxville, Tennessee  
Department of Economics, Haslam College of Business

### Economic Researcher

Jan 2012–Aug 2015

LG Economic Research Institute, Seoul, Republic of Korea

## EDUCATION

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### Ph.D. in Economics

2022

University of Virginia, Charlottesville, Virginia  
Advisors: Prof. Simon Anderson and Prof. Gaurab Aryal  
Thesis: Gender Discrimination in the Gig Economy: Evidence from Online Auctions for Freelancing

### M.A. in Economics

2018

University of Virginia, Charlottesville, Virginia

### M.A. in Economics

2012

Korea University, Seoul, Republic of Korea  
Advisor: Prof. Kwanho Shin

### B.A. in Economics

2010

Korea University, Seoul, Republic of Korea

## RESEARCH INTERESTS

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**Topics:** Industrial Organization, Digital Platforms, Business Analytics, Artificial Intelligence, Gender Inequality, Educational Technology

**Methods:** Structural Modeling, Econometrics, Machine Learning, Deep Learning, Natural Language Processing, Field Experiments

## JOURNAL PUBLICATIONS

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**G. Y. Ko**, D. Shin, S. Auh, Y. Lee, and S. P. Han, “Learning Outside the Classroom During a Pandemic: Evidence from an Artificial Intelligence-Based Education App,” *Management Science*, 2022 (forthcoming).

## WORK IN PROGRESS

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“AI Effectiveness, Task Difficulty, and Employee Income in the Gig Economy: When AI is the Default Service Provider Rather than Humans,” D. Shin, **G. Y. Ko**, S. Auh, R. Lee, and S. P. Han — under review at *Management Science*

“The Gender Gap and its Business Impact: Evidence from an Online Tutoring Platform,” **G. Y. Ko**, D. Shin, J. Kim, S. Auh, and S. P. Han — preparing for submission (targeting *Information Systems Research*)

“Gender Discrimination in the Gig Economy: Evidence from Online Auctions for Freelancing,” **G. Y. Ko**

## SEMINAR AND INVITED TALKS

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**May–Nov 2022:** “Gender Discrimination in the Gig Economy: Evidence from Online Auctions for Freelancing”

- (Nov 2022) *Southern Economic Association (SEA) 92nd Annual Meeting*, Fort Lauderdale, Florida.
- (Aug 2022) *The 6th Empirical Microeconomics Workshop*, Banff, Alberta, Canada.
- (May 2022) *International Industrial Organization Conference*, Boston, Massachusetts.
- (May 2022) *DC Industrial Organization Day*, Virtual.

**Jan–Feb 2022:** “Gender Discrimination in the Gig Economy: Evidence from Online Auctions for Freelancing”

Cornell University (SC Johnson College of Business), Arizona State University, University of Illinois at Urbana-Champaign, Microsoft Research (Office of the Chief Economist), U.S. Congressional Budget Office, Hong Kong University of Science and Technology, City University of Hong Kong, National Taiwan University, KDI School of Public Policy and Management, etc.

**Jun 2021:** “The Gender Gap and its Business Impact: Evidence from an Online Tutoring Platform”

- *Consortium for Data-driven and Experiment-based Evidence for Policy (DEEP)*, Seoul, Korea.

## HONORS AND AWARDS

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<b>Tipton R. Snavelly Award for Meritorious Thesis</b> , <i>University of Virginia</i>	2022
<b>Bankard Pre-doctoral Fellowship</b> , <i>University of Virginia</i>	2020
<b>Tipton R. Snavelly Award for Best Dissertation Proposal</b> , <i>University of Virginia</i>	2019
<b>Tipton R. Snavelly Award for Outstanding Summer Research</b> , <i>University of Virginia</i>	2018
<b>Presidential Award Scholarship</b> , <i>University of Virginia</i>	2018

## TEACHING

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**University of Tennessee, Knoxville**

**Spring 2023:** Instructor for the graduate course ECON632, “*Industrial Organization II*”.

**Fall 2022:** Instructor for the undergraduate course ECON435, “*Industrial Organization*”.

## SERVICE ACTIVITIES

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**University of Tennessee, Knoxville**

- Graduate Studies Committee, Member, 2022–2023

**University of Virginia**

- Graduate IO Research Meetings, Organizer, 2020–2021

## SKILLS

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**Programming:** Python, R, SQL, Stata, Matlab