HWIKOOK CHOE

D.O.B.: October 7th 1991

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https://github.com/hwikookchoe

EXPERIENCE

Ph.D Graduate Student — August 2017 - June 2023
The University of Chicago

· Focus on
  - Industrial organization
  - Quantitative marketing
  - Econometrics
  - Causal inference

Graduate Research Assistant — June 2018 - June 2019
The University of Chicago Booth School of Business

· Topic of Quantitative marketing.
· Data engineering, including scrapping raw data, connecting scrapped data to different relational data, and gaining insights on processed data

Teaching Fellow — March 2017 - June 2017
Korea University

· Taught Principles of Economics to Undergraduate Economics students

Graduate Research Assistant — March 2016 - February 2017
Brain Korea 21 Plus, Korea University

· Topic of Industrial organization.
· Built theoretical model for merger analysis and performed simulation of hypothetical merger

EDUCATION

University of Chicago — *September 2017 - June 2023*
Ph.D Candidate (All But Dissertation) in Economics
M.A. in Economics

Korea University — *March 2016 - June 2017*
Took courses in Master's in Economics (did not graduate)

Korea University — *March 2010 - February 2016*
Bachelor of Economics
Bachelor Science in Mathematics (Double major)

WORKING PAPER

Understanding Forward-Looking Behavior using Dynamic Discrete Choice and Rational Addiction Model: Application to California Cigarette Tax Increase

Consumer's forward-looking behavior can create change in current purchase and consumption in response to the change in expectation on future price. Using cigarette tax increase in California as exogenous variation, I found peak in purchase right before the actual price increase and plunge after

the increase. Using dynamic discrete choice model with rational addiction and stockpiling, I found that change in the timing of tax increase announcement can incur change in consumer's steady state of consumption in the long run.

WORK IN PROGRESS

Competition between First-party and Third-party Sellers on Online Platforms

Online platforms are two-sided markets which match two different sides of agents: buyers and sellers and earn profits by matching them. However, recent platforms sell their own goods or services that directly competes with the sellers on the platform. Whether increasing profit by selling first-party products and competing with third-party sellers on the platform is questionable. By using online bookstore data, I investigate the consumers choice on first-party and third-party sellers.

TECHNICAL STRENGTHS

Programming

· Python (Advanced)
 - numpy, pandas, scipy, scikit-learn, statsmodels, Tensorflow, matplotlib
 - able to create custom packages (Synthetic Control)
· SQL (Intermediate)
· Tableau (Intermediate)

Language

· English (Fluent)
· Korean (Native)

GRANTS AND SCHOLARSHIPS

Frank H. Knight Fellowship and the J. Lawrence Laughlin Fellowship. *Fall 2022 - Summer 2023*
Department Dissertation Fellowship Award

Doctoral Study Abroad Scholarship *Fall 2017 - Summer 2022*
Korea Foundation for Advanced Studies

Undergraduate Student Scholarship *2014 - 2015*
Korea Foundation for Advanced Studies

National Scholarship for Humanities and Social Sciences *2014 - 2015*
Korea Student Aid Foundation

Best Honors Scholarships *Fall Semester 2013*
Korea University

Gwacheon Scholarships *Spring Semester 2013*
Gwacheon Scholarship Foundation

Honors Scholarships *Fall Semester 2010*
Korea University