

# Seung-Hyun Hong

E-mail: [hyunhong@illinois.edu](mailto:hyunhong@illinois.edu)  
<http://faculty.las.illinois.edu/hyunhong/>

30 David Kinley Hall, MC-707  
1407 West Gregory Drive  
Urbana, IL 61801

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## CURRICULUM VITAE

### EDUCATION

Ph.D., Economics, Stanford University, 2005

Dissertation: "The Effect of Digital Technology on the Sales of Copyrighted Goods"

Committee: Frank A. Wolak (chair), Liran Einav, Peter Reiss

B.A., Economics, Seoul National University, Korea, 1999

### CURRENT POSITIONS

Associate Professor (with tenure), Department of Economics, University of Illinois at Urbana-Champaign, 2012-present.

Associate Head, Department of Economics, University of Illinois at Urbana-Champaign, August 2020-present.

Executive Director, UIUC Federal Statistical Research Data Center, August 2020-present.

### PAST POSITIONS

Program Director, Economics Program, Directorate for Social, Behavioral & Economic Sciences, National Science Foundation, August 2015-August 2018

Visiting Professor, Department of Economics, University of Maryland, College Park, July-August 2014

Visiting Professor, Department of Economics, Stanford University, April-May 2014

Visiting Professor, Rotman School of Management, University of Toronto, January-March 2014

Assistant Professor, Department of Economics, University of Illinois at Urbana-Champaign, 2005-2012

### ARTICLES IN PEER-REVIEWED JOURNALS

1. Seung-Hyun Hong, "The Recent Growth of the Internet and Changes in the Household-level Demand for Entertainment," *Information Economics and Policy*, Volume 19, 2007, pp. 304-318.
2. Seung-Hyun Hong and Frank A. Wolak, "Relative Prices and Electronic Substitution: Changes in Household-level Demand for Postal Delivery Services from 1986 to 2004," *Journal of Econometrics*, Volume 145, Issues 1-2, 2008, pp. 226-242.
3. Lu Han and Seung-Hyun Hong, "Testing Cost Inefficiency under Free Entry in the Real Estate Brokerage Industry," *Journal of Business and Economic Statistics*, Volume 29, No. 4, 2011, pp. 564-578.
4. Seung-Hyun Hong and Leonardo Rezende, "Lock-in and Unobserved Preferences in Server Operating Systems A Case of Linux vs. Windows," *Journal of Econometrics*, Volume 167, Issue 2, 2012, pp. 494-503.

5. Seung-Hyun Hong, "Measuring the Effect of Napster on Recorded Music Sales: Difference-in-differences Estimates under Compositional Changes," *Journal of Applied Econometrics*, Volume 28, Issue 2, 2013, pp. 297-324.
6. Jay Pil Choi, Seung-Hyun Hong, and Seonghoon Jeon, "Local Identity and the Persistent Leadership in Market Share Dynamics: Evidence from Deregulation in the Korean Soju Industry," *Korean Economic Review*, Volume 29, Number 2, 2013, pp. 267-304.
7. Lu Han and Seung-Hyun Hong, "Understanding In-House Transactions in the Real Estate Brokerage Market," *RAND Journal of Economics*, Volume 47, No. 4, Winter 2016, pp. 1057-1086.
8. Seung-Hyun Hong, "Real Estate Agents' Influence on Housing Search," *Journal of Applied Econometrics*, Volume 37, Issue 3, 2022, pp. 563-582.

#### **OTHER PUBLICATIONS**

1. Seung-Hyun Hong, "Local Identity and Market Share in the Soju Industry", *SERI Quarterly*, Volume 4, Number 2, 2011, pp. 58-65.
2. Jay Pil Choi and Seung-Hyun Hong, "System Competition and Standardization: A Case Study of Korean Keyboard Layout," *Proceedings of the SNU Institute of Economics Research* (in Korean), Volume 38, Number 4, pp. 312-340.

#### **WORKING PAPERS**

1. Lu Han and Seung-Hyun Hong, "Cash is King? Evidence from Housing Markets." R&R, *Review of Finance*.
2. Seung-Hyun Hong, Jorge Lemus, and Olgu Ozkul, "Pharmaceutical Firm's Payments to Disciplined Physicians".
3. Seung-Hyun Hong, "The Effect of Napster on Recorded Music Sales: Evidence from the Consumer Expenditure Survey," Stanford Institute for Economic Policy Research Discussion Paper No. 03-18, January 2004.

#### **WORK IN PROGRESS**

1. Lu Han, John Hatfield, and Seung-Hyun Hong, "Voting with Your Mortgage: The Value of Democratic Governance".
2. George Deltas and Seung-Hyun Hong, "Socioeconomic Disparities in Healthy Food Access and Consumption: The Geography of Organic Product Offerings".
3. George Deltas and Seung-Hyun Hong, "Spatial Diffusion of New Products: Evidence from Organic Food in the U.S. Retail Market".
4. Seung-Hyun Hong and Heejin Kim, "Evaluating Local Infrastructure Investment: Evidence from Awardees and Rejected Applications for Transportation Grant Program".
5. Seung-Hyun Hong, Greg Howard, and Heejin Kim, "The Effects of Proposition 13 on Housing Misallocation".

#### **SEMINARS AND CONFERENCES**

Stanford University, 2004

University of Illinois at Urbana-Champaign, 2004

International Industrial Organization Conference, 2006  
Southern Economic Association Conference, 2006  
NET Institute Conference, 2007  
University of Wisconsin at Madison, 2007  
International Industrial Organization Conference, 2008  
University of Chicago, 2008  
Yonsei University, 2008  
Stanford Institute for Theoretical Economics, 2008  
NBER summer institute, 2008  
Symposium on Econometric Theory and Application, 2008  
Seoul Summer Economics Conference, 2008  
Biannual Toulouse Conference on Software and Internet Industries, 2009  
University of Illinois at Urbana-Champaign, 2009  
North American Econometric Society Meeting, 2009  
Far East Econometric Society Meeting, 2009  
Symposium on Econometric Theory and Application, 2009  
Korean Econometric Society Summer Meeting, 2010  
University of Illinois at Urbana-Champaign, 2010  
Annual Meeting of the American Economics Association, 2011  
Yonsei University, 2011  
Sogang University, 2011  
International Industrial Organization Conference, 2011  
Annual Meeting of the American Economics Association, 2012  
University of Illinois at Urbana-Champaign, 2012  
Seoul National University, 2012  
Stanford Institute for Theoretical Economics, 2012  
Summer Real Estate Symposium, 2013  
University of New South Wales, 2013  
Econometric Society Australasian Meeting, 2013  
Rotman School Real Estate Conference, 2013  
Southern Economic Association Conference, 2013  
Korea University, 2013  
Biannual Toulouse Postal Economics Conference, 2014  
Asian Econometric Society Meeting, 2014  
Korean Economic Association Summer Meeting, 2014  
Southern Economic Association Conference, 2014  
University of California, Berkeley, 2014  
National Science Foundation, 2015  
Barcelona GSE Summer Forum, 2015  
National University of Singapore, 2015  
Hong Kong University of Science and Technology, 2015  
DC Industrial Organization Conference, 2016  
Asian Meeting of the Econometric Society, 2016  
European Meeting of the Econometric Society, 2016  
Stanford Institute for Theoretical Economics, 2016  
Georgetown University, 2016

Barcelona GSE Summer Forum, 2017  
International Association for Applied Econometrics Conference, 2017  
Michigan State University, 2017  
Royal Economic Society Conference, 2018  
USC Dornsife Conference on Housing, Urban Development, and the Macroeconomy, 2018  
European Meeting of the Urban Economics Association, 2018  
China Meeting of the Econometric Society, 2018  
Australasian Meeting of the Econometric Society, 2018  
Becker Friedman Institute Conference on New Developments in Structural Econometrics and Policy Analysis, 2019  
Singapore Economics Review Conference, 2019  
Annual Conference of the European Association for Research in Industrial Economics, 2019  
Asia-Pacific Industrial Organization Conference, 2019  
European Association for Research in Industrial Economics, 2022  
Baruch College, City University of New York, 2022  
Sogang University, 2022  
Seoul National University, 2023

#### **ACADEMIC JOURNAL REFEREE**

*American Economic Journal: Applied Economics, American Economic Review, Applied Economics, Economic Inquiry, Economic Journal, Economics of Governance, Empirical Economics, Information Economics and Policy, International Journal of Industrial Organization, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Journal of Cultural Economics, Journal of Economics & Management Strategy, Journal of Human Capital, Journal of Industrial Economics, Journal of Law and Economics, Journal of Media Economics, Journal of Urban Economics, Korean Economic Review, Management Science: Finance, Management Science: Marketing, RAND Journal of Economics, Real Estate Economics, Regional Science and Urban Economics, Review of Economics and Statistics, Quarterly Review of Economics and Finance*

#### **GRANT PROPOSAL REVIEW**

University of Illinois Campus Research Board proposal reviews  
National Science Foundation proposal reviews  
National Science Foundation Panel

#### **GRANTS RECEIVED**

Seung-Hyun Hong and Leonardo Rezende, Net Institute, Summer 2006  
George Deltas and Seung-Hyun Hong, Net Institute, Summer 2009  
Seung-Hyun Hong, Campus Research Board, Fall 2014

#### **HONORS AND RECOGNITIONS**

1994-1996 Undergraduate Scholarship, Korean Foundation for Advanced Studies  
1999 B.A. awarded Summa Cum Laude  
2000-2004 Graduate Fellowship, ILJU Foundation in Korea  
2004-2005 Stanford Institute of Economic Policy Research, Dissertation Fellowship  
2008 Best Paper Award at the 13<sup>th</sup> Asian Real Estate Society Annual Meeting

2019

Excellence in Teaching a PhD Field Course, Economics Graduate Student Association

### **TEACHING**

1. Empirical IO (graduate): Fall 2010-2011, 2013\*; Spring 2007-2009, 2015\*, 2019, 2020, 2021, 2023\*
  2. Economics of Innovation and Technology (undergraduate): Fall 2005-2006; Spring 2006-2007, 2010
  3. Industrial Competition and Monopoly (undergraduate): Fall 2008, 2010-2011; Spring 2009-2012
  4. Intro to Applied Econometrics (undergraduate): Fall 2012-2013, 2014; Spring 2013, 2015
  5. Economics of Digital Economy (undergraduate): Fall 2019, 2020, 2021; Spring 2020
- \* Included in the “List of Teachers Ranked as Excellent by Their Students”

### **UNIVERSITY/CAMPUS SERVICE**

Member, David Kinley Lecture Organizing Committee, 2005-2006  
Member, Junior Recruiting Committee, 2006-2007, 2013-2014, 2014-2015  
Member, Graduate Summer Research Award Committee, 2012  
Coordinator of Applied Microeconomics Workshop, 2006-2011  
Coordinator of Microeconomics Workshop, Fall 2010-2014, Spring 2013, 2015.  
Chair, 125th Anniversary Committee, 2021-2022  
Member, Capricious Grading Committee, 2021  
Member, Appeals Committee, 2021-2022  
Chair, MSPE Visitor Search Committee, 2021, 2022  
Chair, Senior Recruiting (Lemann Chair, Boltz Chair, Kinkead Chair) Search Committee, 2020-2022  
Chair, Junior Recruiting (Social Justice and Racial Equity) Search Committee, 2021-2022  
Chair, Recruiting Search Committee (Lemann Professorial Scholar in Brazilian Studies; Associate/Full Professor Open Areas; Assistant/Associate/Full Professor Micro & Macro Economics), 2022-2023  
Chair, MSPE Visitor Search Committee, 2023.  
Chair, Recruiting Search Committee (Associate/Full Professor Open Areas; Assistant/Associate/Full Professor IO & Macro Economics), 2023-2024

### **OTHER PROFESSIONAL SERVICE**

NSF/SBE representative to Graduate Research Fellowship Program, 2016, 2017, 2018.  
Coordinating Committee for NSF Research Traineeship Program, 2016, 2017, 2018 (received Certificate of Appreciation for outstanding service and service for 2017 NRT competition).  
NSF/SBE representative to Agency Priority Goals – DCL 16-067: Improving Graduate Student Preparedness for Entering the Workforce, Opportunities for Supplemental Support, 2017.  
NSF working group for Innovations at the Nexus of Food, Energy and Water Systems, 2016.

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