Jinkyong Choi

CONTACT INFORMATION
665 W 130th St, 9th Flooor, New York, NY, United States
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jc5901@columbia.edu

FACULTY REFERENCE
Prof. Jorge Guzman, Gantcher Associate Professor of Business, Columbia Business School

RESEARCH INTEREST
Entrepreneurship, Innovation, Artificial Intelligence, Government, Computational Social Science

EDUCATION

Columbia Business School SEP. 2022 - JUN. 2027(EXPECTED)
Ph.D of Business Management, Strategy group

University of Chicago SEP. 2020 - JUN. 2022
Master of Public Policy, Data and Analytics specialization
* Recipient of University of Chicago Merit Scholarship

Seoul National University MAR. 2012 - FEB. 2018
Bachelor of Arts

RESEARCH EXPERIENCE

Working Research Paper
(Title: Third Places and Neighborhood Entrepreneurship: Evidence from Starbucks Cafés)
**First Author, with Prof. Jorge Guzman and Prof. Mario Small*

We examine whether the introduction of Starbucks cafés into neighborhoods increases entrepreneurship by creating a "third place" that mobilizes local community relationships and social capital. Using a staggered difference-in-differences approach, we find that when a Starbucks opens in a census tract with no prior cafés, the number of startups increases by 8 percent (2 firms) on average, in the following years. Introducing other cafés had a smaller effect, and a second coffee shop had none. A partnership between Starbucks and Magic Johnson which focused on underprivileged neighborhoods produced larger effects.

Working Research Paper
(Title: Returns to Patenting and the Gender Innovation Gap)
**Solo Author*

The purpose of this paper is to show the gender gap in the returns to patenting. Using the United States Patent and Trademark Office(USPTO)'s inventor and patent data from 2015 to 2021, I find that a gender gap exists in patent quality, measured by citations received. The gender of an inventor was statistically significant in predicting the number of citations the inventor receives in five industries, while it had less impact on the number of patents the inventor holds. I also suggest patents invented by male inventors refer more to patents of their same gender, a tendency known as homophily. It signals that women inventors' returns on patenting could be lower than male inventors. In addition to providing a novel approach in explaining the gender gap in patenting, this research provides important implications for business administrators and policymakers who seek to improve the productivity of innovative activities by promoting gender equality.

Research Assistant SEP. 2020 - MAY. 2022
Prof. Luigi Zingales' group, George J. Stigler Center for the Study of the Economy and the State

- Conducted research on the relationship between corporate campaign contributions and US State Supreme Court decisions using Natural Language Processing (NLP) methods

PROFESSIONAL EXPERIENCE

Deputy Director MAY. 2018 – SEP. 2022
Innovation Planning Division, Korea Communications Commission (KCC), Gwacheon, Korea

- Led AI and Big Data policy research group, partnering with Google, IBM, Naver, Kakao, among others
- Implemented annual national panel survey program probing public views on AI and big data
- Established guidelines on consumer protection for mobile network service providers
- Managed KCC's R&D fund with a total value of over $3 million per year

Deputy Director SEP. 2017 - APR. 2018
Arrivals and Departures Planning Division, 2018 Olympic Games Committee, Gangneung, Korea

- Planned the arrivals and departure ground transportation strategy of 2018 PyeongChang Olympics
- Led the International Call Center, managing 20 staffs to coordinate the transportation of foreign clients

Research Intern SUMMER 2013
Accenture, Seoul, Korea

- Participated in investment valuation of the installation of 4G network equipment in Rwanda
- Collected and analyzed the information on Rwanda's telecommunications environment

HONORS AND AWARDS

Columbia Center for Political Economy Grant (Firms and Industrial Policy Idea Lab) JAN. 2024
(Project: Data Center and Regional Innovation/ Amount: $ 12,500)

Paul and Sandra Montrone Doctoral Fellowship OCT. 2022

Columbia Business School Doctoral Fellowship SEP. 2022

University of Chicago Merit Scholarship SEP. 2020

SNU Development Fund Scholarship SEP. 2019

Best Policy Innovation Award, Korea Communications Commission OCT. 2018
(Project: Applying mass-texting technology for scamming prevention)

Republic of Korea Grade 5 Public Official JUL. 2015
Ranked 4 out of 15,000 competitors for the Grade 5 Public Official Open Competitive Examination
* Passing this exam is equivalent to 25 years of seniority working from the bottom up

INVITED CONSORTIA

Southern Economic Association ASHE Presidential Session on Entrepreneurship OCT. 2023

Smith Entrepreneurship Research Conference Doctoral Consortium MAY. 2023

COMPLETED COURSEWORK

Introduction to Econometrics	COLUMBIA BUSINESS SCHOOL
Financial Economics: Panel Data	COLUMBIA BUSINESS SCHOOL
Research Methods	COLUMBIA BUSINESS SCHOOL
Industrial Organization	UNIVERSITY OF CHICAGO
Advanced Microeconomics	UNIVERSITY OF CHICAGO
Advanced Statistics	UNIVERSITY OF CHICAGO
Strategy	COLUMBIA BUSINESS SCHOOL
Advanced Strategy	COLUMBIA BUSINESS SCHOOL
Organization Theory	COLUMBIA BUSINESS SCHOOL
Natural Language Processing	COLUMBIA BUSINESS SCHOOL
Machine Learning	COLUMBIA BUSINESS SCHOOL
Organizational Behavior	COLUMBIA BUSINESS SCHOOL

SKILLS AND TECHNIQUES

Technical: Python, R, Stata, LaTeX

last update: Jan 23, 2024

Columbia Business School
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Jinkyong Choi
Ph.D. Candidate,
Columbia University, Management Division
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Dear NBER Entrepreneurship Bootcamp Admission Committee,

I am writing to express my interest in participating in the 2024 NBER Entrepreneurship Bootcamp. I am interested in studying the role of early decisions and the development of supportive environments in the long-term success of innovation-driven startups. I strongly believe that the NBER Entrepreneurship Bootcamp will help me develop my research ideas and sharpen my methodological skills, enabling me to contribute significantly to this important field of research.

My research interest is inspired by the gap between recommended best practices in practitioner literature and the real-world challenges faced by entrepreneurs. Practitioner guides often advocate for rapid strategic pivots to achieve market fit, as suggested by the 'lean startup' model (Ries, 2011). However, the significant resources and effort required for such pivots can be prohibitive for startups which are often resource constrained. Understanding that early decisions have a critical influence on a startup's trajectory, my goal is to identify the key initial choices affecting their growth. These could serve as guiding principles for early-stage startups, potentially reducing the costs of experimentation. Specifically, my research examines the influence of early partnership decisions on a startup's growth trajectory. In collaboration with Professor Lori Yue, I am studying how entrepreneurs' initial choices to engage with political venues affect the survival of startups in nascent industries. My insights on this topic are still developing, and I expect that participation in the NBER Entrepreneurship Bootcamp will be instrumental in refining them through interaction with diverse scholars in the entrepreneurship field.

Furthermore, I am interested in studying how supportive local environments facilitates the growth of local entrepreneurs. My co-authored work with Jorge Guzman and Mario Small, has found that the entry of Starbucks positively influences the formation of startups in the neighborhood. Moving forward, I aim to expand my research to examine the impact of strategic decisions made at state and national levels on cultivating entrepreneurial environments.

Overall, given my research interest, I believe the NBER Entrepreneurship bootcamp is a great opportunity for me to develop as an entrepreneurship scholar. I am eager to apply the insights gained to advance my research and engage in thought-provoking discussions with fellow participants. Ultimately, with the knowledge and experience I acquire from this bootcamp, I wish to become able to provide well-founded recommendations to both entrepreneurs and policymakers.

Thank you for considering my application.

Sincerely,

Jinkyong Choi

Columbia Business School
AT THE VERY CENTER OF BUSINESS™ | Management Division

Jorge Guzman
Gantcher Associate Professor of Management
www.jorgeguzman.co

Dear Colleagues,

I am writing to provide my strongest recommendation for Jin Choi's application to the NBER Entrepreneurship Boot Camp. Jin is a second-year student at Columbia's Management Division with whom I work closely. She came to us after a master's in public policy at U. Chicago, where she was an RA for Luigi Zingales, and several years as a high-ranking Korean public servant. Jin is currently developing an agenda in the economics of entrepreneurship and innovation. However, we only have one doctoral class on entrepreneurship at Columbia, and her knowledge of the field needs some firming up. Attending the boot camp would be impactful for her development, giving her the opportunity to 'meet the field' and understand the community to which I think she should (and will) aim to be part of. She is both a strong budding scholar, and a high ROI investment for the boot camp.

Jin has three projects on the economics of entrepreneurship and innovation.

The first, "Third Places and Neighborhood Entrepreneurship", is joint with myself and Mario Small (a colleague from Sociology). We are working towards a systematic understanding on how organizations allow local social capital to form, and in turn create local entrepreneurship. The importance of social networks has been widely documented in entrepreneurship research (particularly by Toby Stuart, Olav Sorenson, and Christian Catalini), and the focus specifically on neighborhood social capital is a booming area in economics, most closely associated with Raj Chetty and Nataniel Hendren. Building on an old idea in sociology on the importance of 'third places', we analyze how the entry of a new Starbucks coffee shop into neighborhoods impacts local entrepreneurship.

Jin's contributions to this project were initially the typical ones of a first-year student: getting data, some early analysis, and writing early drafts of the data section. But she quickly did more. After presenting our paper a couple of times, we realized we needed an additional identification strategy to reach the standard of proof some audience skeptics were looking for. Jin decided to manually do an exhaustive search of Starbucks that 'did not happen' by finding all planned openings that were rejected through community boards. This created a credible control group, elevating the empirical rigor of our findings which, I believe, will 'make the paper'. Developing a novel identification strategy can be a struggle even for advanced PhD students, and it is surprising she was able to do this so early in her program.

Jin's second and third projects do not have any faculty involvement, showcasing her independence and future potential.

The second project, with Angela Ryu, a 6th-year student at Columbia, is studying the impact of new data centers on local entrepreneurship and innovation. Data centers do not typically strike one as the most high-tech components of ecosystem, and may not seem particularly interesting to study at first glance. However, due to the CHIPS and Science Act, data centers (and more specifically the control of the data about American citizens) have become critical

Jorge Guzman
Gantcher Associate Professor of Management
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to national policy and national security. Together with semiconductor manufacturing, data center development is one of the biggest Federal industrial policies in the last decades, and the local impact on entrepreneurship and innovation is an important policy question. Jin and Angela wrote a compelling application for the Center for Industrial Policy at Columbia, headed by Suresh Naidu, and received a grant of $20,000. I am their faculty mentor. We talked a few days ago, and they are still finalizing their empirical design, but they have an interesting approach using local subsidies in the state of Virginia. I think this paper may develop quite well.

Finally, her third project is a solo project that is bit more of an infant stage but has promise. Jin hopes to study a classic entrepreneurial strategy question: how customer iteration allows startups to develop new and better product innovations. Customer iteration and learning is currently the hottest topic in entrepreneurial strategy, but current work by-and-large focuses on running information experiments to validate a hypothesis. Except for the new textbook by Joshua Gans and Scott Stern (and Erin Scott), it is fair to say very little strategy research studies how to manage different types of customers across their lifecycles, such as understanding how early adopters evolve across space and time. In contrast, the customer lifecycle remains one of the most fundamental frameworks of entrepreneurial practice. Jin has been looking for a compelling setting to study this phenomenon with the scientific rigor that is now characterizing her work. While she is yet to find it, she has been brainstorming for six months now, which makes me think this is not a passing idea and instead a nice project she will develop over time into a promising strategy contribution.

In summary, I think Jin is an exceptional student, and exactly the type of student that would benefit from being part of the NBER Entrepreneurship Boot Camp. She is clearly invested in developing a career in entrepreneurship research, and would have high ROI on her time at the boot camp to learn from several of the leaders in the field and attend the NBER meeting. I recommend her wholeheartedly and without reservation.

Please feel free to contact me should you have any questions.

Jorge A. Guzman

Professor Jorge Guzman
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