Ryuya Ko

2225 Speedway
Austin, TX, 78712

February 7, 2025

Dear Members of the Selection Committee:

I am writing to submit my application for the NBER Innovation Research Boot Camp 2025. Enclosed, please find my curriculum vitae and one-page essay outlining my current research, future plans, and motivation for joining the program. Please note that a recommendation letter from Kosuke Uetake at Yale University is being provided separately.

My background in empirical research has focused on understanding firm behavior under varied market conditions—from examining strategic decision-making in the airline industry to analyzing the optimal coupon strategy in e-commerce settings. These projects have not only sharpened my analytical skills but have also driven my growing interest in the innovation process. In particular, I am eager to explore how public and private funding schemes, such as Venture Capitals and the Small Business Innovation Research (SBIR) program, influence innovation incentives and market dynamics.

I believe that the Boot Camp will provide an exceptional environment to further refine my research agenda and to collaborate with leading scholars and peers in the field of innovation economics. I am excited by the opportunity to contribute my empirical perspective to discussions that can shape both academic debates and policy outcomes in this area.

Thank you for considering my application. I look forward to the possibility of contributing to and learning from the vibrant community at NBER.

Sincerely,

Ryuya Ko

Department of Economics

The University of Texas at Austin

Curriculum Vitae

Ryuya Ko

February 7, 2025

ryuya.ko@utexas.edu

Education

University of Texas at Austin
Ph.D. program in Economics — Sep 2022 – Present

University of Tokyo
M.A. in Economics — Mar 2022
B.A. in Economics — Mar 2020

Working Papers

1 Shrinkflation and Consumer Inattention

Best 2nd Year Paper Award at UT Austin

2 When to Target Customers? Retention Management using Dynamic Off-Policy Policy Learning (with Kosuke Uetake, Kohei Yata, and Ryosuke Okada)

3 Empirical Analysis of the Codeshare Effect on Airline Market Competition and Product Quality (with Hiroshi Ohashi)

4 Strategic Responses Under Increasing Uncertainty: Flight Cancellation Decisions by Domestic Airlines (with Hiroshi Ohashi)

Research Assistance

Professor Kosuke Uetake (Yale University School of Management) — 2021 – 2022

Professor Hiroshi Ohashi (University of Tokyo Department of Economics) — 2020 - 2022

Presentations

Air Transport Research Society World Conference, University of Antwerp (online) — 2022

Japan Economic Association (poster presentation) — 2022

Microeconomics Workshop, The University of Tokyo — 2022

GIS Association Conference, Tokyo Metropolitan University — 2018

Grants

Institute Fellowship, UT Austin — 2022 – 2027

Research Fellowship (DC1), Japan Society for the Promotion of Science — 2022

Grant for research on Covid-19 and Japanese economics Tokyo Center for Economic Research — 2021

Language

Languages: English (fluent), Japanese (native), Chinese (beginner)

Programming: R, MATLAB, Python, SQL, QGIS, C++

List of current and completed PhD courses

- First-Year courses: Microeconomics I/II; Macroeconomics I/II; Econometrics I/II; Mathematics for Economics
- Field courses: Industrial Organization; Structural Econometrics; Advanced econometrics; Game Theory; Empirical Operations Management (currently taking)

Pursuing Innovation Research: Motivations and Objectives for Boot Camp Participation

Ryuya Ko

February 6, 2025

My research thus far centered on analyzing firm behavior under specific market conditions, with a particular focus on how competitive environments and strategic considerations shape decision-making. I have examined issues such as code-sharing agreements in the oligopolistic airline industry and firms' shrinkflation strategies in response to consumer inattention. Also, studying the optimal coupon allocation problem of an e-commerce platform provided me with a unique opportunity to interact with the company engaging in the real-world technological development process.

These experiences have guided a natural evolution in my focus toward the innovation processthe very mechanism that underpins the competitive landscape I have studied. I am increasingly interested in understanding the drivers of innovation and the determinants of its success, as they form the very basis of the market environment I have been studying.

Looking ahead, I plan to empirically examine how public and private funding schemes influence innovation incentives. In particular, I aim to explore the Small Business Innovation Research (SBIR) program, a government initiative designed to support small-business R&D. By investigating its interplay with private equity and venture capital markets, I intend to analyze both crowding-out and crowding-in effects, as well as how these funding mechanisms ultimately affect market structure and product competition. This research has the potential to inform policy debates over the role of government in supporting innovation and the design of the funding schemes and financial environments.

Participation in the NBER Innovation Research Boot Camp would offer a unique opportunity to deepen my understanding of innovation economics. Engaging with leading researchers and peers will not only refine my research agenda but also foster collaborations that can amplify the impact of my work. I am eager to contribute to this dynamic field by leveraging my empirical background to address timely, policy-relevant questions in innovation research.

Yale SCHOOL OF MANAGEMENT

KOSUKE UETAKE
Professor of Marketing

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New Haven CT 06511

February 5, 2025

To whom it may concern:

I am writing to express my strongest recommendation for **Ryuya Ko**'s application to the NBER Innovation Research Bootcamp. Ryuya has worked with me initially as a research assistant on one project and later as a coauthor on subsequent projects. Throughout this time, we held regular meetings to discuss ongoing projects and his independent research endeavors. He possesses all the essential technical skills required for applied microeconomics, including econometrics, programming, data management, and project management.

More importantly, Ryuya is exceptionally creative in generating new research ideas—an ability that was recognized when he received the Best Second-Year Paper Award at UT Austin. I also find his research proposal for the bootcamp both compelling and timely, particularly in light of recent disruptions to government-funded projects at agencies such as NIH and NSF. His strong motivation and innovative approach make him an ideal candidate for further research in innovation.

I highly recommend that you give Ryuya serious consideration for the program. I am confident that the bootcamp will further strengthen his research capabilities in innovation. If you have any questions, please do not hesitate to contact me via email at kosuke.uetake@yale.edu.

Sincerely,

Kosuke Uetake

Professor of Marketing
Yale School of Management