SEONGIN HONG

CONTACT INFORMATION

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EDUCATION

University of Virginia, VA

Ph.D. in Economics — Aug 2023 - Current
Years of Enrollment: 4th year
Field of Interest: Industrial Organization, Digital Economy

Sogang University, Republic of Korea

M.A in Economics — Feb 2021 - Aug 2023
B.A in Economics — Feb 2014 - Feb 2021

LIST OF COURSES

University of Virginia

ECON 8170: Industrial Organization I	Instructor: Simon Anderson
ECON 8180: Industrial Organization II	Instructor: Federico Ciliberto
ECON 8310: Public Economics I	Instructor: Lee Lockwood
ECON 8710: Cross Section Econometrics	Instructor: Lidia Kosenkova
ECON 8730: Data-Rich Econometrics	Instructor: Denis Nekipelov
ECON 8745: Numerical Methods in Economics	Instructor: Eric Young

RESEARCH INTERESTS AND PROJECT

Research Interest

My research interest lies in the intersection of digital economies and empirical industrial organization. Using methods from industrial organization, I am interested in studying transaction frictions and the value of intermediation in a digital industry environment under a highly fragmented environment

Research Project

Title: Bilateral Frictions and Intermediation in the Online Display Advertising Market

Abstract: Across the digital economy, intermediaries facilitate trade by reducing the costs of connecting buyers and sellers, but their technological advantages may also confer market power. To study these forces in online display advertising, I propose a structural model in which heterogeneous advertisers and publishers establish direct relationships with selected partners and trade with other counterparties through intermediaries'

automated auctions. Channel choices and trading activity reflect bilateral relationship-building costs, recurring transaction costs, differences in trading opportunities, and the intermediary's advantage in matching counterparties. Using Nielsen Ad Intel data and auction data collected through Prebid.js, I examine the relative contributions of frictions on each side of the market, intermediary technology, and auction competition to the allocation of trade across channels and the observed market structure.

COMMITTEE MEMBERS

Simon Anderson, Alexander Mackay, Ahnaf Rafi