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 frictions, intermediation, and in a digital industry environment under a highly fragmented environment

Research Project

Title: Bilateral Frictions and Intermediation in the Online Advertising Market

Abstract: Intermediaries can facilitate trade without requiring separate relationships with every counterpart, yet firms still incur costs to establish direct relationships. In this study, I investigate how bilateral relationship-building costs and recurring transaction costs shape direct and intermediated trade in online advertising. I propose a framework

in which advertisers and publishers establish selected direct relationships and use intermediated channels with other counterparties that require high relationship-settlement costs. Differences in costs and trading opportunities can generate recurring activity alongside transaction channel choices. The study asks how advertiser and publisher activities across channels are affected by costs of relationship expansion and competition in intermediaries' auction systems.

COMMITTEE MEMBERS

Simon Anderson, Alexander Mackay, Ahnaf Rafi