Wonjoon Choi

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Research Interest

Industrial Organization, AI & Digital Economics, Empirical Market Design, Behavioral and Experimental Economics
Domain of Interest: Agentic Commerce, AI and Human Behavior, Competition in Digital Market, Applied Contract Theory and Digital Platform

Education

- **Ph.D. Massachusetts Institute of Technology (MIT)** *2025-Current*
  Sloan - Information Technology Group (Main Advisor: Prof. Alessandro Acquisti) Cambridge, MA
- **M.S. New York University (NYU)** *2023*
  Mathematics New York, NY
  - Accelerated Bachelors-Masters Scholar
- **B.A. New York University (NYU)** *2022*
  Mathematics & Economics New York, NY

Relevant Doctoral Coursework

Behavioral Economics, Algorithms and Behavioral Science, Market Design, Contract Theory, Industrial Organization, Organizational Economics, Econometrics, Microeconomics, Machine Learning, Economics of Information and Information Technology, Research Seminar in Information Technology and Organizations: Social Perspectives

Relevant Positions

- **Research Assistant (Prof. Alessandro Acquisti)** *2025-Current*
  MIT Sloan
- **Research Assistant (Prof. Alessandro Bonatti)** *2026-Current*
  MIT Sloan
- **Predoctoral Research Fellow (Prof. Tobias Salz, Prof. Juan Camillo Castillo, Prof. Leon Musolff)** *2023-2025*
  MIT Economics

Research in Progress

- **Online Advertising and Quality of News Exposure: Evidence from Online Field Experiment**
- **Personalized advertising and market competition: Evidence from Online Field Experiment**
- **Data market contract: Correlated Information, and Licensing Networks**
- **Retailer Access and AI-Generated Consideration Sets: Product Discovery, Offer Portability, and Competition**

TEACHING

- **Spring 2027 (Planned): 15.567 The economics of information: strategy, structure, and pricing**