BYOUNGHOON (BRADLEY) KOH

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EDUCATION

INSEAD Enrolment in 2023
PhD Candidate (Entrepreneurship Area)
Dissertation Committee: Vibha Gaba, Erdem Dogukan Yilmaz

Korea University
M.S. in Business Administration 2022
B.S in Business Administration, B.A in History 2020
Study Abroad, University of California, Berkeley 2017

RESEARCH INTERESTS

Entrepreneurship and Technology; Open-Source Innovation, Artificial Intelligence, Organizational Learning

DISSERTATION

Three Essays on Digital Technology and Entrepreneurial Learning

Chapter 1. **Koh, B.**, Yilmaz, D., Gaba, V. Beyond Open Participation: How Should Startups Collaborate in Open-Source Communities. *Preparing for submission to Organization Science*
Chapter 2. **Koh, B.** Startup's Experiential Learning in the Age of Generative AI. *Data collection completed*
Chapter 3. **Koh, B.** Algorithmic Information Environments and Entrepreneurial Strategy. *Design stage*

OTHER PROJECTS

Koh, B. High-Velocity Technological Development as Micro-shocks to Startup Innovation. *Data collection in progress*

RELEVANT COURSES

PhD Seminars: Foundations of Entrepreneurship (Balagopal Vissa, Henrich Greve) Empirical and Experimental Studies in Entrepreneurship (Chiara Spina) Foundations of Strategy and Organization (Gabriel Szulanski) Competitive Strategy (Phebo Wibbens) Organization Design (Phanish Puranam) Special Topics in Strategy (Hyunjin Kim, Victoria Sevcenko) Applied Microeconomics (Morten Bennedsen)

Methods: Econometrics A (Lin Tian) Econometrics B (Dylan Glover) Causal Methods and Machine Learning (Erdem Dogukan Yilmaz) Applications of Econometrics to Management (Phebo Wibbens) Probability & Statistics I A/B (Ilia Tsetlin, Georgina Hall) Computational Org Science (Chiara Spina, Henrich Greve) Research Methods (So Yeon Chun)

INVITED CONFERENCES, CONSORTIA, AND SYMPOSIA

Invited Presenter

Academy of Management Annual Meeting 2026, 2025, 2022, Strategic Management Society Annual Conference 2026, INSEAD Doriot Entrepreneurship Conference 2025, 2024

Organizer and Volunteer Roles

Organizer, AOM 2026 TIM Workshop on "Frontiers of AI as a Research Method."
Organizer, Wharton-INSEAD Doctoral Consortium 2026
Student Staff, Collective Impact Workshop, 2027

Statement of Purpose

Through the NBER Digital Economics and AI Tutorial, I would have the opportunity to learn directly from leading scholars conducting cutting-edge research on digital technologies and AI. These technologies are profoundly reshaping economies, businesses, and society, yet one of the greatest challenges I face as a junior researcher is identifying research questions that are both impactful and capable of making meaningful theoretical contributions. Hearing the views and perspectives of leading scholars, along with exchanging ideas with doctoral students who share an interest in these topics, would be particularly valuable. I believe these interactions will help me better discern which questions are worth pursuing and sharpen my dissertation research agenda.

Beyond learning from leading scholars, I also look forward to connecting with fellow participants and building an intellectual community that extends beyond the workshop. I would be particularly interested in learning about the research questions they pursue, the challenges they encounter, and the approaches they have taken to address them. I believe these exchanges would offer valuable perspectives on my own research, while also creating opportunities for continued discussions and potential collaborations.

By participating in the tutorial, I hope to actively contribute to discussions and engage with the research and ideas presented throughout the program. I intend to make the most of this opportunity by engaging deeply with the speakers' work and connecting with fellow participants. Through these exchanges, I hope to broaden my understanding of the digital economy and develop new insights that will help shape my dissertation research.

Dissertation Title: Three Essays on Digital Technology and Entrepreneurial Learning

Committee: Vibha Gaba, Erdem Dogukan Yilmaz

There is growing evidence that much of today's innovation originates from startups rather than established firms. Yet, as much as these firms shape innovation, they are also shaped by the innovations they create. Among these advances, digital technologies and artificial intelligence (AI) are particularly important because they lower the costs of acquiring information and accessing capabilities, allowing young firms to undertake activities that previously required substantial resources and specialized expertise.

This dissertation examines how young firms organize their activities, accumulate knowledge, and make strategic decisions in response to these technological advances. The first essay looks into how startups can organize best to benefit from knowledge and capabilities they do not control directly. Drawing on the organization design literature on decentralization, I consider when startups should let external contributors exercise the authority to evaluate and integrate externally generated contributions. In the second essay, I turn to the division of labor between generative AI (GenAI) and the startup workforce. I argue and show that although a substantial share of tasks can be allocated to GenAI, doing so may disrupt the formation of organizational routines, which becomes increasingly costly as startups scale and organizational complexity rises. Finally, in the third essay, I focus on how algorithmic recommendations shape the set of strategic alternatives considered by startups and influence their decision-making.

Studying these processes, however, presents several empirical challenges. The strategic decisions firms make when adopting and organizing around new technologies are often difficult to observe directly. Moreover, assessing the performance implications of these choices requires distinguishing their effects from the characteristics of the firms that make them.

To overcome these challenges, I draw on the rich data of firms' activities to examine how their organizational choices unfold over time. By combining several firm-level datasets such as PitchBook, Crunchbase, and Revelio, with detailed digital records from GitHub and the Wayback Machine, I reconstruct how startups organize their activities and evolve over time. For instance, I trace over 12.7 million pull requests across 6,649 software startups to examine how authority over product development is distributed within and beyond firm boundaries. I also develop an LLM-based classifier capable of detecting likely AI-generated code across 12 different programming languages, enabling the examination of how work is divided between humans and AI. To complement these observational approaches, I design a randomized field experiment that manipulates the information environment entrepreneurs are faced by leveraging digital tools such as Webmunk, allowing the isolation of the effects of algorithmic recommendations on their decisions. Taken together, my dissertation seeks to address challenging research questions with rigor and creative approaches in an attempt to advance our understanding of how emerging technologies reshape young firms strategy and performance.