

Jungwon Yeo

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Employment and Professional Affiliations

2024 –present	<i>Professor</i>	Department of Economics, Pusan National University (PNU), Pusan, South Korea
2020 –2023	<i>Associate Professor</i>	Department of Economics, Pusan National University (PNU), Pusan, South Korea
Spring 2019	<i>Visiting Scholar</i>	University of New South Wales (UNSW), Sydney, Australia
2010 –2018	<i>Assistant Professor</i>	School of Economics, Singapore Management University, (SMU), Singapore
Fall 2009	<i>Lecturer</i>	School of Economics, Singapore Management University (SMU), Singapore
2008 – 2009	<i>Instructor</i>	Department of Economics, University of Minnesota (UMN), Minneapolis, Minnesota.
2007 – 2008	<i>Teaching Assistant</i>	Department of Economics, University of Minnesota, Minneapolis, Minnesota.
Spring 2006	<i>Research Analyst</i>	Research Department, Federal Reserve Bank of Minneapolis
2005 – 2006	<i>Research Assistant</i>	Department of Economics, University of Minnesota, Minneapolis, Minnesota.

Education

Ph.D.	Economics	University of Minnesota, Minneapolis	2009
	<i>Ph.D. Dissertation: Two Essays on FCC Spectrum Auctions</i>		
	<i>Advisor: Patrick Bajari</i>		
M.A.	Economics	Sogang University, Seoul, Korea	2002
B.A.	Economics (<i>summa cum laude</i>)	Sogang University, Seoul, Korea	1999

Field of Concentration

Industrial Organization, Applied Microeconomics, Health Economics, Structural Estimation

Publications

- “An empirical analysis of shopping basket similarities across consumers,” 2024, *Applied Economics*, 56 (1)
- “Consumer Search and Price Adjustment: Evidence from the Distribution of Retail Gasoline Prices”, 2023, *Korean Journal of Industrial Organization (KJIO)*, 31 (4)
- “Intra-Household Peer Effects in Smartphone Adoption,” with Minjung Park, 2023, *International Economic Journal*, 37 (1)
- “The effect of product variety in multiproduct retail pricing: the case of supermarkets,” with Hyunchul Kim, 2023, *Applied Economics*, 55 (19)
- “The Rise of Niche Consumption: A Shopping Basket Similarity Approach,” 2022, *International Economic Journal*, 36 (4)
- “The Factors of Revenue-Sharing Contracts in Franchising: Evidence from the Korean Franchise Industry,” 2022, *International Economic Journal*, 36 (1)
- “The Consequences of a Public Health Insurance Option: Evidence from Medicare Part D,” with Daniel Miller (Clemson University, USA), 2019, *American Journal of Health Economics*, 5 (2)
- “Estimating Switching Costs with Market Share Data: An Application to Medicare Part D,” with Daniel Miller (Clemson University, USA), 2018, *International Journal of Industrial Organization*, Vol 61.
- “The Day of the Week Effects in Television Viewership and Primetime Television Scheduling,” 2017, *Review of Industrial Organization*, 51 (3)
- “Auction Design and Tacit Collusion in FCC Spectrum Auctions,” with Patrick Bajari, 2009, *Information Economics and Policy*, 21 (2)

Work in progress

- “Cross-subsidization Pricing by Multiproduct Retailers: Some Evidence from U.S. Scanner Data,” with Hyunchul Kim
- “Multistop Retail Shopping: An Empirical Analysis of Who and Why” with Minjung Park
- “Do consumers search more when prices rise?”

Unpublished manuscripts

- “Multiproduct Search and Retail Pricing: Some Empirical Results”, with Hyunchul Kim (Sungkyunkwan University, Seoul, Korea)
- “Estimation of Bidder Valuations in an FCC Spectrum Auction”

Teaching Experiences

- Post-graduate Courses: *Empirical Industrial Organization* (SMU); *Industrial Organization* (PNU); *Microeconomic Theory* (PNU)

- Undergraduate courses: *Empirical Industrial Economics* (SMU); *Introductory Economics* (SMU, PNU); *Principles of Microeconomics* (UMN, PNU); *Intermediate Microeconomics* (PNU); *Mathematics for Economics* (PNU); *Data Analysis for Business* (UNSW)

Honors, Fellowships, and Awards

Excellence in Teaching Award, Pusan National University, Pusan, Korea, 2021
Graduate School Summer Fellowship, University of Minnesota, Minneapolis, Minnesota, 2008
Samsung Lee Kun Hee Scholarship for Graduate Studies Abroad, 2003-2007
Fellowship for Graduate Study, Woon-Kyung Foundation, Seoul, Korea, 2000-2002
Brain Korea 21 Study Abroad Program Fellowship, Korea, 2001 Spring Semester

Conference and Seminar Presentations

50th Annual European Association for Research in Industrial Economics (EARIE) Conference, Rome, Italy, August 2023
2022 International Economic Journal Conference, Seoul, Korea, October 2022
Korean Women Economics Association (KWEA) Seminar Series, Korea, September 2020
44th Annual European Association for Research in Industrial Economics (EARIE) Conference, Maastricht, The Netherlands, August 2017
43rd Annual EARIE Conference, Lisbon, Portugal, August 2016
1st Asia Pacific Industrial Organization Society (APIOS) Conference, Melbourne, Australia, December 2016
Shanghai University of Finance and Economics, Shanghai, China, May 2016
41st EARIE Conference, Milan, Italy, August 2014
Nanyang Technological University, October 2011
38th Annual EARIE Conference, Stockholm, Sweden, August 2011
9th Annual International Industrial Organization Conference (IIOC), Boston, USA, April 2011
8th Annual IIOC; International Atlantic Economic Conference; Clemson University, 2010
Singapore Management University; Carnegie Mellon University; Bank of Canada; National University of Singapore; Sogang University, 2009

Computer Skills

Stata, Matlab, Python

Languages

English (fluent), Korean (native)

Nationality

South Korea