

YUNOK CHO

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Education

New York University, Stern School of Business

Ph.D. in Economics/Strategy, 2014 (expected)

Dissertation committee: Luís Cabral (chair), John Asker, Allan Collard-Wexler, Robert Salomon

Korea Advanced Institute of Science and Technology (KAIST)

M.S. in Management Engineering, 2009

Korea Advanced Institute of Science and Technology (KAIST)

M.S. in Electrical Engineering, 2003

Korea Advanced Institute of Science and Technology (KAIST)

B.S. in Electrical Engineering, 2001

Research in Progress

“The Liability of Foreignness, R&D Investment, and Productivity Growth” (Job market paper)

Abstract: This paper explores the dynamics of the liability of foreignness and its effect on investment decisions and performance of multinational corporations (MNCs). Comparing total factor productivity of plants located in home and foreign countries, I find that foreign plants experience lower productivity levels than home operations; however, the gap between the two groups narrows over time. I demonstrate that this dynamic pattern is attributed to changes in both the level and precision of information that MNCs possess. Foreign plants, suffering from a lack of information, start off at a lower productivity level than domestic counterparts. They narrow the initial performance gap by learning how to operate in the new business environment and by accumulating more knowledge. On the other hand, foreign plants, facing a high level of uncertainty, are less likely to invest in R&D in the early years. They increase R&D investment more gradually in response to the resolution of uncertainty, which leads to higher productivity growth over time. A theoretical model is provided to account for how uncertainty affects firm investment decision and productivity. Multivariate analysis using a matched sample of domestic and foreign plants that are owned by the same MNCs supports the existence of the two mechanisms, the time effect of acquiring more information and the R&D effect through an increase in R&D investment. I investigate the relative importance of them based on a counterfactual simulation method.

“Entry Mode, Ownership Structure, Survival Performance in Foreign Direct Investment” (work in progress)

Invited Conference and Consortia

International Industrial Organization Conference (IIOC), Boston, USA, 2011

“Technological Diversification, Core Technology Competence, and Firm Growth”

Consortium for Competitiveness and Cooperation (CCC) Colloquium for Doctoral Student Research,
Kauffman Foundation, Kansas City, 2013 March

“The Liability of Foreignness, R&D Investment, and Productivity Growth”

Annual NYU/Columbia Doctoral Conference, Columbia Business School, 2013 April

“The Liability of Foreignness, R&D Investment, and Productivity Growth”

Academy of Management BPS Dissertation Consortium, Orlando, 2013 August

Teaching Experience

Economic Tools for Strategy Research (TA) (Ph.D., NYU Stern 2012 spring)

Introduction to Microeconomics (Recitation Classes) (Undergraduate, NYU Stern 2013 spring)

Work Experience

Samsung Electronics, Korea, 2003-2007

Engineer, wireless communication standardization (3GPP RAN1, LTE)

Academic Service

Discussant: 9th International Industrial Organization Conference (IIOC). Boston, 2011

Reviewer: Strategic Management Journal

Honors and Fellowships

The Jules Bogen fellowship, 2013-2014

Leonard N. Stern School of Business Doctoral Fellowship, 2009-2013

National scholarship (Merit-based), 1997-2001, 2007-2009

Personal

Language: Korean (native), English (Fluent)

Programming Skills: C, C++, MATLAB, STATA, SAS

Citizenship: South Korea

References

Luís Cabral (*Dissertation Committee Chair*)

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Allan Collard-Wexler

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