

BOYOON CHANG

Ph.D. Candidate in Economics at the University of Oregon

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EDUCATION

University of Oregon	2024(Expected)
Ph.D. Candidate in Economics	Eugene, OR
General Assembly	2021
Software Engineering Immersive	Remote
University of Oregon	2020
M.S. in Economics	Eugene, OR
Korea University	2017
M.S. in Economics	Seoul, Korea
Korea University	2014
B.S. in Business Administration	Seoul, Korea

RESEARCH

Job Market Paper

"Why Firms Buy: Preemption and Acquisition Dynamic Games among Tech Giants"

Abstract: Digital markets often feature high market concentration and frequent acquisitions. Understanding the motives underlying these acquisitions strategies is therefore a first-order question for regulators and practitioners. I characterize tech firms' acquisition decisions as a dynamic game where a firm's action depends on the growing number of previous acquired targets by its competitors. Using the two-step estimator of Bajari, Benkard, and Levin (2007), I show that a company might opt to acquire not necessarily because it enhances its core strengths, but to preempt its rivals from gaining game-changing advantage, resulting in potentially a small set of big players (or "tech giants") participating and accelerating acquisition race. Empirically, I analyze acquisition records of the "big five" – Google, Amazon, Microsoft, Meta, and Apple – finding that preemptive motives explain a major share of their acquisition behaviors, sometimes overshadowing their internal motives of economies of scale.

Working Paper

"The Short-run Effects of Opening Mobile Payment System from the Evidence of South Korea"
(with Keaton Miller)

Publication

"Price and Output Elasticities of Energy Demand for Industrial Sectors in OECD Countries",
Sustainability 2019. 11(6), 1786. (with Sung Jin Kang, Tae Yong Jung)

Work in Progress

"Commission Rate and App Distribution Platform Competition"

Research Projects

"The 4th Industrial Revolution and Korean Energy Infrastructure", *ICT-based National Future Strategy: BIG STEP* 2017. National Information Society Agency (with Jisoon Lee, Sung Jin Kang, Suyi Kim, Joo-Seong Hwang, written in Korean)

"The 4th Industrial Revolution and New Climate Regime", National Economic Advisory Council. (Sung Jin Kang, Tae Yong Jung, Soojung Kim, Yong Jun Baek, written in Korean)

AWARDS, GRANTS, FELLOWSHIP

Graduate Teaching Fellowship, University of Oregon Economics Depart.	2019 - Present
Oregon Consumer Justice Award, University of Oregon School of Law, \$36K	2023 - 2024
Kleinsorge Summer Research Fellowship, University of Oregon Economics Depart.	2021
Research Assistant Scholarship, Korea University	2016
Brain Korea 21 (BK21) Plus Scholarship, Korea University	2016
Graduate School Administrative Assistant Scholarship, Korea University	2015

PRESENTATIONS

Consumer Protection Symposium (panelist) – Invited & Scheduled	2023
West Economic Association International (WEAI) Conference (presenter, discussant)	2022
UO Microeconomics Group (presenter, organizer)	2021
International Conference of the Association of Korean Economic Studies (presenter)	2018
8th Asia-Pacific Forum on Renewable Energy (presenter)	2017
UNESCO LAC Regional Office Donor Mapping (presenter)	2015

TEACHING EXPERIENCES

Instructor of Record

Issues in Industrial Organization (EC360)	Winter 2023
Intermediate Microeconomics Theory (EC311)	Fall 2023
Introduction to Econometrics (EC320)	Winter 2022

Teaching Assistant

Econometrics (EC425/525)	Spring 2022
Big Data in Economics (EC410/510)	Spring 2022
Introduction to Econometrics (EC320, EC421)	Fall 2021, Spring 2021, Fall 2020
Contemporary Economic Issues (EC101)	Fall 2019

ACADEMIC SERVICES

UO Graduate Student Microeconomics Group Organizer	2021-2022
The Association of Korean Economic Studies, Secretariat Assistant	2016

RELEVANT EXPERIENCES

Graduate Employee University of Oregon	<i>OR</i> 2019-Present
Research Associate Lee & Ko Law Firm, Capital Economic Consulting Group	<i>Korea</i> 2017-2019
Intern UNESCO Regional Office for Sciences in LAC	<i>Uruguay</i> 2015
Intern Arthur D.Little Consulting Firm	<i>Korea</i> 2011
Intern Institutional Shareholder Service	<i>Australia</i> 2011

SKILLS

Programming Languages: R, Julia, STATA, PostgreSQL, SQL, Javascript, CSS, HTML, Python
Languages: English (fluent), Korean (native)

REFERENCES

Dr. Keaton Miller
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