

UCLA Department of Economics
P.O.Box 951477
Los Angeles, CA 90095-1477
Tel: (310) 825-1011

Placement Director:
Professor Lee E. Ohanian
Tel: (310) 825-0979
ohanian@econ.ucla.edu

YONG HYEON YANG

310-980-2073
econyang@ucla.edu

EDUCATION

Expected Jun. 2011	Ph.D in Economics, UCLA.
Sep. 2008	C.Phil. in Economics, UCLA.
Mar. 2008	M.A. in Economics, UCLA.
Feb. 2002	M.A. in Economics, Seoul National University.
Feb. 2000	B.A. in Economics, Seoul National University.

AWARDS AND FELLOWSHIPS

Jun. 2010 - Sep. 2010	The Research Assistantship Award, UCLA.
Apr. 2010 - Jun. 2010	The UCLA Pauley Fellowship.
Jul. 2009 - Mar. 2010	The Research Assistantship Award, UCLA.
Sep. 2007 - Jun. 2009	The Teaching Assistantship Appointment Award, UCLA.
Sep. 2008	The Departmental Progress Award, UCLA.
Jul. 2008 - Aug. 2008	The Research Assistantship Award, UCLA.
Jul. 2008	Pass with Honors for the Qualifying Exam in Industrial Organization.
Sep. 2007	The Departmental Excellence Award and the Departmental Progress Award, UCLA.
Jul. 2007	Pass with Honors for the Preliminary Exams in Microeconomics and Macroeconomics.
Sep. 2002 - Feb. 2003	The Scholarship for Distinguished Students, Kwanjeong Educational Foundation.
Sep. 2000 - Aug. 2002	The Teaching Assistantship, Seoul National University.
Mar. 1998 - Aug. 1998	The Departmental Full Tuition Scholarship, Seoul National University.

DISSERTATION

Title: "Essays on the Structural Estimation in the Industrial Organization"

Committee: Daniel Akerberg (co-chair), Rosa Matzkin (co-chair), Moshe Buchinsky, Raphael Thomadsen

FIELDS

Industrial Organization, Applied Econometrics, Econometrics

WORKING PAPERS**“Identification of Consumer Switching Behavior with Market Level Data” (Job Market Paper)**

Abstract: Switching costs and the persistence of idiosyncratic preference influence switching behavior of consumers. This paper provides theorems identifying those switching factors using churn rates observed at the market level, which are defined as the rate at which users of a product switch out in the next period. Nonparametric methods are employed to investigate what can be identified about each switching factor from churn rates. Transition in idiosyncratic preference shocks is fully identified, and time-varying product-dependent switching costs are identified. Moreover, the underlying utility function is nonparametrically identified throughout the paper. These results imply that consistent estimation is possible without individual level data. I estimate demand for the U.S. mobile phone service, which illustrates that excluding substantial switching costs from a model may lead to inconsistent estimation.

“Network Externalities and Consumer Switching Behavior in the Mobile Phone Service Industry”
(in progress)

“A Theory of the Large Shareholder and the Stock Price”
(in progress with Sonku Kim)

RESEARCH EXPERIENCE

Jun. 2008 - Present	Research Assistant for Professor Rosa Matzkin, UCLA.
Feb. 2009 - Present	Research Assistant for Professors Lynne Zucker and Michael Darby, UCLA.
May 2008	Research Assistant for Professor Jinyong Hahn, UCLA.
Jan. 2007	Research Assistant for Professor John Riley, UCLA.
Jul. 2004 - Jun. 2006	Research Associate at the Research Institute of Defense Economy, Korea Army Academy at Yeongcheon.
Oct. 2002 - Feb. 2003	Research Assistant at the Faculty of Liberal Education, Seoul National University.
Jul. 2002 - Feb. 2003	Research Assistant at the Center for Corporation Competitiveness, Seoul National University.
Mar. 2002 - Dec. 2002	Research Assistant at the Research Forum of Telecommunication sponsored by the KTF Inc., and the Korean Association for Telecommunication Policies.
Jan. 2001 - Feb. 2001	Research Assistant at the Korean Economic Association.

TEACHING EXPERIENCE

Summer 2010	Lecturer, Department of Economics, UCLA. Course: Microeconomic Theory.
Summer 2009	Lecturer, Department of Economics, UCLA. Course: Monopoly and Competition.
Sep. 2007 - Jun. 2009	Teaching Assistant, Department of Economics, UCLA. Courses: Probability and Statistics for Econometrics (graduate), Introduction to Econometrics: Systems Models (graduate), and Microeconomic Theory.
Jul. 2003 - Jun. 2006	Full Time Lecturer, Department of Economics, Korea Army Academy at Yeongcheon.

Courses: Mathematical Economics, Public Economics, Intermediate Microeconomics, and Principles of Economics.

Sep. 2000 - Feb. 2003 Teaching Assistant, Department of Economics, Seoul National University.

Courses: Studies in Microeconomics (graduate), Intermediate Microeconomics, Mathematics for Economist, and Introduction to International Economics.

OTHER SKILLS

Good at MATLAB and STATA.

Medium level user of PERL.

Fluent in English, Native in Korean, Read Japanese.

REFERENCES

Daniel Akerberg, co-chair

Kempf Professor of Economics, University of Michigan
(734) 764-2357

611 Tappan, 335A Lorch Hall
Ann Arbor, MI 48109-1220
akerber@umich.edu

Rosa Matzkin, co-chair

Charles E. Davidson Professor of Economics, UCLA
(310) 825-7371

Bunche Hall 8349
Los Angeles, CA 90095-1477
matzkin@econ.ucla.edu

Moshe Buchinsky

Professor, Economics, UCLA
(310) 206-9665

Bunche Hall 8373
Los Angeles, CA 90095-1477
buchinsky@econ.ucla.edu