

# HONG LEE

Department of Business Economics & Public Policy  
Kelley School of Business  
Indiana University Bloomington

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## Education

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### Indiana University - Bloomington

*Ph.D.* in Business Economics and Public Policy 2025

### Sungkyunkwan University

*M.A.* in Economics 2019

*B.A.* in Global Economics (*Summa Cum Laude*) 2016

## Research Interest

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Industrial Organization, Applied Microeconomics, Antitrust Economics, Economics of Digitization

## Job Market Paper

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### Market Dominance Transition and Resale Value Effect of Secondary Market

The significant growth of the resale market has captured the interest of major multinational corporations. However, little is known about how these firms leverage their dominance in the primary market to influence the secondary market. To address this gap, I utilize a quasi-experimental policy change within South Korea's automobile industry and develop a structural dynamic model of consumer demand. Contrary to conventional wisdom, which suggests that the secondary market cripples primary-market sellers, I present evidence that the positive impact of resale value surpasses the cannibalization effect. Consequently, firms can benefit from fostering a thriving secondhand market.

## Publications

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- (1) Kim, J., **Lee, H.**, & Park, M. S. (2023) Estimating the Consumer Welfare of Online Legal Consultant Platform. Forthcoming at *KDI Journal of Economic Policy*

## Working Papers

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- (1) **Lee, H.**, Lee, J. H., Prince, J. & Simon, D. (2023) Collusive Coordination of Joint Ventures in the U.S. International Airline Market. Model completed - estimation ongoing.
- (2) **Lee, H.**, & Park, M. S. (2023) Quality Signaling and Cold-Start Problem. Estimation completed - writing the first draft.
- (3) Ho, C. Y., **Lee, H.**, & Lee, J. H. (2023) Anticompetitive Effects of Interlocking Equity Ownership. Idea build-up.

## Teaching

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## Indiana University - Bloomington

Instructor, Business, Government and Society Course evaluation rating: x.xx/7 (Department mean: x.x/7)	Summer 2023
Instructor, Business, Government and Society Course evaluation rating: 6.67/7 (Department mean: 6.3/7)	Summer 2022
Instructor, Business, Government and Society Course evaluation rating: 6.45/7 (Department mean: 6.3/7)	Summer 2021

## Sungkyunkwan University

Teaching Assistant, Econometrics (Prof. Minsoo Park)	Spring 2018
Teaching Assistant, Econometrics (Prof. Minsoo Park)	Fall 2017
Teaching Assistant, Intermediate Microeconomics Theory (Prof. Chamna Yoon)	Spring 2017
Teaching Assistant, Introduction to Microeconomics (Prof. Heejoon Kang)	Fall 2016

## Grants & Fellowships

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Kelley School of Business Research Data Funding, <i>Indiana University Bloomington</i>	2023
Research Travel Grant, <i>Indiana University Bloomington</i>	2023
CIBER Research Grant, <i>Indiana University Bloomington</i>	2022
School of International Services (SIS) Fellowship, <i>Indiana University Bloomington</i>	2022
Dean's Fellowship, <i>Indiana University Bloomington</i>	2019 - 2020
Doctoral Dissertation Fellowship, <i>Indiana University Bloomington</i>	2019 - 2024
Graduate School Fellowship, <i>Sungkyunkwan University</i> , Seoul, Korea	2016 - 2018
Best Paper Award, <i>Market Economic Research Institute (MERI)</i> , Seoul, Korea	2014
Full Scholarship, <i>Samsung Electronics Co. (SEC)</i> , Seoul, Korea	2010 - 2016

## Professional Activities

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A Court Appointed Appraiser in Antitrust Litigation of Bid-rigging Case <i>Suwon Local Court</i>	2018
Econometric Analysis of Estimating the Damages in Construction Bid-rigging Cases <i>Construction Association of Korea</i>	2017 - 2018

## Personal

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Software & Tools	Python, Matlab, Stata, R, L <sup>A</sup> T <sub>E</sub> X
Languages	Korean (Native), English (Fluent)
Citizenship	South Korea

## References

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<b>Jeffrey T. Prince (Chair)</b> Professor Business Economics & Public Policy Kelley School of Business Indiana University	<b>Michael R. Baye</b> Professor Business Economics & Public Policy Kelley School of Business Indiana University
<b>R. Andrew Butters</b> Associate Professor Business Economics & Public Policy Kelley School of Business Indiana University	<b>Boyoung Seo</b> Assistant Professor Business Economics & Public Policy Kelley School of Business Indiana University