

Jen (Jae Eun) Choi

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ACADEMIC POSITION

University of Michigan, Ann Arbor, MI 2022 - Present
Assistant Professor of Accounting
Paton & Drebin Faculty Fellow

EDUCATION

Emory University, Atlanta, GA 2022
Ph.D. in Accounting

Seoul National University, Seoul, Korea 2017
Master of Science in Accounting

Korea University, Seoul, Korea 2015
Bachelor of Business Administration and Financial Engineering, Summa Cum Laude

ESADE, Barcelona, Spain 2013

RESEARCH

Published paper:

- [1] Carter, M., Choi, J., Sedatole, K. (2021) The Effect of Supplier Industry Competition on Pay-for Performance Incentive Intensity. *Journal of Accounting and Economics*, 71(2-3), 101389

Working papers:

- [2] Choi, J. (2025) Sales-based CEO Incentives and Their Effect across the Supply Chain (Dissertation)
- 2024 winner of the *AAA Competitive Manuscript Award*
 - Minor revision at *The Accounting Review*
 - Received funding from the IMA Doctoral Scholars Program (Stage 3)
- [3] Carter, M., Choi, J., Sedatole, K. (2025) Customer RPE: Using Customer Performance to Filter Noise Out of CEO Incentive Contracts
- Submitted for 3rd round at *The Accounting Review*
 - Developed from second-year summer paper at Emory University
 - Received funding from the IMA Doctoral Scholars Program (Stage 2)
- [4] Choi, J., Forker, E., Grabner, I., Sedatole, K. (2026) The Role of the Human in the Loop: The Case of Franchise Agency Costs in Product Assortment Planning with Predictive Analytics
- Submitted to the *Journal of Accounting Research*
 - Received £30,000 CIMA research grant (Topic: Contemporary Developments in Technology)
- [5] Bae, S., Choi, J., Kim, J. (2025) The Influence of Customer Innovation on Supplier Contract Adjustments
- Reject with an opportunity of resubmission at the *Journal of Accounting and Economics*
- [6] Choi, J., Oh, H., Suk, I (2026) Compensation Contracting Under the Relevance-Reliability Tradeoff
- Submitted to *The Accounting Review*
- [7] Choi, J., Kim, G., Yoon, R. (2026) After-tax Incentive Distortion: The Effect of Personal Income and Capital Gains Tax on Managerial Horizon
- Presented at 2026 MAS and FARS Midyear Meetings

Work-in-progress:

- [8] Choi, J., Kwon, S., Shin, J. Aiming to Beat Expectations: Revenue Target Setting of Growth Firms
[9] Balakrishnan, R, Choi, J. The Effect of Sales-based CEO Incentive on Cost Structure

Practice or media journal articles:

- [10] Choi, J., Forker, E., Grabner, I., Sedatole, K. (2024) How human intervention can improve predictive analytics' performance. *Financial Management*
[11] Choi, J., Forker, E., Grabner, I., Sedatole, K. (2023) Predictive Analytics--Should there be a "human in the loop"? *CIMA Research Executive Summary* 19(5)

TEACHING EXPERIENCE

Instructor:

Managerial Accounting (Undergraduate), University of Michigan *Winter 2023 - Present*

Teaching Associateship:

Data Analytics for Financial Business Decisions (Undergraduate), Emory University *Fall 2020*

- Participated in developing course materials (This was the first data analytics course in the department)
- Taught a class session on data-driven forecasting using Python

Teaching Assistantships:

Managerial Accounting (Undergraduate), Emory University *Spring 2020*

Managerial Accounting (MBA), Emory University *Summer 2019*

Managerial Accounting (Master), Seoul National University *Fall 2016*

Managerial Accounting (Undergraduate), Seoul National University *Spring 2016*

Principles of Accounting (Undergraduate), Korea University *Fall 2014*

Other Teaching experience:

Instructor (Volunteer work of 110 hours), Keonguk High School, Japan *Summer of 2011 and 2012*

Instructor (Volunteer work of 30 hours), World Vision Korea *Summer of 2011 and 2012*

ACADEMIC SERVICE

Editorial Advisory and Review Board:

Journal of Management Accounting Research, Management Accounting Association of Korea *2024 -2026*

Best Paper Selection Committee, Track Chair at AAA *2026*

Ad-hoc reviewer: The Accounting Review, Management Science, Contemporary Accounting Research, Review of Accounting Studies, Production and Operations Management, Journal of Management Accounting Research, Management Accounting Research, British Accounting Review, European Accounting Review

Organizer, Kapnick Accounting Spring Conference *2022*

Moderator, Asia Business Conference *2022 - 2026*

- Facilitated discussion between students and corporate executives

HONORS AND AWARDS

Woodruff Fellowship – The highest accolade at Emory University *2017-2022*

(Awarded to around twenty incoming PhD students in each year across the university)

Sheth Fellowship – Goizueta Business School, Emory University *2020*

Scholarship – Korea University Alumni Association of the Southeastern USA *2019*

National Research Grant – Korea Student Aid Foundation *2016*

Academic Excellence Award for all semesters at Korea University *2011-2015*

INVITED PRESENTATIONS (EXCLUDING DISCUSSIONS)

Hosmer Lunch Series at Michigan	2026
AAA FARS Midyear Meeting	2026
AAA MAS Midyear Meeting	2026
Global Business and Comparative Corporate Governance Research Conference at Michigan	2025
Yonsei University	2025
Korea University	2025
Eastern Finance Association Annual Meeting	2025
mEmory Conference at Emory	2025
Brazil Accounting Research Conference	2024
Duke-UNC Fall Camp	2024
National University of Singapore Accounting Symposium	2024
Emerging Management Scholars Symposium at UIUC	2024
Kapnick Accounting Spring Conference at University of Michigan	2023
Korean American Accounting Professors Association	2022
Arizona State University	2022
Boston College	2022
Chinese University of Hong Kong	2022
GMARS	2022
HARC	2022
Harvard Business School	2022
London School of Economics	2022
Korea University	2022
Indiana University	2022
AAA MAS Midyear Meeting	2022
University of Iowa	2022
University of British Columbia	2022
University of Michigan	2022
University of Texas at Arlington	2022
Seoul National University	2022
Texas A&M University	2022
CAAA Annual Conference	2021
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium	2021
EIASM Conference on Performance Measurement and Management Control	2021
AAA FARS Midyear Meeting	2021
AAA MAS Midyear Meeting	2021
AAA Annual Meeting	2020
AAA FARS Midyear Meeting	2020
GMARS	2019
Graduate Accounting Research Conference at Emory	2019
AAA MAS Midyear Meeting	2019
AAA MAS Midyear Meeting	2017
Korean Accounting Association Annual Winter Conference	2017

OTHER WORK EXPERIENCE

LG Electronics, Spain	<i>Summer 2014</i>
IBM, Korea	<i>Winter 2013</i>
Poongsan, Korea	<i>Summer 2013</i>