

Jen (Jae Eun) Choi

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ACADEMIC POSITION

University of Michigan, Ann Arbor, MI 2022 - Present
Assistant Professor of Accounting

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
Korea University exchange student program

RESEARCH

Published paper:

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

Working papers:

- [2] Choi, J. (2024) Sales-based CEO Incentive and Its Effect across the Supply Chain (Dissertation)
▪ *Status:* Preparing for submission
▪ Received funding from the IMA Doctoral Scholars Program (Stage 3)
- [3] Carter, M., Choi, J., Sedatole, K. (2023) Customer RPE: Using Customer Performance to Filter Noise Out of CEO Incentive Contracts
▪ *Status:* Revising for 2nd round submission to *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. (2024) The Role of the Human in the Loop: The Case of Franchise Agency Costs in Product Assortment Planning with Predictive Analytics
▪ Received £30,000 CIMA research grant (Topic: Contemporary Developments in Technology)

Work-in-progress:

- [5] Choi, J., Kwon, S., Shin, J. Aiming to Beat Expectations: Revenue Target Setting of Growth Firms
[6] Choi, J., Kim, G., Yoon, R. After-tax Incentive Distortion: the Effect of Personal Income and Capital Gains Tax on Managerial Horizon
[7] Balakrishnan, R., Choi, J., Kama, I. The Effect of Sales-based CEO Incentive on Cost Structure

TEACHING EXPERIENCE

Instructor:

Managerial Accounting (Undergraduate), University of Michigan *Winter 2023*
▪ Instructor rating (4.5/5, 4.7/5)

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 Trainings:

Goizueta Teaching Academy, Emory University *Summer 2020*

The Teaching Assistant Training and Teaching Opportunity, Emory University *Summer 2019*

OTHER TEACHING EXPERIENCE

Teacher (Volunteer work), Keonguk High School, Japan *Summer of 2011 and 2012*

- Certified record of 110 hours

Teacher (Volunteer work), World Vision Korea *Summer of 2011 and 2012*

- Certified record of 30 hours

HONORS AND AWARDS

FARS Excellence in Reviewing Award *2022*

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*

PRESENTATIONS

Brazil Accounting Research Conference (Scheduled) *2024*

National University of Singapore Accounting Symposium (Scheduled) *2024*

Emerging Management Scholars Symposium (UIUC) *2024*

Kapnick Accounting Spring Conference *2023*

KAAPA Brownbag *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*

April 2024

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 CONFERENCE PARTICIPATIONS

Asia Business Conference (Moderator for student organized conference at Ross)	2024
Asia Business Conference (Moderator for student organized conference at Ross)	2023
Kapnick Accounting Spring Conference (Organizer)	2023
AAA MAS Midyear Meeting (Discussant)	2022
HARC (Discussant)	2022
CAAA Annual Conference (Discussant)	2021
EIASM Conference on Performance Measurement and Management Control (Discussant)	2021
AAA Annual Meeting (Discussant)	2020
Graduate Accounting Research Conference at Emory (Organizer and discussant)	2019

ACADEMIC SERVICE

Ad-hoc reviewer: *Management Science, Review of Accounting Studies, Production and Operations Management, Journal of Management Accounting Research, Management Accounting Research*

OTHER WORK EXPERIENCE

LG Electronics, Spain	<i>Summer 2014</i>
Global sales management division intern	
IBM, Korea	<i>Winter 2013</i>
STG Group intern	
Poongsan, Korea	<i>Summer 2013</i>
Raw material purchasing department intern	

LANGUAGE

English, Korean, Spanish (Intermediate; DELE Level B2)