

Iris SooJin Park

CONTACT INFORMATION

Wisconsin School of Business
University of Wisconsin - Madison
Room 4260, Grainger Hall
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EDUCATION

University of Wisconsin – Madison

Ph.D. Candidate, Risk Management and Insurance, 2026 (expected)

B.A., Economics with Mathematical Emphasis (Honors), 2021

B.A., Mathematics, 2021

RESEARCH INTERESTS

Public Economics, Behavioral and Experimental Economics

PUBLICATION

Park, S., & Deller, S. (2021). Effect of farm structure on rural community well-being. *Journal of Rural Studies*, 87, 300-313.

WORKS IN PROGRESS

- “Older Americans and Life Insurance: Rationalizing Demand and Understanding Payout Utilization Among Surviving Spouses” with Tyler Welch
- “The Impact of a Visual Decision Aid on HDHP Enrollment and Subsequent Healthcare Access in a State Group Health Insurance Program” with Justin Sydnor and Ayna Samek
- “The Impact of Increase in Deductible on Health Care Utilization” with Justin Sydnor

TEACHING EXPERIENCE

2024 Spring Teaching Assistant, Business Analytics II

2021-2023 Teaching Assistant (Fall–Spring), Business Analytics II

POLICY REPORTS & OTHER WRITING

2021 Media coverage: “Research: Is Bigger Better? Farm Size and Community Well-Being.” *The Daily Younger*

2019 Updated “Healthcare Industry Cluster” *Madison Region Economic Partnership Sector Abstracts*

RESEARCH EXPERIENCE

2023-Present Project Assistant for Prof. Justin Sydnor
2022 Summer Research Assistant for Prof. Justin Sydnor
2019-2021 Research Assistant for Prof. Steven Deller
Agricultural and Applied Economics, University of Wisconsin – Madison
2020 Data Analyst and Research Intern
Madison Region Economic Partnership
2019 Research Assistant
Korea Research Institute for Human Settlements (KRIHS)

HONORS AND AWARDS

August 2024 Travel Award – Wisconsin School of Business
August 2024 Student Research Grants Competition - Conference Presentation Funds
2021-2024 Wisconsin School of Business Graduate Scholarship
2017-2021 University of Wisconsin – Madison Dean’s Honors List
2021 Trewartha Senior Honors Thesis Research Award
2020 Hilldale Undergraduate/Faculty Research Fellowships

PRESENTATIONS

2024 American Risk and Insurance Association *2024 Annual Meeting*, Denver, CO.
2021 *Southern Regional Science Association 60th Annual Meeting*, Virtual
2021 Undergraduate Symposium 2021, Virtual

REVIEWER SERVICE: Journal of Risk and Insurance

SERVICE

2024-Present Committee Member of PhD Student Committee on Inclusion, Wisconsin School of Business
2021-2022 Outreach Assistant, Journal of Risk and Insurance

MEMBERSHIPS:

2024-Present Member, American Risk and Insurance Association
2019-Present Member, American Economic Association

OTHER

Citizenship South Korea
Languages English (fluent), Korean (native), Mandarin (intermediate)
Technical Stata, Python, R