

Don Noh

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LSK 5056, Hong Kong University of Science and Technology, Clear Water Bay

Employment

2023 – **Hong Kong University of Science and Technology**
Assistant Professor of Finance

Education

2017 – 2023 **Princeton University**
PhD in Economics
Graduate Certificate in Statistics and Machine Learning

2010 – 2017 **University of Pennsylvania**
BS in Economics, *summa cum laude*, Wharton School
BAS in Computer Science, *summa cum laude*, School of Engineering and Applied Science

Research Areas

Asset Pricing, Behavioral Finance

Working Papers

- **Green Price Pressure**
(with Xicheng Li, Simon Oh, Sean Shin, and Jihong Song)
- **Retail Ebb and Flow and the Overnight–Intraday Return Gap**
(with Yongkil Ahn, Alfred Fan, and Stella Park)
- **Baskets Full of Cash: Primary Market Frictions and the Performance of Active Bond ETFs**
(with Yuet Ning Chau, John Kuong, and Sean Shin)
- **How Investors Pick Stocks: Global Evidence from 1,540 AI-Driven Field Interviews**
(with Byoung-Hyoun Hwang and Sean Shin)

Work in Progress

- **For Whom the Trading Pauses**
(with Yongkil Ahn and Hyun-Soo Choi)
- **Shrinking Pension Funds and Asset Devaluation Risk: Evidence from South Korea**
(with Francisco Cabezon and Jiwon Lee)

Grants and Awards

Fellowships and Grants (*: awarded as a collaborator)

2025 SBM Strategic Fund for Futuristic Business Research (HKD 900K), HKUST Business School
2024 Hong Kong RGC ECS Grant (HKD 470K), Hong Kong Research Grants Council
2022 Singapore Ministry of Education Research Grant (SGD 30K)^{*}, Singapore Management University
2020 University of Chicago Macro Finance Summer Session for Young Scholars, University of Chicago
2017 – 2023 Graduate Fellowship, Princeton University
2013 Social Impact Research Experience Grant (USD 3K), University of Pennsylvania

Awards and Honors

2022 Graduate School Teaching Award, Princeton University
2020 Dissertation Award, Conference on Asia-Pacific Financial Markets
2012 Wharton Research Scholars, University of Pennsylvania

Professional Activities

Invited Presentations (*: presentations by coauthors; including scheduled)

2026	Consortium on Digital Economy
2025	Sogang University, HKUST-SUFE Joint Workshop, APAD, Korean SFR, KAIST
2024	HARC*, AFA*, MFA*, SGF*, Sungkyunkwan Business School, FMA, Yonsei University, CAFM
2023	HKUST, NUS, AsianFA, SoFiE*, APAD, Korean SFR*, HK Joint Finance Workshop, CAFM, HEC-HKUST Sustainable Finance Conference, AFBC
2022	Princeton Finance Student Workshop
2021	AFA PhD Poster Session*
2020	Princeton Finance Student Workshop, University of Chicago MFR Summer Workshop, CAFM

Discussions

2025	Global AI Finance Research Conference, Asia-Pacific Corporate Finance Online Workshop, FIRS, HK Conference for Fintech, AI, and Big Data in Business
2024	FMA, SFS Cavalcade Asia-Pacific
2023	CICF, AsianFA, KFA Young Scholar Workshop, AFBC

Conference Reviews

HKUST Finance Symposium 2026, Global AI Finance Research Conference 2025

Refereeing

Journal of Finance, Management Science, Pacific-Basin Finance Journal, Asia-Pacific Journal of Financial Studies

Teaching

Instructor

HKUST	FINA3103: Intermediate Investments (2024S, 2025S, 2026S)
	FINA4713: AI and Big Data in Finance (2026S)

Teaching Assistant

Princeton	ECO101: Introduction to Microeconomics (2018S)
	ECO362: Investments (2019F, 2020F)
UPenn	FNCE203: Intermediate Corporate Finance (2014S)
	FNCE101: Global.. (2019F, 2020F)

Other Experience

2014 – 2016	Military Service for the Korean Augmentation to the US Army
2020	Research Assistant for Professor Markus Brunnermeier
2019	Research Assistant for Professor Motohiro Yogo
2016	Research Assistant for Professor Nikolai Roussanov
2012	Research Assistant for Professor Christian Opp

Languages

Korean, English