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Professor Choi's current work focuses on the intersection of business and technology, encompassing AI, data science, business analytics, management consulting, innovation, and business ethics; he is co-teaching HKUST's new undergraduate common core course on understanding and leveraging AI. His research has been published in academic outlets including Stanford University Press, Routledge, and the American Journal of Sociology as well as newspapers of record including the South China Morning Post and Maeil Kyungjae Daily; his work has also been cited in the MIT Technology Review and Sina.com in addition to the South China Morning Post. He serves as a member of the Urban Land Institute Hong Kong Technology and Innovation Committee, a board member of the Brown University Alumni Association of Hong Kong, a steering committee member of the Asia Technology Entrepreneurship Conference, and has been an invited speaker at events hosted by the American Chamber of Commerce, the British Chamber of Commerce, the German Chamber of Commerce, the HK Institute of Human Resource Management, and various other corporate and industry entities.

Professor Choi has been involved with several startups. He was Chief Data Scientist for AssertID, which was spun out from the Stanford Graduate School of Business, and co-founded Zectr, which applied machine learning to automate survey-driven market research. More recently, he founded Learnovate, a HKUST spinoff that is applying AI to education.