

Jaehwuen Jung

Department of Management Information Systems
Fox School of Business, Temple University
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ACADEMIC POSITION

Fox School of Business, Temple University
Assistant Professor., Management Information Systems

Philadelphia, PA
July, 2017 - Now

EDUCATION

Carlson School of Management, University of Minnesota

Minneapolis, MN

Ph.D., Information and Decision Sciences

May, 2017

Dissertation: "The Causal Impact of Incentive Structure and Message Design on the Product Diffusion:
Evidence from Two Randomized Field Experiments"

Committee: Ravi Bapna, Akhmed Umyarov, Jason Chan, Terrance Hurley

Graduate School of Management, KAIST

Seoul, South Korea

M.S., Management Engineering

March, 2006

Korea Advanced Institute of Science and Technology

Daejeon, South Korea

B.S., Industrial Engineering

March, 2004

RESEARCH INTERESTS & METHODS

- Social & Economic Impact of Information Technology
- Social Influence, Viral Marketing, Matching Market Design, Social Learning, Mobile Internet and E-Commerce
- Field Experiments, Econometrics, Machine Learning, Structural Modeling, Causal Inference

RESEARCH ACHIEVEMENT

PUBLICATIONS

- **Jung, J.**, Lim, H., Lee, D., and Kim, C. "The Secret to Finding a Match: A Field Experiment on Choice Capacity Design in an Online Dating Platform", *Information Systems Research (Forthcoming)*
- **Jung, J.**, Bapna, R., Gupta, A., and Sen, S. "Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment", *Journal of Management Information Systems, March 2021, 38:1, 59-81*
- **Jung, J.**, Bapna, R., Golden, J., and Sun, T. "Words Matter! Towards Pro-social Call-to-Action for Online Referral: Evidence from Two Field Experiments" *Information Systems Research, March 2020, Volume: 31, pp. 16-36.*
- **Jung, J.**, Bapna, R., Ramaprasad, J. and Umyarov, A. (2019) "Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating", *MIS Quarterly, March 2019, Volume 43, pp. 47-72*

MANUSCRIPTS UNDER REVIEW

- **Jung, J.**, Wang, S. and Wattal, S., "Selling on Social Media: Impact of Fan Page Stores on Offline Sales", *under review at Information Systems Research*
- **Jung, J.**, Sun, T., Bapna, R., and Golden, J. "Social Learning in Prosumption", *under review at Management Science*

WORKING PAPERS & RESEARCH-IN-PROGRESS

- **Jung, J.** (with Ceran, Y., Chung, S., Lee, C.) “Examining the Effect of Providing Customer Service Representative Information on Customer Feedback”, *in preparation for a randomized experiment*
- **Jung, J.** (with Ceran, Y., Chung, S., Lee, C.) “Towards the Optimal Double-sided Rating Design”, *in preparation for a randomized experiment*
- Lim, H., Lee, D., **Jung, J.**, and Kim, C. “Love and Money: An Empirical Investigation of Two-Sided Markets Strategy in Online Dating Platform”, *data analysis in progress*
- Deng, Z., **Jung, J.**, Pavlou, P., Sun, Q., Pang, M., “Would Unlimited Internet Lead to Unlimited Learning? A Field Experiment of Internet Policy on Educational Outcomes”, *data analysis after randomized experiment*
- Deng, Z., and **Jung, J.**, “Can Campus Wi-Fi Upgrade Benefit My Learning? An Empirical Study”, *data analysis in progress*
- Shin H., **Jung, J.**, and Wattal, S. “Communication Matters: An Empirical Analysis of Initial Coin Offering and Security Token Offering”, *ideation and data collection in progress*
- **Jung, J.** “Examining the Effect of Referral Program on Online Matching Markets”, *ideation and data collection in progress*

CONFERENCE AND WORKSHOP PAPERS

- Deng, Z., **Jung, J.**, Pavlou, P., and Sun, Q. “Examining the Impact of Providing Unlimited Internet Access on Students’ Academic Performance”
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), June 18-20, 2020
- **Jung, J.**, Lim, H., Lee, D., and Kim, C. “The Secret to Finding Love: A Field Experiment of Choice Structure in Online Dating Platform”
 - ✓ International Conference on Information Systems (ICIS) (Scheduled)
 - **Best Paper Nomination, User Behaviors, User Engagement, and Consequence Track**
 - ✓ Conference on Digital Experimentation (CODE), Boston, Nov 1- 2, 2019
 - ✓ Workshop on Information Systems Economics (WISE), Munich, Dec 19-20, 2019
 - ✓ Production & Operations Management Society (POMS), (Cancelled due to COVID19)
- Lim, H., Lee, D., **Jung, J.** and Kim, C. “Love and Money: An Empirical Investigation of Two-Sided Markets Strategy in Online Dating Platform”
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), Hong Kong, June 11-12, 2019
- **Jung, J.**, Wang, S. and Wattal, S. “Selling on Social Media: Impact of Fan Page Stores on Offline Sales”
 - ✓ Workshop on Information Systems Economics (WISE), San Francisco, Dec 17-18, 2018
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), Netherlands, June 18-19, 2018
- **Jung, J.**, Sun, T., Bapna, R., and Golden, J. “Social learning in Customer Co-creation: Evidence from a Field Experiment”
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), Hong Kong, June 11-12, 2019
 - ✓ International Conference on Information Systems (ICIS), San Francisco, Dec 13-16, 2018
 - ✓ INFORMS Annual Meeting Phoenix, Nov 4-7, 2018
 - ✓ Conference on Digital Experimentation (CODE), Boston, Oct 26-27, 2018
 - ✓ Workshop on Information Systems Economics (WISE), Seoul, Dec 13-15, 2017
- **Jung, J.**, Bapna, R., Golden, J., and Sun, T. “Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment”
 - ✓ Workshop on Information Systems Economics (WISE), Dublin, Dec 15-16, 2016
 - ✓ International Conference on Information Systems (ICIS), Dublin, Dec 11-14, 2016
 - **Best Paper Nomination, E-Business and E-Government Track**

- ✓ Conference on Information Systems and Technology (CIST), Nashville, Nov 12-13, 2016
- ✓ Conference on Digital Experimentation (CODE), Boston, Oct 14-15, 2016
- ✓ Statistical Challenges in E-Commerce Research (SCECR), Greece, June 22-24, 2016
- **Jung J.**, Bapna R., Gupta A., and Sen S. “Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment” (*Authors by alphabetical order)
 - ✓ Workshop on Information Systems Economics (WISE), New Zealand, December 17-19, 2014
 - ✓ Conference on Information Systems and Technology (CIST), CA, November 8-9, 2014
 - ✓ Conference on Digital Experimentation (CODE), Boston, Oct 10-11, 2014
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), Israel, June 12-13, 2014
- **Jung J.**, Bapna R., Ramaprasad J. and Umyarov A. “Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating”
 - ✓ International Conference on Information Systems (ICIS), New Zealand, December 14-17, 2014.
 - ✓ Winter Conference on Business Intelligence (WCBI), U.T., Feb 27 - March 1, 2014.
 - ✓ Workshop on Information Systems and Economics (WISE), Italy, December 19-20, 2013.
- **Jung J.** and Kim Y. “The factors affecting knowledge contribution and utilization in expert community,”
 - ✓ The Knowledge Management Society of Korea Spring Symposium, April, 2006, Seoul, Korea

PUBLICATIONS (Pre-doctoral Program)

- **Jung J.**, Yang S., and Kim Y. “A Study on the Factors Affecting Knowledge Contribution and Knowledge Utilization in an Online Knowledge Network,” Journal of the Korean operations research and management science society, Vol. 34, No. 3, 2009, pp. 1-27

TEACHING

Instructor (Temple University)

- Data Analytics (Undergraduate level; MIS Core class) – Fall 2017 - present

Instructor (University of Minnesota)

- Introduction to Programming (Undergraduate level; MIS Core class) – Spring 2015, Fall 2015

Teaching Assistant (University of Minnesota)

- Advanced Issues in Business Analytics (MSBA)
Topics: Time series analysis and forecasting, algorithms and optimization
- Advanced Business Intelligence (MBA)
Topics: Data analytics, text and web mining, data visualization
- Advanced Database Design (Undergraduate)
- Information Technologies and Solutions (MBA)
- Information Technology Management (Executive MBA)
- Introduction to Programming (Undergraduate)

ACADEMIC SERVICE

Journal Reviewer

- Management Science
- MIS Quarterly
- Information Systems Research
- Journal of Management Information Systems
- Production and Operations Management
- Electronic Commerce and Research Applications

Conference Reviewer

- International Conference on Information Systems
- INFORMS Conference on Information Systems and Technology

Associate Editor

- International Conference on Information Systems, 2018, 2020, 2021

Course Coordinator

- Data Analytics (Undergraduate level) – Fall 2018 - present

PROFESSIONAL EXPERIENCE

SK Telecom (Industry: Wireless Telecommunications)

2006 – 2012

- IT R&D Center, IT Innovation Solution Team, BSS Application Architect (Jan 11 – May 12)
 - *In charge of implementing and operating systems related to membership, contact center*
- IT R&D Center, Management Solution Team, ERP Application Architect (Jan 07 – Dec 10)
 - *In charge of implementing and operating systems related to ERP(FI/CO Module), e-Tax*
- IT R&D Center, e-Management Team, Groupware Application Architect (Jan 06 – Dec 06)
 - *In charge of implementing and operating systems related to group portal, email, messenger*

HONORS AND AWARDS

- Seed Funding Research Grant, 2020
- MIS Department Faculty Teaching Award (full-time), Fox School of Business, 2018
- Young Scholars Interdisciplinary Forum Research Grant, 2018, 2019
- Carlson School of Management Doctoral Dissertation Fellowship, 2016-17
- Selected participant for the 2016 ICIS Doctoral Consortium, Dublin
- SOBACO PhD student travel grant, 2016
- Conference travel fellowship, Carlson School of Management, 2014-2017
- Conference travel fellowship, Information and Decision Sciences Department, 2014-2017
- Carlson School of Management Doctoral Fellowship, 2012-2016
- Employee of the Year, SK Telecom 2008
- 6 Sigma Green Belt Certification, SK Telecom 2008
- Full scholarship, Graduate School of Management, KAIST 2004 – 2006
- Scholarship for student with high GPA, KAIST 2001 – 2003

PROGRAMMING SKILLS

- Statistics – SAS, R, STATA, Matlab
- Databases – MySQL, MS Access
- Programming – C, C++, C#, Python, RapidMiner, Visual Basic