

Jaehwuen Jung

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ACADEMIC POSITION

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

Philadelphia, PA
July, 2024 - Now
July, 2017 – June, 2024

EDUCATION

Carlson School of Management, University of Minnesota
Ph.D., Information and Decision Sciences
Dissertation: “The Causal Impact of Incentive Structure and Message Design on the Product Diffusion:
Evidence from Two Randomized Field Experiments”

Minneapolis, MN
May, 2017

Graduate School of Management, KAIST
M.S., Management Engineering

Seoul, South Korea
March, 2006

Korea Advanced Institute of Science and Technology
B.S., Industrial Engineering

Daejeon, South Korea
March, 2004

RESEARCH INTERESTS & METHODS

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

RESEARCH ACHIEVEMENT

PUBLICATIONS

- Chung, S., **Jung, J.**, Park, J., Lee, C., and Ceran, Y. “Two-sided Impacts of Identity Disclosure in e-Customer Service Platforms: Evidence from a Field Experiment”, *Information Systems Research*, *Forthcoming*
- **Jung, J.**, Sun, T., Bapna, R., and Golden, J. “Social Learning in Prosumption: Evidence from a Randomized Field Experiment”, *Management Science*, *Forthcoming*
- **Jung, J.**, Wang, S. and Wattal, S., “Commercializing Social Media? How Showrooms on Social Media Fan Pages Influence Customer Behavior”, *MIS Quarterly*, *June 2024, Volume 48*
- **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*, *Dec 2022, 33(4), 1248-1263*
- **Jung, J.**, Bapna, R., Gupta, A., and Sen, S. “Impact of Incentive Mechanism in Online Referral Programs: Evidence from Randomized Field Experiments”, *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

SELECTED WORKING PAPERS & RESEARCH-IN-PROGRESS

- Cho, K., Nam, K., **Jung, J.**, and Thatcher, J., “Beyond Automation: Unpacking the Role of Trading Bots in Shaping Online Cryptocurrency Return”
- Wang, M., and **Jung, J.** “The Impact of Realism and AI Disclosure on Virtual Influencer Effectiveness: A Large Field Experiment”
- Choi, Y., **Jung, J.**, and Baek, J “Post-disaster Utilization of Bike Share Systems in Low-Income Neighborhoods”
- Deng, Z., **Jung, J.**, Pang, M., Pavlou, P., and Sun, Q. “Would Unlimited Internet Lead to Unlimited Learning? A Field Experiment of Internet Policy on Educational Outcomes”
- Cho, K., Nam, K., **Jung, J.**, and Thatcher, J., “Who gets the money when the bots sleep”
- **Jung, J.** “Examining the Effect of Referral Program on Online Matching Markets”
- Lim, H., Lee, D., **Jung, J.**, and Kim, C. “Love and Money: An Empirical Investigation of Two-Sided Markets Strategy in Online Dating Platform”

CONFERENCE AND WORKSHOP PAPERS

- Wang, M., and **Jung, J.** “The Impact of Realism and AI Disclosure on Virtual Influencer Effectiveness: A Large Field Experiment”
 - ✓ Conference on Information Systems and Technology (CIST), Oct 19-20, 2024
- Cho, K., Nam, K., **Jung, J.**, and Thatcher, J., “Who gets the money when the bots sleep”
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), June 9-10, 2023
- Cho, K., Nam, K., **Jung, J.**, and Thatcher, J., “Beyond Automation: The Influence of Trading Bots on Online Cryptocurrency Return”
 - ✓ Statistical Challenges in E-Commerce Research (SCECR), June 21-22, 2022
 - ✓ International Conference on Information Systems (ICIS), Dec 9-14, 2022
 - ✓ Academy of Management Proceedings (AOM), Aug 9-13, 2024
 - ✓ Workshop on Information Systems Economics (WISE), Bangkok, Dec 18-20, 2024
- Deng, Z., **Jung, J.**, Pang, M., 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), Dec 13- 16, 2020
 - **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
- 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.**, Sun, T., Bapna, R., and Golden, J. “Social Learning in Prosumption: Evidence from a Randomized 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.

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)

- Foundations of Electronic Commerce Research (PhD level)
- Data and Analytics (Undergraduate level; MIS Core class)
- Digital Systems (Undergraduate level)

Instructor (University of Minnesota)

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

SERVICE

TEMPLE UNIVERSITY

Course Coordinator

- Data Analytics (Undergraduate level) – Fall 2018 – Spring 2022

Administrative Roles

- MIS Department, PhD Coordinator, 2024 – present
- MIS Department, Friday Seminar Coordinator, 2023 - present
- Manage Pro-point systems for undergraduate students, Summer 2021 – Summer 2023
- Manage e-Portfolio for faculty members, PhD students, and ITACS students, Fall 2017 – Summer 2023

Committee Member

- Dissertation Committee Member
 - Heather Kennedy (PhD, Tourism and Sport Major)
 - Zhe Deng (PhD, MIS Major)
 - Xi Wu (PhD, MIS Major)
 - Diane Penaloza (DBA)
- MIS Teaching Award Committee, Mar 2021 – present
- Doctoral student admission committee, 2020 – 2021, 2022 – 2023
- Chair, Department PhD Committee, 2023 – 2024
- University Faculty Senate Representative (3-year term), Fall 2023 – Spring 2026

OUTSIDE THE UNIVERSITY COMMUNITY

Conference Organizers

- KrAIS, Post-ICIS conference, 2024
- Statistical Challenges in E-Commerce Research (SCECR) 2022

Associate Editor

- International Conference on Information Systems 2018, 2020, 2021, 2022, 2023, 2024

Journal Reviewer

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

Conference Reviewer

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

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

- Faculty 3-Minute Research Competition, People's Choice Winner, 2024
- Young Scholars Interdisciplinary Forum Research Grant, 2018, 2019, 2021, 2023
- Seed Funding Research Grant, Fox School of Business, 2020
- MIS Department Faculty Teaching Award (full-time), 2019
- Crystal Apple Teaching Award, Fox School of Business, 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
- Full scholarship, Graduate School of Management, KAIST 2004 – 2006
- Scholarship for student with high GPA, KAIST 2001 – 2003

PROFESSIONAL MEMBERSHIP

- Association for Information Systems (AIS), 2016 - present
- INFORMS Information Systems Society, 2016 - present