

# JUYOUNG KANG

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## EDUCATION

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| <b>Temple University</b><br><i>Ph.D. in Management Information Systems</i>                 | Philadelphia, PA<br>Aug. 2026 – Present |
| <b>Yonsei University</b><br><i>M.S. in Digital Analytics</i>                               | Seoul, Korea<br>Feb. 2024               |
| <b>Yonsei University</b><br><i>M.S. in Business Administration (Operations Management)</i> | Seoul, Korea<br>Feb. 2019               |
| <b>Yonsei University</b><br><i>B.A. in Business Administration</i>                         | Wonju, Korea<br>Aug. 2016               |
| <b>Miami University</b><br><i>Exchange program</i>                                         | Oxford, OH<br>2015                      |

## RESEARCH INTERESTS

Human-AI Interaction, AI-assisted Decision Making, Inclusive Service Systems

## RESEARCH EXPERIENCES

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| <b>Yonsei University, College of Computing</b><br><i>Graduate Research Assistant, Deep Text Lab (Advisor: Prof. Min Song)</i>                                                                                                                                                                                                                                                                                                                                                                                                                      | Seoul, Korea          |
| <b>Building an AI-Based Evaluation Support System for National R&amp;D Projects</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Aug. 2022 – Feb. 2024 |
| <ul style="list-style-type: none"><li>• Extracted linguistic patterns of evaluators' comments across 8 assessment criteria from 133 R&amp;D reports.</li><li>• Developed predictive models using machine learning (e.g., Random Forest) and Natural Language Processing techniques (KoBERT, and RoBERTa) to assist experts in making objective evaluations, achieving up to 90% classification accuracy.</li></ul>                                                                                                                                 |                       |
| <b>Analysis of Lee O-young's Publications</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Jun. – Sep. 2022      |
| <ul style="list-style-type: none"><li>• Analyzed unstructured text from 185 books to identify high-frequency co-occurring keywords, uncovering the author's underlying messages.</li><li>• Examined the evolution of themes using semantic network visualization (Gephi) and topic modeling (LDA).</li><li>• Found that people was the central theme, extending from human existence to cultural themes.</li></ul>                                                                                                                                 |                       |
| <b>Generation and Detection of AI-generated Fake Reviews</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Jun. – Dec. 2023      |
| <ul style="list-style-type: none"><li>• Generated 3,600 synthetic reviews using a fine-tuned Instruct LLM, drawing on a dataset of 100,000 customer reviews, ratings, and item metadata.</li><li>• Conducted a survey to assess the fidelity of generated texts, showing that 40% of respondents failed to differentiate AI-generated content from human-written reviews.</li><li>• Evaluated the performance of 4 BERT-based classifiers and DetectGPT in detecting AI-generated reviews as potential tools to augment human judgement.</li></ul> |                       |
| <b>Yonsei University, School of Business</b><br><i>Graduate Researcher (Advisor: Prof. Sunmee Choi)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                            | Seoul, Korea          |
| <b>Exploring the role of perceived social distance in the P2P sharing-service</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Feb. – Dec. 2018      |
| <ul style="list-style-type: none"><li>• Designed and conducted a 2x2 scenario-based experiment using Qualtrics and Amazon MTurk.</li><li>• Examined the effects of perceived social distance on consumers' negative cognitive, emotional, behavioral reactions towards a service provider and a platform.</li><li>• Found that a convergence communication style moderates perceived provider competence.</li></ul>                                                                                                                                |                       |

## PUBLICATIONS

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- [1] **Kang, J.** & Song, M. (2024). Generation of Korean Fake Reviews and Evaluation of Detection Methods. *Journal of Intelligence and Information Systems*, 30(2), 313-328.
- [2] **Kang, J.**, Kim, S., Kim, H., & Choi, S. (2019). The Role of Social Distance in the Collaborative Consumption. *Journal of Korea Service Management Society*, 20(4), 41-72.

## CONFERENCE PRESENTATIONS

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- [1] **Kang, J.**, Kim, S., Kim, H., & Choi, S. Communication Accommodation Style as a Means to reduce Social Distance in the P2P Sharing-Service Setting
- QUIS16 Symposium, Karlstad, Sweden, June 2019.
  - Korea Service Management Society, Seoul, Korea, November 2018.
  - Korean Production and Operations Management Society, Seoul, Korea, November 2018.
- [2] **Kang, J.**, Kim, S., Kim, H., & Choi, S. How to improve P2P sharing-service quality: The moderating role of the form of address on the effect of incongruence in gender and race on perceived social distance.
- Global Marketing Conference, Tokyo, Japan, July 2018.

## TEACHING EXPERIENCE

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| AI Instructor, Incheon Girls' High School | May – Jul. 2024       |
| Teaching Assistant, Yonsei University     | Spring 2017–Fall 2018 |

## HONORS & AWARDS

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| National Big Data Contest (Advanced Structured Data League)<br><i>Bronze Prize (3rd Place)   Ministry of Science and ICT, and NIA</i>                            | Dec. 2023             |
| National AI Innovation Challenge with KT (Graduate School Track)<br><i>IITP President's Award (3rd Place)   Ministry of Science and ICT &amp; KT Corporation</i> | Aug. 2023             |
| Nationwide Data Analysis Competition in Jeonju<br><i>Grand Prize (1st Place)   Jeonju City Government</i>                                                        | Jul. 2023             |
| Kwanjeong Educational Foundation Scholarship                                                                                                                     | Spring 2022–Fall 2023 |

## ADDITIONAL EXPERIENCE

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| <b>K-Digital Training - Data Science Specialist</b><br><i>Multicampus   Ministry of Employment &amp; Labor, Korea</i> | May – Oct. 2021 |
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## INDUSTRIAL EXPERIENCE

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| <b>DB Schenker Korea</b><br><i>KPI Dashboard Manager &amp; Assistant Billing Admin   Performance Management Team</i> | Incheon, Korea<br>Jul. 2019 –Jul. 2020 |
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