

# KANGHYUN CHO

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Fox School of Business  
1801 Liacouras Walk

## EDUCATION

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**Temple University, USA** *Aug 2021 - Present*  
PhD in Business (Concentration: MIS)

**Korea Advanced Institute of Science and Technology(KAIST), Korea** *Feb 2018 - Feb 2020*  
Master of Science in Business and Technology Management

**Ulsan National Institute of Science and Technology(UNIST), Korea** *Mar 2012 - Feb 2018*  
Bachelor of Business Administration

## RESEARCH INTERESTS

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Economics of IS, Network Theory, Fintech

## EMPLOYMENT

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**Seoul Institute of Technology, Seoul, Korea** *Feb 2021 - Jul 2021*  
**Research Specialist**, Research Planning Team

**Korea Institute of Science and Technology(KIST), Seoul, Korea** *Mar 2020 - Aug 2020*  
**Researcher**, Convergence Research Policy Team

**KAIST Global Commercialization Center, Daejeon, Korea** *Jul 2019 - Jan 2020*  
**Research Assistant**, Digital Government Task Force

**Republic of Korea Navy Headquarters, Classified, Korea** *Sep 2014 - Aug 2016*  
Honorably Discharged as Petty Officer Second Class  
Served as **English-Korean Interpreter**

## PAPERS UNDER REVIEW

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[1] Lee, Dongwon, Nam, Kihwan\*, Han, Ingoo, and **Cho, Kanghyun**, From Free to Fee: Monetizing Digital Content Through Expected Utility-based Recommendation Systems, *Information and Management*, 59(6), 103681

[2] **Cho, Kanghyun**, and Nam, Kihwan\*, "The impact of information retrieval in an O2O shopping environment," Under review at *Journal of Business Research*

## WORK IN PROGRESS

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[1] Cho, Kanghyun, and Nam Kihwan, "How Do Consumers' Online Browsing and Purchasing Behaviors Differ Across Devices: The Role of Mobile Devices throughout Customer Journey," (Target Journal: *Journal of the Associations for Information Systems*) [Drafting Stage]

[2] Cho, Kanghyun, Yili Hong, and Nam Kihwan, "Dual Strategy of Strong-Tie and Weak-Tie: The Strategic Use of Network Density and Tie Strength on Monetary vs. Nonmonetary Contributions," (Target Journal: *Information Systems Research*) [Data Analysis Stage]

[3] Cho, Kanghyun, Nam, Kihwan, Jung, Jaehwuen, and Jason Bennett Thatcher, "Blessing or Curse: Impact of Algorithmic Trading Bots Invasion of the Cryptocurrency Market," (Target Journal: *Management Science*) [Drafting Stage]

## TEACHING EXPERIENCE

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**Teaching Assistant**, KAIST College of Business, Daejeon, Korea (Class in English)  
(Undergraduate) Principle of Marketing, Spring 2018  
(Undergraduate) Macroeconomics, Spring 2019

## HONORS AND AWARDS

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(Spring, 2019) **Deans List**, Highest Honor (for **top 3%** master students), KAIST College of Business.  
(Fall, 2018) **Deans List**, Highest Honor (for **top 3%** master students), KAIST College of Business.

## TECHNICAL SKILLS

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<b>Econometrics</b>	Data Analysis (Python/STATA)
<b>Machine Learning</b>	MS Office

## CONFERENCE & WORKSHOP PRESENTATION

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- [1] Kim, Junetae, **Cho, Kanghyun**, and Nam, Kihwan\*, "The Effects of User Competitions on Sustained Use of m-Health Applications," International Conference on Health Data and Information Services (**ICHDIS**) 2019, Seoul, South Korea (Presenter)
- [2] **Cho, Kanghyun**, Park, Junghoo, Nam, Yongwon, and Zo, Hangjung\*, "The Moderating Role of Regulatory Focus on Customer Satisfaction toward Recommender System," Korean Society for Technology Management and Economics Conference (**KOSIME**) 2019, Jeju, South Korea (Presenter)
- [3] **Cho, Kanghyun**, Nam, Kihwan, and Jung, Jaehwuen\*, "Bless or Curse: Impact of Algorithmic Trading Bots Invasion on the Cryptocurrency Market, Symposium on Statistical Challenges in Electronic Commerce Research (**SCECR**) 2022, Madrid, Spain (Presenter)
- [4] **Cho, Kanghyun**, Nam, Kihwan, and Jung, Jaehwuen, "Bless or Curse: Impact of Algorithmic Trading Bots Invasion on the Cryptocurrency Market, International Conference on Information Systems (**ICIS**) 2022, Copenhagen, Denmark (Conditionally Accepted)

## SELECTED COURSEWORK

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- **Temple University** Econ Theory of Choice, Statistical Methods for Business I II, Business Econometrics I II, MIS Seminar (Pro-seminar, Foundations of Electronic Commerce Research, Information Systems Foundation and Theory)

## UNIVERSITY SERVICE

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- **Vice President**, KAIST BTM Department Student Council *Jun 2018 - Feb 2020*

## AD HOC REVIEWER

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- **ICIS** (2021, 2022), Electronic Commerce Research and Applications, Electronic Commerce Research