

Jiyong Park

Assistant Professor of Information Systems
Bryan School of Business and Economics, University of North Carolina at Greensboro
Web. <https://jiyong-park.github.io> / E-mail. jiyong.park@uncg.edu

Academic Position

Aug. 2019 **Bryan School of Business and Economics, University of North Carolina at Greensboro**
- Present Greensboro, NC, USA
Assistant Professor of Information Systems (Tenure-Track)

Education

Feb. 2014 **Korea Advanced Institute of Science and Technology (KAIST)** Seoul, Korea
- Aug. 2019 Ph.D. in *Management Engineering* (Major: Information Systems)

- Dissertation: “Toward a Sustainable Society in the Digital Economy: Three Essays on the Societal Impacts of Information Systems and Technology”
- Committee: Byungtae Lee (Chair), Wonseok Oh, Daegon Cho (KAIST), Kunsoo Han (McGill U.), Min-Seok Pang (Temple U.)

Feb. 2013 **Hong Kong University of Science and Technology (HKUST)** Hong Kong
- Jul. 2013 Exchange Student at the School of Engineering

- Dean’s List

Mar. 2008 **Pohang University of Science and Technology (POSTECH)** Pohang, Korea
- Feb. 2014 B.S. in *Industrial and Management Engineering*
B.S. in *Mathematics*

- Minor in *Computer Science and Engineering*
- Graduate with Magna Cum Laude

Research Interests

- As information technology has permeated all aspects of businesses and the broader society, I am interested in the role of information systems and technology as a primary means to the co-creation of profits, social and environmental benefits and the balance among them. My research interests especially lie at **the intersection between economic value and societal impacts of information systems and advanced technology**. My research has been primarily oriented toward three areas:
 - (1) Societal Impacts of Information Technology and Machine Learning
 - (2) Automation, Productivity, and Future of Work
 - (3) Information Technology for Environmental Sustainability
- Methodologically, I am well-trained in **Econometrics** (including randomized experiments, quasi-experiments, and instrument variable approach), as well as **Data Analytics** (including machine learning and natural language processing).

Publications

- **Park, J.**, Cho, D., Lee, J. and Lee, B. 2019. “Economics of Cybercrime: The Role of Broadband and Socioeconomic Status,” accepted for publication at *ACM Transaction on Management Information Systems*

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Manuscripts under Review

- **Park, J.**, Pang, M.S., Kim, J., and Lee, B. “The Deterrent Effect of Ride-Sharing on Sexual Assault and Investigation of Situational Contingencies,” under 4th round review at *Information Systems Research*
- **Park, J.**, Han, K., and Lee, B. “An Empirical Analysis of Cloud Computing and Energy Efficiency: A Stochastic Frontier Approach,” under revision for 2nd round review at *Management Science*
- **Park, J.**, Han, K., and Lee, B. “Reconciling Economic and Environmental Goals with Information Technology: The Environmental Kuznets Curve Perspective,” under 1st round review at *Information Systems Research*
- **Park, J.**, Kim, J., Cho, D. and Lee, B. “Pitching with Style: The Role of the Entrepreneur’s Video Pitch in Online Crowdfunding,” under 1st round review at *MIS Quarterly*

Working Papers (Full draft available on request)

- **Park, J.** and Pang, M.S. “Information Technology on the Beat: The Impacts of Body-Worn Camera and Facial Recognition Technology on Public Safety”
- **Park, J.** “How the Sharing Economy Changes the Tourism Landscape: The Complementary Impacts of Airbnb and Uber”
- **Park, J.** and Kim, J. “The Evolution of Job Automation in the 21st Century”
- **Park, J.** and Lee, B. “An Empirical Analysis of Information and Communication Technology and Wage Structure: The Role of Environmental Uncertainty”
- Han, K., Koh, B., Nault, B., and **Park, J.** “Under the Hood: Transaction Costs and Information Technology Investment”
- Eun, S., **Park, J.**, and Lee, B. “The New Wave of Automation? Information Technology, Industrial Robot, and Employment in US Manufacturing”
- Kyung, N., **Park, J.**, Kwon, J., and Lee, B. “An Empirical Analysis of Consumer Reactions to a Data Breach in E-Commerce: Evidence from a Large-Scale Natural Experiment”

Work-in-Progress

- “Automating Knowledge-Intensive Tasks: An Empirical Analysis of Software Development Automation”
- “Leveraging Machine Learning to Reduce Racial Bias on Online Platforms: A Neural Machine Translation Approach,” with Jongho Kim (KAIST)
- “Externality of Digital Market Efficiency: An Empirical Analysis of Bilateral Reviews in Sharing Economy and Gentrification,” with Young Kwark, Kyung Sung Jung (U. Florida) and Juhee Kwon (CityU HK)
- “Are You Confident in Your Prediction? An Economic Analysis of Predictive Uncertainty and the Management of Machine Learning Models,” with Byungtae Lee (KAIST)
- “Converting Supporters into Investors: Evidence from Reward-based and Equity-based Crowdfunding,” with Keongtae Kim (CUHK)
- “The Democratized Crowd? Gender Differences in the Stages of New Product Development of Crowdfunding,” with Jongho Kim (KAIST) and Jinhyuk Lee (Korea U.)
- “Grid Computing and Online Contents Platforms,” with Eric Hyeokkoo Kwon (NTU) and Jungpil Hahn (NUS)

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Honors and Awards

- Best Student Paper Runner-Up, INFORMS Conference on Information Systems and Technology (CIST), 2017
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2017
- Honorable Mention Research Award, KAIST Graduate School of Green Growth, 2017
- Best Paper Runner-up, Post-ICIS KrAIS Research Workshop, 2016
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2016
- Best Paper Award, International Conference on Electronic Commerce (ICEC), 2016
- Best Paper Award, The Korea Society of Management Information Systems (KMIS) Fall Conference, 2016
- Ph.D. Excellent Research Award, College of Business, KAIST, 2016
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2015
- Dean's List, KAIST College of Business, 2014
- Honorable Mention Work-in-Progress Award, Graduate School of Green Growth, KAIST, 2014
- Ph.D. Fellowship, College of Business, KAIST, 2014 – Present

Conference Presentations

- **Park, J.** and Kim, J., 2018. “Fixing Racial Discrimination through Analytics on Online Platforms: A Neural Machine Translation Approach”, *International Conference on Information Systems (ICIS), San Francisco, California, USA*
- Eun, S., **Park, J.** and Lee, B., 2018. “The End of Job Polarization? Information Technology, Industrial Robot, and Employment in US Manufacturing”, *Workshop on Information Systems and Economics (WISE), San Francisco, California, USA*
- **Park, J.** and Kim, J., 2018. “Leveraging Machine Learning to Reduce Racial Bias on Online Platforms: A Neural Machine Translation Approach”, *INFORMS Conference on Information Systems and Technology (CIST), Phoenix, Arizona, USA*
- Lee, Y., **Park, J.** and Lee, B., 2018. “Battle of Sharing Economy: The Contingent Effects of Ride-Sharing on Taxi Industry”, *Hawaii International Conference on System Sciences (HICSS), Hawaii, USA*
- **Park, J.**, Kim, J. and Lee, B., 2017. “Are All Faces Created Equal? An Empirical Analysis of Face Disclosure and Facial Expression in Crowdfunding”, *Post-ICIS KrAIS Research Workshop, Seoul, Korea* [**Best Student Paper Award**]
- **Park, J.**, Kim, J. and Lee, B., 2017. “Face Premium or Discount? The Contingent Effects of Face Disclosure and Facial Expression in Crowdfunding”, **Workshop on Information Systems and Economics (WISE), Seoul, Korea*
- **Park, J.**, Han, K. and Lee, B., 2017. “Energy Efficiency in the Cloud: An Empirical Analysis of Information Technology Outsourcing, Cloud Computing, and Energy Efficiency”, *International Conference on Information Systems (ICIS), Seoul, Korea*
- Kim, J. and **Park, J.**, 2017. “Does Facial Expression Matter Even Online? An Empirical Analysis of Facial Expression of Emotion and Crowdfunding Success”, *International Conference on Information Systems (ICIS), Seoul, Korea*

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- **Park, J.**, Han, K. and Lee, B., 2017. “Is Cloud Computing Green? An Empirical Analysis of Information Technology Outsourcing and Energy Efficiency”, *INFORMS Conference on Information Systems and Technology (CIST)*, *Huston, Texas, USA* [**Best Student Paper Runner-up**]
- Kim, J. and **Park, J.**, 2017. “The Anatomy of Facial Expression in Online Crowdfunding Platform: A Machine Learning Approach”, *International Conference on Electronic Commerce (ICEC)*, *Pangyo, Korea*
- **Park, J.**, Han, K. and Lee, B., 2016. “Reconciling Economic and Environmental Goals: An Empirical Investigation of Information Technology and Energy Productivity”, *Post-ICIS KraIS Research Workshop*, *Dublin, Ireland* [**Best Student Paper Award**]
- Lee, Y., **Park, J.** and Lee, B., 2016. “Battle of Sharing Economy: The Impact of Ride-Sharing on Taxi Industry”, *Workshop on Information Systems and Economics (WISE)*, *Dublin, Ireland*
- **Park, J.**, Kim, J. and Lee, B., 2016. “Which Tasks Will Technology Take? A New Systematic Methodology to Measure Task Automation”, *International Conference on Information Systems (ICIS)*, *Dublin, Ireland*
- Suh, C., **Park, J.**, Kim, J. and Lee, B., 2016. “What is Local Seldom Remains Local: Foreign Chatter and Stock Performance of Multinational Firms”, *International Conference on Information Systems (ICIS)*, *Dublin, Ireland*
- **Park, J.**, Han, K. and Lee, B., 2016. “Impact of Information Technology on Energy Productivity: An Empirical Investigation”, *INFORMS Conference on Information Systems and Technology (CIST)*, *Nashville, Tennessee, USA*
- **Park, J.**, Cho, D., Lee, J. and Lee, B., 2016. “The Internet is not Always Malicious: An Empirical Investigation of Socioeconomic Status, Social Capital, and Internet Crime”, *The Korea Society of Management Information Systems (KMIS) Fall Conference*, *Seoul, Korea* [**Best Paper Award**]
- **Park, J.**, Kim, J. and Lee, B., 2016. “Are Uber Really to Blame for Sexual Assault? Evidence from New York City”, *International Conference on Electronic Commerce (ICEC)*, *Suwon, Korea* [**Best Paper Award**]
- **Park, J.** and Lee, B., 2015. “The Distinct Effects of Information Technology and Communication Technology on Inequality: An Empirical Investigation”, *Post-ICIS KraIS Research Workshop*, *Fort Worth, Texas, USA* [**Best Student Paper Award**]
- **Park, J.** and Lee, B., 2015. “The Distinct Effects of Information Technology and Communication Technology on Inequality: An Empirical Analysis from the Knowledge Hierarchy Perspective”, *Workshop on Information Systems and Economics (WISE)*, *Dallas, Texas, USA*
- **Park, J.** and Lee, B., 2015. “Has Information and Communication Technology Changed the Dynamics of Inequality? An Empirical Study from the Knowledge Hierarchy Perspective”, *International Conference on Information Systems (ICIS)*, *Fort Worth, Texas, USA*

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Teaching Experience

- [UNCG] ISM 645: **Principles of Predictive Analytics** Fall 2019
 - (Graduate) Required for BA concentration of MS in Information Technology and Management
- [KAIST] MIS Summer Session 2019 – Experimental Empirical Methods Summer 2019
 - (Graduate) Non-credit session (newly developed session) (Enrollment 29)
 - [Course website](#)
- [Hansung University] MGT0044: **Decision Support Systems** Spring 2019
 - (Undergraduate) Elective for MIS concentration
 - Enrollment 28; Evaluation 4.76/5.0
 - Focusing on Data Analytics with R
- [KAIST] MIS Summer Session 2018 - **Research Design for Data Analytics** Summer 2018
 - (Graduate) Non-credit session (newly developed session) (Enrollment 57)
 - [Course website](#) / All source codes are available on [GitHub](#)
- [KAIST] MIS Summer Session 2017 - **Introduction to Economics of IS and Research Methodology** Summer 2017
 - (Graduate) Non-credit session (newly developed session) (Enrollment 32)
 - [Course website](#)
- [KAIST] Teaching Assistants
 - (MS) Artificial Intelligence Business Strategy (Prof. Kihwan Nam) Spring 2019
 - (MBA) eCommerce and eBusiness (Prof. Byungtae Lee) Fall 2018
 - (MS) Business Data Communication and Network Management (Prof. Sanghoon Lee) Fall 2015

Technical Skills

- Programming Language
 - Python, Deep Learning Framework (PyTorch, TensorFlow), Java, C++, C, Mathematica, QGIS
- Statistical Tools and Database
 - STATA, R, SAS, SQL, Big Data Framework (Hadoop, Hive, Spark)

Industry Projects

- The Impact of Blockchain Technology on Employment, *Korea Blockchain Association* August 2018 – September 2018
 - Serve as the Project Manager
- An Exploratory Study of 4th Industrial Revolution and Labor Markets, *KAIST* July 2017 - November 2017
 - Serve as the Project Manager
- Research for Bright Internet (ICT-enabled Bright Society; Bright ICT), *Institute for Information & Communications Technology Promotion (IITP) & KAIST EEWS* January 2016 – December 2017

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- Strategies for Online to Offline (O2O) Transport Services, *Korea Transport Institute*
September 2016 - November 2016
 - Serve as the Project Manager
- The Effect of Model-Driven Development on Information Systems Maintenance, *LG CNS*
September 2015 - December 2015
 - Serve as the Project Manager
- ICT Convergence in Service Industries, *Ministry of Science, ICT and Future Planning of Republic of Korea*
May 2015 - November 2015
- Cash Management Systems in Private Companies, *Korea Institute of Public Finance*
August 2014 - November 2014

Academic and Internal Services

- Ad Hoc Reviewers
 - Information Systems Frontiers
 - Asia Pacific Journal of Information Systems
 - Information Systems Review
 - Electronic Commerce Research and Applications
 - International Conference on Information Systems (ICIS)
 - INFORMS Conference on Information Systems and Technology (CIST)
 - Pacific Asia Conference on Information Systems (PACIS)
 - Hawaii International Conference on System Sciences (HICSS)
 - International Conference on Electronic Commerce (ICEC)
- Conference/Workshop Committee Member
 - Student Organizer, Workshop on Information Systems and Economics (WISE) [2017](#)
 - Organizing Committee and Web Coordinator, Bright Internet Global Summit (BIGS) [2017](#), [2018](#)
 - Program Committee, KrAIS Research Workshop 2019 (Post-ICIS workshop)
- University Service
 - Student Member of the Curriculum Council at KAIST (June 2018 - August 2019)
- Membership
 - Association for Information Systems (AIS)
 - Institute for Operations Research and the Management Science (INFORMS)
 - Korea Society of Management Information Systems (KMIS)

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