

JAECHEOL PARK

Ph.D. Candidate in Management Information Systems
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EDUCATION

University of British Columbia	Vancouver, BC, Canada
<i>Ph.D. Candidate</i> , Sauder School of Business	2020 – Ongoing
Major: Management Information Systems (Minor: Economics of Information Systems)	
Committee: Drs. Gene Moo Lee (Chair), J. Frank Li, & Jiyong Park (U. of Georgia)	
Dissertation: “ <i>Strategic Roles of AI and Mobile Management on Performance: Evidence from U.S. Public Firms</i> ”	
Yonsei University	Seoul, Korea
<i>M.S. in Business Administration</i> , School of Business (Major: Information Systems)	2019
<i>B.B.A. in Business Administration</i> , School of Business	2017
<i>B.A. in Applied Statistics</i> , College of Commerce and Economics	
Technological University Dublin (Formerly, Dublin Institute of Technology)	Dublin, Ireland
<i>Exchange Student</i> , College of Business	2015

RESEARCH INTERESTS

- Topics: Economics of emerging IT management and strategies (AI, mobile IT, and platforms)
- Methods: Econometrics, machine learning, natural language processing, generative AI

RESEARCH PROGRAM (* AUTHORSHIP IN ALPHABETICAL ORDER, ^ BASED ON THE MASTER’S WORK)

I. AI/ML

- [1] **Park, J.**, Lee, M., Li, J. F., & Lee, G. M. Unpacking AI Transformation: The Impact of AI Strategies on Firm Performance from the Dynamic Capabilities Perspective. *Job Market Paper*.
- [2] Lee, G. M., * **Park, J.**, * Vijayaraghavan, R., * & Wu, P. * Audit Quality in the Age of AI. *Work-in-Progress*.
- [3] Lee, G. M., * **Park, J.**, * Vijayaraghavan, R., * & Wu, P. * AI and Financial Industry: Evidence from Public and Private Firms. *Work-in-Progress*.
- [4] **Park, J.** & Lee, G. M. On-device AI and Productivity. *Work-in-Progress*.
- [5] Kwon, Y., **Park, J.**, & Son, J. (2021). Accurately or Accidentally? Recommendation Agent and Search Experience in Over-The-Top (OTT) Services. *Internet Research*, 31(2), 562–586.[^]

II. Mobile IT/Channel

- [6] **Park, J.**, Lee, M., & Lee, G. M. The Effect of Mobile Device Management on Work-from-home Productivity: Insights from US Public Firms. *Working Paper*.
- [7] Laddaran, J. A., **Park, J.**, & Im, I. (2024). Where and How to Advertise? An Empirical Study on Mobile Ad Attitude and Response Based on Contextual Factors. *Asia Pacific Journal of the Information Systems*, 34(2), 518–540.[^]

III. Platform/Social Media

- [8] **Park, J.**, Aziz, A., & Lee, G. M. Do Incentivized Reviews Poison the Well? Evidence from a Natural Experiment at Amazon.com. Under major revision for 2nd round review at *Information Systems Research*.

- [9] Yoo, J. S., **Park, J.**, Jeon, H. J., & Son, J. (2022). Three Qualities of OTT Services: A Mixed Methods Approach. *Information Systems Review*, 24(1), 59–87.[^]
- [10] Choe, J. S., **Park, J.**, & Yoon, S. (2020). COVID-19, Social Distancing, Social Media: Evidence from Twitter and Facebook Users in Korea. *Asia Pacific Journal of the Information Systems*, 30(4), 785–807.[^]

CONFERENCE PRESENTATIONS († PRESENTED BY A CO-AUTHOR)

- [1] **Park, J.**, Lee, M., Li, J. F., & Lee, G. M. Unpacking AI Transformation: The Impact of AI Strategies on Firm Performance from the Dynamic Capabilities Perspective.
 • Presentations: *KrAIS 2024, BIGS 2024, CIST 2024, INFORMS Annual Meeting 2024, UBC Sauder 2024*.
- [2] **Park, J.**, Lee, M., & Lee, G. M. The Effect of Mobile Device Management on Work-from-home Productivity: Insights from US Public Firms.
 • Presentations: *AOM CTO 2024, WeB 2023 [Best Paper Nominee], BIGS 2023, KrAIS Summer Workshop 2023, MSISR 2023, UBC Sauder 2023*.
- [3] **Park, J.**, Aziz, A., & Lee, G. M. Do Incentivized Reviews Poison the Well? Evidence from a Natural Experiment at Amazon.com.
 • Presentations: *BIGS 2022, CIST 2022, BU Platform Strategy 2022, PACIS 2022, SCECR 2022[†], WISE 2021, KrAIS 2021, UBC Sauder 2021*.
- [4] Kim, T., Im, I., **Park, J.**, & Bang, Y. How Does Receipt-based Consumer Verification Affect Online Reviews?
 • Presentations: *KrAIS 2022[†] [Best Student Paper Runner-up], Korea Society of IT Services Fall Conference 2022[†] [Best Paper]*
- [5] Kim, T., **Park, J.**, & Im, I. The Effect of Reward Provision Timing in Mobile Application Platforms: A Social Exchange Theory Perspective.
 • Presentation: *AMCIS 2020[†]*.
- [6] Laddaran, J. A., **Park, J.**, & Im, I. When and How to Advertise? An Empirical Study on Mobile Ad Response Based on Contextual Factors.
 • Presentation: *AMCIS 2020[†]*.
- [7] Yoo, J. S., **Park, J.**, & Son, J. Three Qualities of OTT Services: A Mixed Methods Approach.
 • Presentation: *AMCIS 2020[†]*.
- [8] Kwon, Y., **Park, J.**, & Son, J. Accurately or Accidentally? Recommendation Agent and Search Experience in Over-The-Top (OTT) Services.
 • Presentation: *KrAIS 2020[†] [Best Student Paper]*.
- [9] Lee, K., Kim, J., Kim, T., **Park, J.**, Laddaran, J. A., & Im, I. Empirical Analysis of Transfer Motivation in Soccer Using Machine Learning Techniques.
 • Presentation: *Korean Intelligent Information System Society Fall Conference 2019[†]*.
- [10] **Park, J.**, Hong, G., Do, H., & Im, I. Why Consumers Shop in Social Network Services (SNS) Markets: Two-Factor Theory and Mixed-Methods Approach.
 • Presentations: *KrAIS 2018 [Best Student Paper], KMIS Fall Conference 2017*.
- [11] Meng, J., **Park, J.**, & Im, I. The Effect of Online Social Capital, Star Ratings, and Popularity Information on Subsequent Sales Volume on Knowledge-Sharing Market in China: Evidence from 'Zhihu Live'.
 • Presentation: *KMIS Fall Conference 2018[†]*.

TEACHING EXPERIENCE

Instructor at Sauder School of Business, University of British Columbia

- Business Programming and Analytics (COMM337) 2023
 - 2 Sections after the Midterm Exam (1.5 credit x 2 sections)
 - NumPy, Pandas, ML/AI (Supervised, Unsupervised, and Generative), Text Analytics
 - Evaluation: 4.3 and 4.2 (out of 5.0, 50 and 48 enrollments for each section)
- Management of Information Systems (COMM438) 2021
 - Guest Lecture for Project Management Risks (Evaluation: 4.6)

Teaching Assistant at Sauder School of Business, University of British Columbia

- Business Analytics Programming (BAIT 508, Instructor: Gene Moo Lee) 2020, 22, 23
- Fundamentals of Analytics and Technology (BA515, Instructor: Gene Moo Lee) 2021 – 22
- Management of Information Systems (COMM438, Instructor: Arslan Aziz) 2020 – 21
- Business Programming and Analytics (COMM337, Instructor: Mi Zhou) 2021, 23

Teaching Assistant at Yonsei School of Business, Yonsei University

- Business Game for Intensive Decision Making (MBA7266, Instructor: Im Il) 2018
- IT for Value Creation (MBA6110, MBG6110, MBK6007, Instructor: Im Il) 2017 – 18
- Management Information Systems (BIZ3189, Instructor: Im Il) 2017

HONORS

Awards

- Doctoral Consortium Participant, Academy of Management CTO Division 2024
- Best Paper Nominee, Workshop on e-Business 2023
- Doctoral Consortium Participant, KrAIS Summer Workshop 2023
- Best Student Paper Runner-up, KrAIS Research Workshop 2022
- Best Paper, Korea Society of IT Services Fall Conference 2022
- Best Student Paper, KrAIS Research Workshop 2018, 19

Scholarships

- Doctoral Recruitment Fellowship 2020 – Ongoing
- Doctoral Recruitment Fellowship Tuition Award 2020 – Ongoing
- President's Academic Excellence Initiative PhD Award 2020 – Ongoing
- International Tuition Award 2020 – Ongoing
- Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Admin. 2020, 23, 24

ACADEMIC SERVICES

Journal Reviewer

- Data & Knowledge Engineering 2021

Program Committee

- Bright Internet Global Symposium (BIGS) 2024

Conference Reviewer

- International Conference on Information Systems (ICIS, 10 reports) 2020 – 24
- Pacific Asia Conference on Information Systems (PACIS, 3 reports) 2021 – 22
- European Conference on Information Systems (ECIS, 1 report) 2024
- Americas Conference on Information Systems (AMCIS, 1 report) 2020
- Workshop on Information Technologies and Systems (WITS, 5 reports) 2022 – 24
- Conference on Information Systems and Technology (CIST, 1 report) 2023
- Hawaii International Conference on System Science (HICSS, 6 reports) 2021 – 25
- KrAIS Research Workshop (KrAIS, 3 reports) 2021, 23
- Annual Meeting of the Academy of Management (AOM, 3 reports) 2024
- INFORMS Workshop on Data Science (1 report) 2024

Student Volunteer

- *MIS Quarterly* Insider Interview 2024
- International Conference on Information Systems (ICIS) 2017

PROJECT EXPERIENCES

- Samsung R&D Canada 2024
- “*Estimating the Economic Value of Mobile Device Management on Firm Performance*”
- LG Electronics, Korea 2020
- Nemo Commerce, Korea 2017

PROFESSIONAL EXPERIENCES

- *Research Assistant*, Yonsei Business Research Institute, Korea 2020
- *Business Developer*, Project WITH, Korea 2018 – 19
- *Peacekeeper*, United Nations, Haiti 2012
- *Sergeant*, the Republic of Korea Army, Korea 2011 – 13

REFERENCES

Gene Moo Lee

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Sauder School of Business
University of British Columbia
Email: gene.lee@sauder.ubc.ca
Website: <https://blogs.ubc.ca/genemoolee>

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Website: <https://jiyong-park.github.io/>

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