

Changjun LEE

Department of Media and Social Informatics
Hanyang University (ERICA Campus)
28-421, Hanyangdaehak-ro 55, Sangrok-gu,
Ansan, Gyeong-gi (15588). Republic of Korea
changjunlee@hanyang.ac.kr / Home: changjunlee.com

EMPLOYMENT

Hanyang University (ERICA), Ansan, Republic of Korea Department of Media & Social Informatics Associate Professor (<i>Head of dep.</i>) Research Institution of Creativity & Interaction (<i>Head of institution</i>)	2022. ~ Cur.
Hanyang University (ERICA), Ansan, Republic of Korea Department of Media & Social Informatics Assistant Professor	2019 ~ 2022.
University College Dublin, Republic of Ireland Spatial Dynamics Lab Senior Postdoctoral Research Fellow	2017 ~ 2019
National University of Singapore, Singapore Lee Kuan Yew School of Public Policy Postdoctoral Research Associate	2015 ~ 2017
General Electric (GE) Healthcare, Seoul, Republic of Korea Marketing Department. Visiting Consultant (Market Analyst)	2012 ~ 2012

EDUCATION

Seoul National University, Seoul, Republic of Korea Technology Management, Economics, and Policy Program Ph.D. in Economics (Technology Management) Dissertation: “ <i>Research on the Growth Mechanism of Platform Ecosystem</i> ”	2010 ~ 2015
Yonsei University, Seoul, Republic of Korea B.Sc. in Chemistry B.Sc. in Biology	2004 ~ 2010

RESEARCH INTERESTS

Media, Culture, & Technology
Innovation and Policy
Public Policy

TEACHING INTERESTS

Media, Culture, & Technology
Computational Social Science
Innovation, and Public Policy

PEER-REVIEWED PUBLICATIONS ¹

Media, Culture, & Technology

• Working Papers & Under Review

- [1] (SSCI) Kim, J. & Lee, C.* The Return of the King: The Importance of Killer Content in a Competitive OTT Market. *Under Review* (2nd round)
- [2] (SSCI) Choi, Y. & Lee, C.* Grandma's digital play goes to FinTech. *Under Review* (2nd round)
- [3] (SSCI) Lee, C. & Ji, S. W. OTT Launching Strategy with Movie-Country Relatedness Density and Entry TOP 20. *Under Review* (1st round)
- [4] (KCI) 박영주 & 이창준*. 메타버스의 의미를 통한 네트워크 의제설정 작용원리 탐색 연구. *Under Review* (1st round)
- [5] (KCI) 박지은 & 이창준*. 심리적 요인과 가구구성형태가 시니어의 적극적인 SNS 활용에 미치는 영향. *Under Review* (1st round)
- [6] (SSCI) Lee, C., Kim, K.O., Shim, D., & Maliphol, S. Social Distancing, Innovation Adoption, and Privacy Concern. *Under Review* (1st round)
- [7] (KCI) 이승경 & 이창준*. 메타버스 사회적 자본이 아바타 커스터마이징에 끼치는 영향. *Under Review* (1st round)
- [8] (SSCI) Choi, Y. & Lee, C.* Effects of Anonymity in the Metaverse on Avatar Customization. *Working paper*
- [9] (SSCI) Choi, Y. & Lee, C.* Examining the Factors and Effects of Metaverse User Behavior: A Focus on Social Cognitive Theory. *Working paper*

• Published works

- [1] (SCIE) Lee, C., Na, C., Kim, K. O.* (2023). The Effect of Watching OTT Late at Night on the Sleep Pattern of Users. *Sleep and Biological Rhythms*, Forthcoming.
- [2] (SSCI) Liu, H. S., Lee, C., Kim, K., Lee, J., Moon, A., Lee, D., & Park, M. (2023). An Analysis of Factors Influencing the Intention to Use "Untact" Services by Service Type. *Sustainability*, 15(4), 2870. <https://doi.org/10.3390/su15042870>
- [3] (KCI) Choi, M. & Lee, C.* (2022). The effect of Online Community Activities in Non-face-to-face Situations on Life Satisfaction : Focusing on the Comparison between Before(2017) and After(2021) COVID-19. *Information Society & Media*. 23(3), 83-124. <https://doi.org/10.52558/ISM.2022.12.23.3.83>

¹ Research specifics

in Google scholar: <https://scholar.google.com/citations?user=aUHA25kAAAAJ&hl=ko>

in ORCID: <https://orcid.org/0000-0002-8859-9796>

in Research gate: https://www.researchgate.net/profile/Changjun_Lee3

in Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57192834038>

* Corresponding author

- [4] **(KCI)** Yeom, J., Lee, S., & **Lee, C.*** (2022). Analysis of the Characteristics of Extreme Patriotism and Psychological Motives by Understanding the Cyber Conflict Between Chinese Fandom Patriotism and Hallyu Fandom. *Journal of Cybercommunication Academic Society*. 39(4). 5-49. <https://doi.org/10.36494/JCAS.2022.12.39.4.5>
- [5] **(SSCI)** Shim, D., **Lee, C.**, & Oh, I. (2022). Analysis of OTT Users' Watching Behavior for Identifying a Profitable Niche: Latent Class Regression Approach. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(4), 1564-1580. <https://doi.org/10.3390/jtaer17040079>
- [6] **(KCI)** Kang, S., Seo, Y., & **Lee, C.*** (2022). A Study of the Development of Sectoral Digital Transformation Conflict Indicator. *Information Society & Media*. 23(1), 41-68. <https://doi.org/10.52558/ISM.2022.04.23.1.41>
- [7] **(SSCI)** Park, I., Lee, J., Lee, D., **Lee, C.**, & Chung, W. Y.* (2022). Changes in consumption patterns during the COVID-19 pandemic: Analyzing the revenge spending motivations of different emotional groups. *Journal of Retailing and Consumer Services*, 65, 102874. <https://doi.org/10.1016/j.jretconser.2021.102874>
- [8] **(SSCI)** Jung, E., **Lee, C.***, & Hwang, J. (2022). Effective strategies to attract crowdfunding investment based on the novelty of business ideas. *Technological Forecasting and Social Change*. 178, 121558. <https://doi.org/10.1016/j.techfore.2022.121558>
- [9] **(SSCI)** Jeon, H., & **Lee, C.*** (2022). Internet of Things Technology: Balancing Privacy Concerns with Convenience. *Telematics and Informatics*. 70, 101816. <https://doi.org/10.1016/j.tele.2022.101816>
- [10] **(SSCI)** Jo, H., Park, S., Shin, D., Shin, J.*, & **Lee, C.** (2022). Estimating cost of fighting against fake news during catastrophic situations. *Telematics and Informatics*. 66, 101734. <https://doi.org/10.1016/j.tele.2021.101734>
- [11] **(SSCI)** Park, I., Shim, H., Kim, J., **Lee, C.**, & Lee, D.* (2022). The Effects of Popularity Metrics in News Comments on the Formation of Public Opinion: Evidence from an Internet Portal Site. *The Social Science Journal*. doi:<https://doi.org/10.1080/03623319.2020.1768485>
- [12] **(KCI)** Jo, H., Oh, M., Shin, J.*, & **Lee, C.** (2021). Identifying Fake news in the Disastrous situations: Video versus Text. *Journal of Cybercommunication Academic Society*. 38(2). 83-120. doi: <https://doi.org/10.36494/JCAS.2021.06.38.2.83>
- [13] **(KCI)** **Lee, C.***, Woo, H.J., & Park, S.B. (2020). Factors of newly entering into the purchase on TV home-shopping: Random Forest Analysis based on users' media repertoire data. *Korean Innovation Study*. 15(2), 113-149. doi:<https://doi.org/10.46251/INNOS.2020.05.15.2.113>
- [14] **(SSCI)** **Lee, C.**, Shin, J., & Hong, A.* (2018). Does Social Media Use Really Make People Politically Polarized? Direct and Indirect Effects of Social Media Use on Political Polarization. *Telematics and Informatics*. 35(1), 245-254. doi:[10.1016/j.tele.2017.11.005](https://doi.org/10.1016/j.tele.2017.11.005)
- [15] **(SSCI)** **Lee, C.**, Lee, K., & Lee, D.* (2017). Mobile Healthcare Applications and Gamification for Sustained Health Maintenance. *Sustainability*. 9(5), 772. doi:[10.3390/su9050772](https://doi.org/10.3390/su9050772)
- [16] **(KCI)** Kim, M.K., **Lee, C.**, & Hong, A.* (2016). The Analysis of Media Usage Pattern for Effective Diffusion of Information. *Information Society & Media*. 17(1). 77-113. doi:<https://www.dbpia.co.kr/journal/articleDetail?nodeId=NODE06667546>

Innovation studies & Tech policy

- **Working Papers & Under Review**

- [1] (SSCI) Kim, K. O., Lee, J., **Lee, C.**, & Kogler, D. F. Dominant and Spark Technologies in Business Methods Innovation. *Under Review* (1st round)

- **Published works**

- [1] (SSCI) Na, C., **Lee, C.**, Kim, E. D.* (2023). The Optimal Open Innovation Strategy with Science-based Partners for Venture Firm's Innovation Capabilities: Focusing on Innovation Modes. *Science, Technology and Society*, Online first. <https://doi.org/10.1177/09717218231160442>
- [2] (SSCI) Kim, K., Kogler, D. F., **Lee, C.**, & Kang, T.* (2022). Changes in regional knowledge bases and its effect on local labour markets in the midst of transition: Evidence from France over 1985–2015. *Applied Spatial Analysis and Policy*, 1-22. <https://doi.org/10.1007/s12061-022-09444-4>
- [3] (SSCI) Shon, M., Lee, D. & **Lee, C.*** (2022). Inward or Outward? Direction of Knowledge Flow and Firm Efficiency. *International Journal of Technology Management*. 90(1-2), 102-121. <https://doi.org/10.1504/IJTM.2022.124617>
- [4] (SSCI) **Lee, C.**, Shin, H., Kim, K., & Kogler, D. F.* (2022). The effects of regional capacity in knowledge recombination on production efficiency. *Technological Forecasting and Social Change*. 180, 121669. <https://doi.org/10.1016/j.techfore.2022.121669>
- [5] (SSCI) Kogler, D. F., Davies, R. B., **Lee, C.**, & Kim, K.* (2022). Regional knowledge spaces: the interplay of entry-relatedness and entry-potential for technological change and growth. *The Journal of Technology Transfer*. 1-24. <https://doi.org/10.1007/s10961-022-09924-2>
- [6] (SSCI) Tóth, G., Elekes, Z., Whittle, A., **Lee, C.***, & Kogler, D. F. (2022). Technology network structure conditions the economic resilience of regions. *Economic Geography*. 98(4), 1-24. <https://doi.org/10.1080/00130095.2022.2035715>
- [7] (SSCI) Kim, K., Lee, J., & **Lee, C.*** (2022). Which innovation type is better for production efficiency? A comparison between product/service, process, organizational, and marketing innovations using stochastic frontier and meta-frontier analysis. *Technology Analysis & Strategic Management*. doi: <https://doi.org/10.1080/09537325.2021.1965979>
- [8] (SSCI) Rocchetta, S.*, Mina, A., **Lee, C.**, & Kogler, F. D. (2022). Technological Knowledge Space and the Resilience of European Regions. *Journal of Economic Geography*. 22(1), 27-51. doi: <https://doi.org/10.1093/jeg/lbab001>
- [9] (KCI) Kim, K., Lee, J., & **Lee, C.*** (2021). Exploratory Analysis of Knowledge Structure and Evolutionary Trajectory in Korean Artificial Intelligence for Effective Technology Policy. *Korean Innovation Study*. 16(3). Doi: <https://doi.org/10.46251/INNOS.2021.8.16.3.139>
- [10] (SSCI) **Lee, C.**, Cho, H., & Lee, D.* (2021). The mechanism of innovation spill-over across sub-layers in the ICT industry. *Asian Journal of Technology Innovation*. 29(2), 159-179. doi: <https://doi.org/10.1080/19761597.2020.1796725>

- [11] **(SCIE)** Jung, S., Kim, K. & **Lee, C.*** (2021). The nature of ICT in technology convergence: A knowledge-based network analysis. *PLOS ONE*. 16(7): e0254424. <https://doi.org/10.1371/journal.pone.0254424>
- [12] **(KCI)** Roh, T., Jo, G., & **Lee, C.*** (2021). Coincidence Analysis with International Patent Classification (IPC) Network of US ICT Companies: Focusing on Technology Similarity and Application. *Korean Innovation Study*. 16(2). 237-263. doi:<https://doi.org/10.46251/INNOS.2021.5.16.2.237>
- [13] **(SSCI)** Na, C., Lee, D., Hwang, J., & **Lee, C.*** (2021). Strategic Groups Emerged by Selecting R&D Collaboration Partners and Firms' Efficiency. *Asian Journal of Technology Innovation*. 29(1), 109-133. doi:<https://doi.org/10.1080/19761597.2020.1788957>
- [14] **(SSCI)** Lee, C., Lee, D., & Shon, M.* (2020). Effect of efficient triple-helix collaboration on organizations based on their stage of growth. *Journal of Engineering and Technology Management*. 58, 101604. <https://doi.org/10.1016/j.jengtecman.2020.101604>
- [15] **(SSCI)** Lee, C., Kogler, D.F., & Lee, D.* (2019). Capturing Information on Technology Convergence, International Collaboration, and Knowledge Flow from Patent Document: A Case of Information and Communication Technology. *Information Processing & Management*. 56(4), 1576-1591. doi:[10.1016/j.ipm.2018.09.007](https://doi.org/10.1016/j.ipm.2018.09.007)
- [16] **(SSCI)** Lee, C.* & Hwang, J. (2018). The Influence of Giant Platform on Content Diversity. *Technological Forecasting and Social Change*. 136, 157-165. doi:[10.1016/j.techfore.2016.11.029](https://doi.org/10.1016/j.techfore.2016.11.029)
- [17] **(SSCI)** Lee, C. & Kim, H.* (2018). The Evolutionary Trajectory of ICT Ecosystem: A Network Analysis based on Media User Data. *Information & Management*. 55(6), 795-805. doi:[10.1016/j.im.2018.03.008](https://doi.org/10.1016/j.im.2018.03.008)
- [18] **(SSCI)** Na, H.S., Lee, D., Hwang, J., & **Lee, C.*** (2018). Research on the Mutual Relations between ISP and ASP Efficiency Changes for the Sustainable Growth of Internet Industry. *Applied Economics*. 50(11), 1238-1253. doi:[10.1080/00036846.2017.1358443](https://doi.org/10.1080/00036846.2017.1358443)
- [19] **(SSCI)** Lee, C., Kim, J.H., & Lee, D.* (2017). Intra-industry Innovation, Spillovers, and Industry Evolution: Evidence from the Korean ICT industry. *Telematics and Informatics*. 34(8), 1503-1513. doi:[10.1016/j.tele.2017.06.013](https://doi.org/10.1016/j.tele.2017.06.013)
- [20] **(SSCI)** Lee, C., Jung, S., & Kim, K.O.* (2017). Effect of a Policy Intervention on Handset Subsidies on the Intention to Change Handsets and Households' Expenses in Mobile Telecommunications. *Telematics and Informatics*. 34(8), 1524-1531. doi:[10.1016/j.tele.2017.06.017](https://doi.org/10.1016/j.tele.2017.06.017)
- [21] **(SSCI)** Lee, C., Kim, H., & Hong, A.* (2017). Ex-post Evaluation of Illegalizing Juvenile Online Game after Midnight: A Case of Shutdown Policy in South Korea. *Telematics and Informatics*. 34(8), 1597-1606. doi:[10.1016/j.tele.2017.07.006](https://doi.org/10.1016/j.tele.2017.07.006)
- [22] **(SSCI)** Lee, C., Lee, D.*, & Hwang, J. (2015). Platform Openness and the Productivity of Content Providers: A meta-frontier analysis. *Telecommunications Policy*. 39(7). 553-562. doi:[10.1016/j.telpol.2014.06.010](https://doi.org/10.1016/j.telpol.2014.06.010)

Public Policy

- **Published works**

- [1] **(Book Chapter) Lee, C.* & Bae, Y.** (2019). Development of Information Communication Technology Industry and Public Policy in South Korea, In Ahn, M.J., & Kim, Y. (Eds.), *Public Administration and Public Policy in Korea*. Springer.
Doi: https://doi.org/10.1007/978-3-319-31816-5_3801-1
- [2] **(SSCI) Kim, E.H.W.* & Lee, C.** (2019). Does Working Long Hours Cause Marital Dissolution? Evidence from the Reduction in South Korea's Workweek Standard. *Asian Population Studies*. 15(1), 87-104. doi:[10.1080/17441730.2019.1565131](https://doi.org/10.1080/17441730.2019.1565131)
- [3] **(SSCI) Kim E.H.W.*, Lee, C., & Do, Y.K.** (2019). The Effect of Adult Children's Working Times on Visiting with Elderly Parents: A Natural Experiment in Korea. *Population Research and Policy Review*. 38(1), 53-72. doi:[10.1007/s11113-018-9486-0](https://doi.org/10.1007/s11113-018-9486-0)
- [4] **(SSCI) Kim, E.H.W.*, Lee, C., & Do Y.K.** (2018). The Effect of a Reduced Statutory Workweek on Familial Long-Term Care in Korea. *Journal of Aging and Health*. 30(10), 1620-1641. doi:[10.1177/0898264318797469](https://doi.org/10.1177/0898264318797469)

AWARDS & HONORS

- 2022. **Best Paper Award**. Korea Media Management Association. Fall regular academic conference. 2 Dec 2022.
- 2022. **Special Promotion Fast Track** (Assistant to Associate Professor). Hanyang University, 14 Sep 2022.
- 2021. **Best Teacher (IC-PBL Rookie Division Excellence Award 2020-2)**. Hanyang University ERICA IC-PBL Center, 14 Jan 2021.
- 2021. **Best Junior Faculty Award (Excellence in International Papers)**. Hanyang University ERICA Academic Awards 2020, 27 Jan 2021.
- 2018. **Selected Poster Presenter**. Regional Studies Association European Foundation Socio-Spatial Dynamics Summer College. Sardinia, Italy. 4-7 Sep 2018. (Paid trip)
- 2018. **Poster Session Award**. Population Association of America, "The effect of a reduced statutory workweek on familial long-term care in Korea," Denver USA, 26-28 April 2018
- 2015. **Best Paper Award**. Korea Media Panel Conference. Korea Information Society Development Institute.
- 2014-2015. **Brain Korea 21+ Scholarship**. Ministry of Education, Science and Technology.
- 2012-2013. **Korea Rotary Club Scholarship**. Korea Rotary Club
- 2010-2012. **Training for Management of Technology Specialist Fellowship**. Ministry of Trade Industry and Energy.

SPECIALTY

1. Computational Research and Analytics
 - Big-data Handling and Visualization
 - Social Network Analysis
 - Agent Based Modelling
2. Advanced Programmer
 - Fluent usage at *R*, *Python*, *C++*, *MySQL*, *SAS*, and *STATA*.
 - Intermediate usage at *Tableau*, *Gephi*
3. Econometric Analysis
 - Research Design for Causal Inference
 - Policy (Program) Evaluation

LANGUAGES

English (Fluent) / Korean (Native) / Mandarin Chinese (Basic)