

Alice Jayoung Jang

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Work

August 2022 - Present **Assistant Professor in Business Information Technology**, *Virginia Tech*, Blacksburg, US

Education

2016-May **Ph.D. in Information Systems**, *Boston University*, Boston, US
2022 Thesis: Understanding the Effect of Interactions in Social Networks on the Performance and Sustainability of Organizations and Online Communities
(Committee: Bin Gu, Jesse Shore, Gordon Burtch)

2014-2016 **M.S. in Business and Technology Management**, *KAIST*, Daejeon, South Korea
Thesis: Vulnerability Index: Disentangling Iterative Contagion in International Financial Markets

2009-2014 **B.A. in Business Administration**, *Sungkyunkwan University*, Seoul, South Korea

Research Interest

The impact of communication technologies-facilitated social networks on collective output, specifically on user-generated content and collective intelligence and its mechanisms.

Keywords Social Networks, Information Diffusion, Collective Intelligence, Human-AI collaboration, User-Generated Content, Lab Experiment, Field experiment, Econometrics

Publication

Network Centralization and Collective Adaptability to a Shifting Environment

Ethan Bernstein, Jesse Shore, and Alice J. Jang

Organization Science

Manuscript Under Review

Rareness-Biased Diffusion: How social networks reduced representativeness of information in long diffusion chain

Alice J. Jang

Status R&R in *MIS Quarterly*

Working Paper in Human-AI Collaboration

AI-Human Interactions: Investigating Conformity Bias in Perceptions of Information Presented by AI

with Sina Fazelpour

Status Completed experimental design

Harnessing Artificial Intelligence for Conflict Moderation among Diverse Groups
with Hui Sun

Status In process of experimental design

Working Paper in Failure of Collective Intelligence

Stock Twit: The effect of failure in collective intelligence on unfollowing
with Qianzhou Du and Alan Wang

Status In process of preliminary data analysis

Working Paper in User-Generated Content

Enhancing MBA Online Learning Engagement through Content Composition Notifications

with Gerdus Benade

Status In process of IRB approval

Information Disclosure and Community Disruption: Evidence from Twitch, live-streaming platform

with Jiayi Liu and Gordon Burtch

Status Completed collecting the data

Exploring Emotional Contagion in Live Streaming Chatrooms through Network Ties
with Xuan Lu

Status In process of preliminary data analysis

Conference Presentation

2022 **MBD Contagion: Preferential Sharing of Rare Event Category in Social Networks**
INFORMS 2022

2021 **Understanding How Individual Information Exchanges Integrate to Collective Outputs in Social Networks**
ICIS Doctoral Consortium 2021

2021 **Chatroom Size and Relevance of Chats: Evidence from Twitch, live-streaming platform**
Statistical Challenges in Electronic Commerce Research 2021

2020 **MBD Contagion: Preferential Sharing of Rare Event Category in Social Networks**
Workshop of Information Systems and Economics 2020

2020 **MBD Contagion: Preferential Sharing of Rare Event Category in Social Networks**
Statistical Challenges in Electronic Commerce Research 2020

2020 **Network Centralization and Collective Adaptability to a Shifting Environment**
Collective Intelligence 2020

- 2020 **Network Centralization and Collective Adaptability to a Shifting Environment**
Organization Science Special Issue Conference
- 2019 **Network Centralization and Collective Intelligence**
Workshop of Information Systems and Economics 2019
Best Paper Award Runner-up
- 2019 **Network Centralization and Collective Intelligence**
5th International Conference on Computational Social Science
- 2019 **MBD Contagion: How People Get Overexposed to Rare and Novel events**
Collective Intelligence 2019
- 2016 **The Financial Market Vulnerability Pools: Recognition from Network Analysis**
Computing in Economics and Finance 2016
- 2015 **The Financial Market Vulnerability Pools: Recognition from Network Analysis**
2015 Korea Academy of Complexity Studies
- 2012 **Business Strategies of Local Corporation against Multinational Corporation in China LCD Market**
2012 Korean Academic Society of Business Administration Annual Conference

Seminar

- 2021 **MBD Contagion: Preferential Sharing of Rare Event Category in Social Networks**
Korea University

Grant

- 2019 **Questrom research fund (total: \$5,424)**
Questrom School of Business
Funding Frequency-Biased Diffusion: Disproportionate Reception of Rare Categories of Events in Social Networks

Award

- 2016 **Best Paper Award**
National Research Foundation of Korea
Award to the master's thesis by the Social Science Korea Next Generation Social Scientists Conference
- 2014 **KAIST Scholarship**
Korean Advanced Institute of Science and Technology (KAIST)
Graduate fellowship: admission with partial tuition coverage
- 2009 **Samsung Scholarship**
Samsung

Undergraduate fellowship (merit-based): admission with highest distinction and full tuition

Teaching Experience

Spring 2023 **Advanced Modeling for Business Analytics, Instructor**
Fall 2022 **Advanced Modeling for Business Analytics, Instructor**
Fall 2021 **Introduction to Information Systems, Instructor**
Summer 2021 **Digital Marketing Analytics, Teaching Assistant**
Summer 2021 **Digital Project Construction, Teaching Assistant**
Summer 2020 **Introduction to Information Systems, Instructor**
Spring 2018 **Measuring Impact with Causal Methods, Teaching Assistant**
Summer 2017 **Digital Projects, Teaching Assistant**
Winter 2017 **IT Applications in Management, Teaching Assistant**
2015 Fall **Statistical Analysis for Business: Teaching Assistant**
Fall 2015 **Introduction to Business Administration, Teaching Assistant**
Spring 2015 **Freshman Seminar, Teaching Assistant**
Fall 2014 **Introduction to Business and Technology Management, Teaching Assistant**
Sept. 2014 - **BK21 Project, Research Assistant**
May 2016
Fall 2013 **Investment Analysis, Investment, Teaching Assistant**
Spring 2011 **Elementary Business Statistics, Teaching Assistant**

Service and Leadership Activities

Panelist for Conference: AoM 2023
Session chair for Conference: INFORMS 2023
Review for Conference: HICSS 2021, CIST 2021, ICIS 2021, HICSS 2022
Review for Journal: Organization Science, Information Systems Research
Review for Conference: ICIS 2019, ECIS 2020, and ICIS 2020
2018- 2019 **Vice-President of Questrom School of Business Student Associations (representing 50 students)**
2018- 2019 **President of Korean Graduate Student Association of Boston University (representing 150 students)**

Languages

English Fluent
Korean Fluent
Chinese Introductory level

Citizenship

United States of America
Republic of Korea