

# JAECHEOL PARK

Ph.D. Candidate in Management Information Systems  
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## EDUCATION

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<b>University of British Columbia</b>	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> ”	
<b>Yonsei University</b>	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	
<b>Technological University Dublin</b> (Formerly, Dublin Institute of Technology)	Dublin, Ireland
<i>Exchange Student</i> , College of Business	2015

## RESEARCH INTERESTS

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- 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)

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### I. AI

- [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*.

### II. Mobile IT

- [4] **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*.
- [5] Park, J. & Lee, G. M. On-device AI and Productivity. *Work-in-Progress*.
- [6] 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

- [7] **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 2<sup>nd</sup> round review at *Information Systems Research*.

- [8] 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.<sup>^</sup>
- [9] 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.<sup>^</sup>
- [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.<sup>^</sup>

## CONFERENCE PRESENTATIONS († PRESENTED BY A CO-AUTHOR)

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- [1] **Park, J.**, Lee, M., Li, J. F., & Lee, G. M. Unpacking AI Transformation: The Impact of AI Strategies on Firm Performance with a Dual Lens on Product and Process Orientation.
  - Presentations: *SNU 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

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### **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, Machine Learning, 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

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### **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

## ACADEMIC SERVICES

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### **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

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

## PROFESSIONAL EXPERIENCES

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- *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

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### Gene Moo Lee

Associate Professor of Information Systems & Analytics  
Sauder School of Business  
University of British Columbia  
Email: [gene.lee@sauder.ubc.ca](mailto:gene.lee@sauder.ubc.ca)  
Website: <https://blogs.ubc.ca/genemoolee>

### Jiyong Park

Assistant Professor of Management Information Systems  
Terry College of Business  
University of Georgia  
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Website: <https://jiyong-park.github.io/>

### Ronald T. Cenfetelli

CANFOR Chair in Management Information Systems  
Sauder School of Business  
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### J. Frank Li

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