

JAEICHEOL PARK

Ph.D. Candidate in Management Information Systems
 Sauder School of Business, University of British Columbia
jaeicheol.park@sauder.ubc.ca | [Personal Website](#) | [Google Scholar](#)

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: “Strategic Roles of AI and Mobile Management on Performance: Evidence from U.S. Public Firms”	
Yonsei University	Seoul, Korea
<i>M.S. in Business Administration</i> , School of Business	2019
Major: Information Systems	
<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

- Business Value of IT, Future of Work, Emerging IT
- Platforms and User Behavior

WORKING PAPERS/WORK-IN-PROGRESS

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

OTHER JOURNAL PUBLICATIONS

- [1] 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*.
- [2] 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.
- [3] 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.
- [4] 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 AND WORKSHOP 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 with a Dual Lens on Product and Process Orientation.
 - Submitted to *CIST 2024*
 - Presented at *INFORMS Annual Meeting 2024 (scheduled)*, *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.
 - Previous title: “Mobile Resilience: The Effect of Mobile Device Management on Firm Performance during the COVID-19 Pandemic”
 - Presented at *AOM CTO 2024 (scheduled)*, *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.
 - Presented at *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?.
 - Presented at *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.
 - Presented at *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.
 - Presented at *AMCIS 2020†*.
- [7] Yoo, J. S., **Park, J.**, & Son, J. Three Qualities of OTT Services: A Mixed Methods Approach.
 - Presented at *AMCIS 2020†*.
- [8] Kwon, Y., **Park, J.**, & Son, J. Accurately or Accidentally? Recommendation Agent and Search Experience in Over-The-Top (OTT) Services.
 - Presented at *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.
 - Presented at *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.
 - Presented at *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'.
 - Presented at *KMIS Fall Conference 2018†*.

TEACHING EXPERIENCE

Instructor at Sauder School of Business, University of British Columbia

- Business Programming and Analytics (COMM337) 2023
 - Undergraduate Elective
 - 2 Sections after the Midterm Exam (1.5 credit * 2 sections)
 - NumPy, Pandas, Machine Learning, Text Analytics
 - Evaluation: 4.3 and 4.2 (for each section, Sauder average: 4.2)
- Management of Information Systems (COMM438) 2021
 - Undergraduate Elective
 - 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, 2022, 2023
 - Master of Business Analytics (MBAN)
- Fundamentals of Analytics and Technology (BA515, Instructor: Gene Moo Lee) 2021 – 2022
 - Full-Time MBA (FTMBA), Professional MBA (PMBA), Master of Management (MM)
- Management of Information Systems (COMM438, Instructor: Arslan Aziz) 2020 – 2021
- Business Programming and Analytics (COMM337, Instructor: Mi Zhou) 2021, 2023

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 – 2018
- 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, 2019

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, 2023

ACADEMIC SERVICES

Journal Reviewer

- Data & Knowledge Engineering 2021

Conference Reviewer

- International Conference on Information Systems (ICIS, 10 reports) 2020 – 2024
- Pacific Asia Conference on Information Systems (PACIS, 3 reports) 2021 – 2022
- 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, 4 reports) 2022 – 2023
- Conference on Information Systems and Technology (CIST, 1 report) 2023
- Hawaii International Conference on System Science (HICSS, 6 reports) 2021 – 2025
- KrAIS Research Workshop (KrAIS, 3 reports) 2021, 2023
- Annual Meeting of the Academy of Management (AOM, 3 reports) 2024

Student Volunteer

- MISQ Insider Interview 2024
- International Conference on Information Systems (ICIS) 2017

PROJECT EXPERIENCES

- 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

- *Research Assistant*, Yonsei Business Research Institute, Korea 2020
- *Business Developer*, Project WITH, Korea 2018 – 2019
- *Peacekeeper*, United Nations, Haiti 2012
- *Sergeant*, the Republic of Korea Army, Korea 2011 – 2013

REFERENCES

Gene Moo Lee

Associate Professor of Information Systems & Analytics
Sauder School of Business
University of British Columbia
Email: 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
Email: jiyong.park@uga.edu
Website: <https://jiyong-park.github.io/>

J. Frank Li

Assistant Professor of Management Information Systems
Sauder School of Business
University of British Columbia
Email: jfrankliwork@gmail.com
Website: <https://jfrankli.com>

Ronald T. Cenfetelli

CANFOR Chair in Management Information Systems
Sauder School of Business
University of British Columbia
Email: cenfetelli@sauder.ubc.ca

