JAECHEOL PARK

Ph.D. Candidate in Management Information Systems
Sauder School of Business, University of British Columbia
jaecheol.park@sauder.ubc.ca | Personal Website | Google Scholar

EDUCATION

University of British Columbia   Vancouver, BC, Canada
Ph.D. Candidate, 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
M.S. in Business Administration, School of Business   2019
    Major: Information Systems
B.B.A. in Business Administration, School of Business   2017
B.A. in Applied Statistics, College of Commerce and Economics

Technological University Dublin (Formerly, Dublin Institute of Technology)   Dublin, Ireland
Exchange Student, 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

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 major 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*, *Forthcoming*.

[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.
- Google Citations: 50 (as of July 2024)

[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*
- Presentations: *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.
- Presentations: *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.
- 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, Machine Learning, Text Analytics
    - Evaluation: 4.3 and 4.2 (out of 5.0, 50 and 48 entrollments 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

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, 4 reports)   2022 – 23
- 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   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 – 19
- *Peacekeeper*, United Nations, Haiti   2012
- *Sergeant*, the Republic of Korea Army, Korea   2011 – 13

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

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

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/

Ronald T. Cenfetelli

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