

HEEJIN JOO

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EDUCATION

Georgia State University | Atlanta (2022- Expected in 2027)

Doctor of Science: Computer Information Systems

- Advisor: Likoebe Maruping, Professor, Georgia State University

Korea University Business School | Seoul (2020 - 2022)

Master of Science: Management Information Systems

- Thesis: *How Information Load Affects the User Evaluation on the Review Contents Videos?*
- Advisor: Gunwoong Lee, Assistant Professor, Korea University Business School

Sungkyunkwan University | Seoul (2014 - 2020)

Bachelor of Arts & Science: Psychology & Business Administration

Memorial University of Newfoundland | St. John's, Canada (2019)

Exchange Students Program

RESEARCH INTERESTS

- Digital Platforms and user behavior
- Green IT
- Societal impact of AI

RESEARCH EXPERIENCE

Industry Project

Research Assistant, NAVER. Corp, a leading Internet Portal in Korea

"*Sales Diversity in Shopping Platforms*" (2021 - 2022)

- Role: Analyze seller-buyer transaction data to evaluate the changes in sales diversity in online shopping platforms

"*The Impact of AI Applications on SMEs*" (2020 - 2020)

- Role: Analyze product-level data to investigate the impact of AI recommendation systems on produce sales for SMEs

"*AI Curation and Local Stores*" (2019 - 2019)

- Role: Analyze local restaurant data to examine the impact of AI-enabled location search services on the success of local businesses

Korea University Center of Data Transformation and Business (CDTB) Data Competition (2020-2020)

- Develop a prediction model for online hotel booking services, using machine learning techniques
- 3rd place in the competition

Teaching Assistant (Spring 2021)

- Course: Data Science and Artificial Intelligence
- Managed and Assisted 60 students in the course, by correcting errors in the code set and instructing data science project
- Best Teaching Award

Research Assistant

Georgia State University | Atlanta, Georgia

Graduate Research Assistant, Computer Information Systems (2022-Current)

- Assistant to Professor Likoebe Maruping

Korea University | Seoul, South Korea

Graduate Research Assistant, Management Information Systems (2020-2022)

- Assistant to Professor Gunwoong Lee, conducting data analysis and visualization

Sungkyunkwan University | Seoul, South Korea

Korean General Social Survey, Survey Research Center, SKKU (2017-2018)

- Assistant for KGSS, organizing and cleaning primary and secondary data
- Contributed to publishing 2018 KGSS Cumulative Codebook

PUBLICATIONS

Published Articles

- **Joo, H.** and Maruping, L. (2024) Green Nudging: Bridging Economic and Environmental Value in Online Secondhand Market Platforms. *International Conference on Information Systems 2024 Proceedings*. 3.
https://aisel.aisnet.org/icis2024/digital_emergsoc/digital_emergsoc/3
- **Joo, H.** and Maruping, L. (2023) Derivative Work in Open-license Platforms. *International Conference on Information Systems 2023 Proceedings*. 20.
https://aisel.aisnet.org/icis2023/user_behav/user_behav/20
- **Joo, H.**, Kim, J., Shin, J., Kim, K., and Lee, G. (2021). The Impacts of AI-enabled Search Services on Local Economy. *Information Systems Review*, 23(3), 77-96.
- Hwang, JH., Lee, GW., Bae, KH., **Joo, H.**, Kim, Y., and Kim, Alex J. (2022) An Exploratory Study on Consumers' Media and Channel Choices throughout the Consumer Decision Journey. *Korea Advertising Society*, 33(1), 29-57

Manuscript under Preparation

- **Joo, H.**, Sohn, B., Lee, GW. Information Load in Review Content in Context of Video Format, to be submitted at *Journal of Management Information Systems*
- **Joo, H.** and Maruping, L. Derivative Works on Open-licensed Platforms, targeted at *Journal of Management Information Systems*

- **Joo, H.** and Maruping, L. Blockchain Landscaping, targeted at *POMS*
- **Joo, H.** and Maruping, L. Green Signaling in Online Secondhand Market Platforms, targeted at *MISQ*
- **Joo, H.** and Kim, J. Impact of Ban of Face Recognition Technology on Crime, targeted at *IEEE Academy on Artificial Intelligence*
- **Joo, H.** The Downward Spiral Effect of Content Recommendation Algorithm on User Mentality, targeted at *Management Science*

CONFERENCE PRESENTATIONS

- **Joo, H.**, and Maruping, L., (2024, December). *Green Nudging: Bridging Economic and Environmental Value in Online Secondhand Market Platforms*, 2024 International Conference on Information Systems, Bangkok, Thailand.
- **Joo, H.**, and Maruping, L., (2023, December). *Derivative Works in Open-license Platform*, 2023 International Conference on Information Systems, Hyderabad, India.
- **Joo, H.**, and Lee, GW. (2021, November). *Does Rich Information Matter in Online Review Videos?*, Korea Internet e-Commerce Association, Jeju, South Korea.
- **Joo, H.**, Lee, GW., Kim, Alex J., and Kim, TK. (2021, October). *Does Informative Content Indeed Matter in Online Review Videos?*, 2021 INFORMS Annual Meeting, Anaheim, CA & Virtual, USA.
- **Joo, H.**, and Lee, GW. (2021, June). *Empirical Research on Impact of AI-Based Location Recommendation System on Vitalizing Local Economy*, The Korean Study of Management Information System, Yeosu, South Korea.
- **Joo, H.** (2020, November). *AI-enabled Location Search and Local Economy*, The Korea Entrepreneurship Society, Seoul, South Korea.
- **Joo, H.**, and Lee, GW. (2020, November). *Empirical Research on Effects of Enclosed AI-recommendation System on Shopping SMEs*, Korea Association of Information Systems, Jeju, South Korea.

HONORS AND AWARDS

- Best Paper Nominee, 2023 International Conference on Information Systems, Hyderabad, India (2023)
- Graduate Assistantship at Korea University (2020-2021)
- Best Teaching Award (2021)
- Best Paper Award, Korea Conference of Internet e-Commerce Association, Jeju, South Korea (2021)
- Third Prize Award, Korea University Center of Data Transformation and Business (CDTB) Data Competition (2020)