

Research Interests

Research Topics.

- Blockchain-based Digital Asset Market, GenAI Productivity and Creativity, Art & Tech

Research Methods.

- Econometrics, Computer Vision, Natural Language Processing, Lab & Field Experiment

Education

- 2026 **University of Minnesota,**
(Expected) *Ph.D. in Information and Decision Sciences (IDSc)*, Minneapolis, MN.
Advisor: Alok Gupta
- 2020 **Hanyang University,**
M.S. in Management Information Systems, Seoul, Korea.
Advisor: Sang-Yong Tom Lee
- 2018 **Hanyang University,**
B.A. in Business Administration, Seoul, Korea.

Theme: Blockchain-based Digital Asset Marke

Why Did the NFT Market Crash? Antecedents and Consequences of Wash Trading.

- with Alok Gupta, Teng Ye
- Job Market Paper
- Finalizing for submission to *Management Science*

From Boom to Bust and Beyond: A Longitudinal Analysis of NFT Collector Performance.

- YoungJin Kwon, Teng Ye, Alok Gupta
- Under review at *Information Systems Research*
- Presented at Workshop on Information Systems and Economics (WISE) 2024
- Presented at INFORMS ISR - ISS Paper Development Workshop 2024
- Presented at Workshop on Information Technologies and Systems (WITS) 2023

Tokenized Access: How NFT Market Empowers Minority Artists.

- YoungJin Kwon, Agnes Yang, Gautam Ray
- Under review at *MIS Quarterly*
- Presented at Workshop on Information Technologies and Systems (WITS) 2024
- Presented at Conference on Information Systems and Technology (CIST) 2024
- Presented at INFORMS Annual Meeting 2024

Theme: Generative-AI Creativity & Productivity

Large Language Models in Academia: Boosting Productivity but Reinforcing Inequality.

- YoungJin Kwon, Agnes Yang
- Presented at Wharton Annual Business & Generative AI Workshop 2025
- To be presented at International Conference on Information Systems (ICIS) 2025
- To be presented at INFORMS Annual Meeting 2025

Perception and Valuation of Human-AI Co-created Art: Computational Aesthetics Approach.

- with Alok Gupta
- Analysis in progress

Theme: Sharing Economy

Friend or Foe? Bike-sharing and Ride-sharing in New York City.

- **YoungJin Kwon**, Agnes Yang, Sang-Yong Tom Lee, and Seung Hyun Kim
- Targeting FT 50 journal
- Presented at Workshop on Information Systems and Economics (WISE) 2019
- Best paper award at Post-ICIS KrAIS Research Workshop 2019
- Master's Thesis

Presentation

- 2025 **ICIS**, *Nashville, USA*.
 - Large Language Models in Academia: Boosting Productivity but Reinforcing Inequality
- 2025 **Wharton Business & Generative AI Conference**, *San Francisco, USA*.
 - Large Language Models in Academia: Boosting Productivity but Reinforcing Inequality
- 2025 **INFORMS Annual Meeting**, *Atlanta, USA*.
 - Large Language Models in Academia: Boosting Productivity but Reinforcing Inequality
- 2024 **WITS**, *Bangkok, Thailand*.
 - Inclusion by Design: How Disintermediation through Art NFT Empowers Minority Artists
- 2024 **WISE**, *Bangkok, Thailand*.
 - An Exploration of Investor Strategies and Outcomes in the Roller Coaster Ride in NFT Markets
- 2024 **INFORMS ISR - ISS Paper Development Workshop**, *Seattle, USA*.
 - An Exploration of Investor Strategies and Outcomes in the Roller Coaster Ride in NFT Markets
- 2024 **CIST**, *Seattle, USA*.
 - Inclusion by Design: How Disintermediation through Art NFT Empowers Minority Artists
- 2024 **INFORMS Annual Meeting**, *Seattle, USA*.
 - Inclusion by Design: How Disintermediation through Art NFT Empowers Minority Artists
- 2023 **WITS**, *Hyderabad, India*.
 - An Exploration of Investor Strategies and Outcomes in the Roller Coaster Ride in NFT Markets
- 2019 **WISE**, *Munich, Germany*.
 - Friend or Foe? Bike-sharing and Ride-sharing in New York City
- 2019 **KrAIS**, *Munich, Germany*.
 - Entrepreneurship as a Source of Innovation: Founders in IT Firms
- 2018 **ICIS**, *San Francisco, USA*.
 - Impact of Information Sharing Legislation on Cybersecurity Industry

Teaching

- Fall 2023 **Instructor (University of Minnesota)**.
- Spring 2023
 - IDSC 4444: Exploratory and Predictive Analytics
 - Course Description: Descriptive and Predictive Analytics exposes students to a number of data mining and machine learning methods, including: exploratory methods (such as association rules and cluster analysis), predictive methods (such as k-NN and decision trees), and text mining methods. The course combines theoretical lectures with lab lectures, where the methods are practically implemented using the software R.
 - Student Rate of Teaching: 5.27/6 (78% of participation rate)

Teaching Assistant

- 2020 - 2024 **TA (University of Minnesota).**
- IDSC 6446: Business Analytics for Managers II (2024)
 - IDSC 3551: Business Analytics (2024, 2025, 2026)
 - IDSC 6410: Exploratory Data Analysis (2022)
 - MSBA 6440: Causal Inference via Econometrics and Experimentation (2021)
 - IDSC 3104: Enterprise Systems (2020)

Honors and Scholarships

- 2024, 2025 **Small Grant for Diversity Equity and Inclusion Research.**
- Awarded by Carlson school
- 2024 **Doctoral Dissertation Fellowship.**
- Awarded by Carlson school
- 2023 - 2025 **Student Travel Grant.**
- Awarded by Carlson school
- 2021 - 2024 **Summer Research Fellowship.**
- Awarded by Carlson school
- 2020 - 2025 **Willoughby Fellowship.**
- Awarded by Carlson school
- 2020 - 2025 **Doctoral Fellowship.**
- Awarded by Carlson school
- 2019 **Best Paper Award.**
- Awarded by KrAIS

Technical Skills

Python, R, Stata, MongoDB, MySQL, LaTeX, RapidMiner

Professional Services

Reviewer.

- Management Science, ICIS 2025, WITS 2025 & 2024, ICIS 2022, PACIS 2020

- 2023 - 2025 **Board Member (University of Minnesota).**

- Board member of Student Advisory Committee (SAC)

- 2023 - 2024 **Organizer (University of Minnesota).**

- Brown bag session organizer

References

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