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YoungJin Kwon

Research Interests

Research Topics.
- Blockchain-based Decentralized Market, GenAI Productivity and Creativity, Art & Tech

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

Education

2026 (Exepcted) **University of Minnesota**,
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 Decentralized Market

Carrots, Sticks, and Crashes: The Antecedents and Consequences of Wash Trading in NFT Markets.
- 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: Productivity Boost and Heterogenous Effects.
- **YoungJin Kwon**, Agnes Yang
- Presented at Wharton Annual Business & Generative AI Workshop 2025
- Presented at INFORMS Annual Meeting 2025
- To be presented at International Conference on Information Systems (ICIS) 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

Alok Gupta,
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Information and Decision Sciences.
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