

# YoungJin Kwon

## 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**,  
(Exepcted) *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

**Alok Gupta,**  
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**Gautam Ray,**  
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**Teng Ye,**  
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University of Minnesota,  
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