

# YoungJin Kwon

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## Research Interests

### Research Topics.

- Tech and Art Industry, NFT Art Market, Generative AI and Art, Gender and Racial Biases in Art Valuation

### Research Methods.

- Econometrics, Image Analysis, Textual Analysis, 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.A. in Management Information Systems*, Seoul, Korea.  
Advisor: Sang-Yong Tom Lee
- 2018 **Hanyang University,**  
*B.A. in Business Administration*, Seoul, Korea.

## Working Paper

### An Exploration of Investor Strategies and Outcomes in the Roller Coaster Ride in NFT Markets.

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

### Balancing the Gendered Art Price: The Impact of Decentralized Marketplace on Minority Artists.

- Agnes Yang, **YoungJin Kwon**, Gautam Ray
- To be presented at *Conference on Information Systems and Technology (CIST) 2024*
- To be presented at *INFORMS Annual Meeting 2024*

## Research In-progress

### NFT Wash Trading, (*Potential job market paper*).

- with Alok Gupta, Teng Ye
- Analysis in progress

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

- with Alok Gupta
- Analysis in progress

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

- **YoungJin Kwon**, Agnes Yang, Sang-Yong Tom Lee, and Seung Hyun Kim
- Presented at *Workshop on Information Systems and Economics (WISE) 2019*

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## Presentation

- 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 2024**, *Seattle, USA*.
  - An Exploration of Investor Strategies and Outcomes in the Roller Coaster Ride in NFT Markets
- 2024 **CIST**, *Seattle, USA*.
  - Balancing the Gendered Art Price: The Impact of Decentralized Marketplace on Minority Artists
- 2024 **INFORMS Annual Meeting**, *Seattle, USA*.
  - Balancing the Gendered Art Price: The Impact of Decentralized Marketplace on 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

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## 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)

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## Teaching Assistant

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

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## Honors and Scholarships

- 2024 **Doctoral Dissertation Fellowship**.
  - Awarded by Carlson school
- 2023 - 2024 **Student Travel Grant**.
  - Awarded by Carlson school
- 2021 - 2024 **Summer Research Fellowship**.
  - Awarded by Carlson school
- 2020 - 2024 **Willoughby Fellowship**.
  - Awarded by Carlson school

2020 - 2024 **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, WITS 2024, ICIS 2022, PACIS 2020

2023 - 2024 **Organizer (University of Minnesota).**  
◦ Brown bag session organizer

## Other interests

◦ Attending musical performances  
◦ Exploring art exhibitions  
◦ Boulderling  
◦ Yoga

◦ Strumming my bass guitar  
◦ Enjoying a good film  
◦ Swimming  
◦ Camping and grilling

## References

**Alok Gupta,**  
*Professor,*  
University of Minnesota,  
Information and Decision Sciences.  
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**Teng Ye,**  
*Assistant Professor,*  
University of Minnesota,  
Information and Decision Sciences.  
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