

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*
- Presented at 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 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 WISE 2019 & Master's Thesis

Pulication

- 2020 **The Impact of Information Sharing Legislation on Cybersecurity Industry.**
◦ Agnes Yang, **YoungJin Kwon**, and Sang-Yong Tom Lee
◦ Published at *Industrial Management and Data Systems*
◦ Presented at ICIS 2018
- 2020 **Investigating the Impact of IT Security Investments on Competitor's Market Value.**
◦ **YoungJin Kwon** and Sang-Yong Tom Lee
◦ Published at *Asia Pacific Journal of Information Systems*

Presentation

- 2024 **CIST, Seattle, USA.**
◦ Balancing the Gendered Price: Evidence from Decentralized NFT Markets
- 2024 **INFORMS Annual Meeting, Seattle, USA.**
◦ Balancing the Gendered Price: Evidence from Decentralized NFT Markets
- 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)
◦ IDSC 6410: Exploratory Data Analysis (2022)
◦ MSBA 6440: Causal Inference via Econometrics and Experimentation (2021)
◦ IDSC 3104: Enterprise Systems (2020)

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.

- ICIS 2022, PACIS 2020

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

- Brown bag session organizer

Other interests

- Attending musical performances
- Exploring art exhibitions
- Bouldering
- Yoga
- Strumming my bass guitar
- Enjoying a good film
- Swimming
- Camping and grilling

References

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Information and Decision Sciences.
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Teng Ye,
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