

# 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,**  
(Exepcted) *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 *Information Systems Research - INFORMS 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 **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.**
  - 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

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## Technical Skills

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

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## Professional Services

### **Reviewer.**

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

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

- Brown bag session organizer

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## Other interests

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

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## References

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