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YoungJin Kwon

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 (Exepcted) **University of Minnesota**,
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 *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*

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

Alok Gupta,
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University of Minnesota,
Information and Decision Sciences.
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