

Youngeui Kim

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Education

Kyung Hee University, Seoul, Korea

Master of Engineering, Valedictorian, Sep 2014-Aug 2016

Major: Social Network Science (GPA: 3.97/4.00)

Thesis: Analyzing the Effect of electronic Word of Mouth by Low Involvement Products Characteristics

Thesis Advisors: Prof. Jae Kyeong Kim and Prof. Yoonjae Nam

Relevant Courses: Network Science: Theory and Application, Social Network Analysis, Social Network Formation, Seminars on Social Network Science, Seminar in Business Analytics, Econometrics, Knowledge and Decision, Internet of Things, Financial Engineering

Bachelor of Business Administration, Mar 2009-Feb 2013

Major: Business Administration (GPA: 3.66/4.00)

Relevant Courses: Business Data Analysis, Business Science, Computer-Based Social Research, Introduction to Management Information Systems, Business Administration, Economics for Managers, International Marketing, Production and Operations Management, Public Economics, Investments, Securities Markets, Special Topics in Management, Special Topics in Finance, Contemporary Society and Communication, Social Psychology

Avans University of Applied Sciences, Breda, Netherlands

Exchange Student, Jan 2011-May 2011

Major: International Business and Management Studies

Relevant Courses: Contribution Tutor Group, Export Plan, External Project, Knowledge Test

Research Interests

Data Mining, Social Network Analysis, Social Media, E-Commerce, Econometrics

Paper Publication

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2017). Analyzing the Effect of Electronic Word of Mouth on Low Involvement Products. *Asia Pacific Journal of Information Systems*, 27(3), 139-155.

doi: <https://doi.org/10.14329/apjis.2017.27.3.139>

Summary: I analyze the power of electronic Word of Mouth (eWOM) on non-alcoholic beverages as low involvement products, which prior studies have not dealt with. Employing two social media platforms, blog and online news, we find that eWOM influences sales of the drinks in a positive manner, but the characteristics of the products—low cost and brand awareness—moderate degree of the impact in the blog platform.

A List of Conference Proceedings and Presentations

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2016). Analyzing eWOM in low involvement products (Korean). *Proceedings of 2016 Spring Conference on Humanity in the Digital Intelligent Society*, KMIS (Korea Society of Management Information Systems) & 16th International Conference on IT Applications and Management. 2016(6). 556-566.

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2015). Analysis of competition in mobile payment service market (Korean). *Proceedings of 2015 Fall Conference on Innovation through ICT Convergence and Integration*, KMIS. 2015(11). 395-401.

Work in Progress

Youngeui Kim. (2018). Does eWOM discriminate against sizes of products?

Summary: The paper is to investigate different eWOM effects depending on the sizes of the same product of non-alcoholic beverages.

Work History

Kyung Hee University, Seoul, Korea

Director of Academics (Graduate Student Council), Jan 2015-Aug 2016

Documented annual budget and business plans and invited special lectures for research seminars—seminars on Statistics, R programming and research ethics

Administrative Assistant, Aug 2014-Jan 2015

Managed computer-oriented infrastructures at the Office of Information Services and Strategy and provided campus-wide IT services including troubleshooting as well as maintenance

The Small and Medium Business Administration, Daejeon, Korea

Research Assistant, Jul 2015-Jun 2016

Performed a research project on the development of interactive convergence marketing based on big data and established sales strategies applying data mining—with grant of \$13,200

Gyeonggi Small Business Development Center, Gyeonggi, Korea

Research Assistant, Aug 2015-Nov 2015

Performed university-business cooperation projects on consulting small enterprises to strengthen their competitiveness in each market and facilitated one of them to participate in a crowd funding

Korea Creative Content Agency, Jeollanam, Korea

Research Assistant, Jan 2015-Mar 2015

Performed a research project on analysis of current state of the game industry in Korea and on policy direction of game platforms in the next generation

Headquarter, Lotte Super, Seoul, Korea

Administrative Assistant, Jan 2015

Worked in Human Resources Team and conducted the year-end tax adjustment task

Job History

Coupang, Seoul, Korea

Platform Management Assistant, Aug 2016-Nov 2016

- Worked in eCommerce Merchandising Systems Platform Biz Service team in Operation and Management department
- Analyzed log records of mobile users and compared the moving patterns in the website between purchasers and non-purchasers
- Improved the 'One-Click System' to make buying process efficient through restructuring the sales platform by clustering vendors on the basis of products and sale details such as delivery and refund policy
- (Coupang is the leading company in e-commerce market in Korea with fast growth. It was ranked in "50 Smartest Companies 2016" by MIT Technology Review and raised \$1 Billion from SoftBank)

Sempio, Seoul, Korea

Sales Representative, Jan 2013-June 2014

- Worked in New-Biz team in Sales department
- Created clusters of brick-and-mortar retail stores on the ground of sales correlation, promotion effects and selling trends in main products, and set price strategies
- Established and implemented enterprise-wide tactics; DDP (distribution, display, promotion)
- (Sempio founded in 1946 is one of the oldest and most renowned food brands in Korea. It has the world's largest soy sauce manufacturing facility and developed Korean first traditional soy sauce, and its business areas are covering both traditional and worldwide foods)

Volunteer History

Kyung Hee University, Seoul, Korea

Learning Assistant, Sep 2011-Dec 2011

Participated in Learning Portfolios in Higher Education Capacity-Building Program as an assistant in Investments class to strengthen and enhance learning abilities of students in the course

Student Tutor, Sep 2009-Dec 2009

Participated in Tutoring Program organized by the Center for Teaching & Learning of the university, as a tutor in Introduction to Economics class

Korea Culture & Tourism Institute and Ministry of Culture, Sports and Tourism, Seoul, Korea

Supporter, Jun 2010-Nov 2010

Participated in International Buddy Program for guidance on language, culture, and daily life

Other Activities

ABS (The Administration of Business on System), Kyung Hee University, Seoul, Korea

Strategy team, Mar 2009-Dec 2011

Vice President, Jan 2010-Dec 2010

- Led ABS, the research club on stock market, as the Vice President for a year and participated in the macro-finance strategy team

- Held a weekly seminar on the fundamental analysis and basic econometrics covering stock, options, futures and warrants market

Seminars of Social Network Science, Kyung Hee University, Seoul, Korea

Leading Participant, Jan 2015-Dec 2015

Led seminars by lecturing in Network of Stock Market biweekly

Honors and Awards

Kyung Hee University, Seoul, Korea

Scholarship for Excellence, Aug 2009-Jan 2013

Scholarship for Leading Student Club, May 2010-Aug 2010

The Small and Medium Business Administration, Daejeon, Korea

Grant for Research Assistant, Jul 2015-Jun 2016

Gyeonggi Small Business Development Center, Gyeonggi, Korea

Grant for Research Assistant, Aug 2015-Nov 2015

Korea Creative Content Agency, Jeollanam, Korea

Grant for Research Assistant, Jan 2015-Mar 2015

Skills

Advanced Level

R, UCINET

Basic Level

SAS, Python, SPSS, STATA, SPSS Clementine,

References

Doctor Kim, Jae Kyeong

Professor

Department of Social Network Science

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Doctor Nam, Yoonjae

Assistant Professor

Department of Social Network Science

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