# YOUNG JIN LEE, PH.D.

Business Information and Analytics
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## EDUCATION

**Foster School of Business, University of Washington** — Seattle, WA
Ph.D. in Business Administration — August 2010
Major: Information Systems, Minor: Operations Management, Economics, and Research Methods
Dissertation Title: Essays on Participative Web and Social Media for Information Goods

**Heinz College, Carnegie Mellon University** — Pittsburgh, PA
Master of Information Systems Management — May 2003

**Fisher College of Business, Ohio State University** — Columbus, OH
B.S.BA in Information Systems — December 2001

**Chung-Ang University** — Seoul, Korea
B.A. in Business Administration — February 2000

## ACADEMIC AND RESEARCH EXPERIENCE

Assistant Professor in Business Information and Analytics, 2013 - Present
Daniels College of Business, University of Denver

Assistant Professor of Management Information Systems, 2010 - 2013
Austin E. Cofrin School of Business, University of Wisconsin - Green Bay

Graduate Student Researcher, 2005 – 2010
Michael G. Foster School of Business, University of Washington

## PROFESSIONAL EXPERIENCE

IT Strategy Manager (Six Sigma Green Belt), 2003 – 2005
Planning & Management, Headquarters, Samsung, Seoul, South Korea

System Analyst, 2003
GlaxoSmithKline project, Carnegie Mellon University, Pittsburgh

## RESEARCH INTERESTS

Business Analytics in Online Social Media, Mobile Commerce, and Sharing Economy
Online Social Networks Analysis
Economics of Information Systems
Piracy and Digital Rights Management
Adoption and Diffusion of IT Innovations and Practices

## RESEARCH METHODS

Empirical Methods: Econometrics, Social Network Analysis, Multilevel/Latent Statistical Analysis, Data/Text mining
Analytical Methods: Microeconomics, Game Theory, Optimization, Simulation, Queuing and Inventory

## REFEREED JOURNAL PUBLICATIONS

1. Thornhill, M., K. Xie, and **Y.J. Lee**. 2017. Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase. *Journal of Hospitality and Tourism Technology*. Forthcoming
2. Xie, K. and **Y.J. Lee**. 2015. Social Media and Brand Purchase: Quantifying the Effects of Earned and Owned Social Media in a Two-Stage Decision Making Model. *Journal of Management Information Systems*, 32 (2) pp. 204-238. (Financial Times 50 Journals) http://dx.doi.org/10.1080/07421222.2015.1063297.
3. **Lee, Y.J.**, Hosanagar, K., and Tan, Y. 2015. Do I Follow My Friends or the Crowd? Information Cascades in Online Movie Ratings. *Management Science*, 61 (9) pp. 2241-2258. (Financial Times 50 Journals). http://dx.doi.org/10.1287/mnsc.2014.2082. Management Science Best Paper Award in Information Systems Finalist 2016.
4. **Lee, Y.J.**, and Tan, Y. 2013. Effects of Different Types of Free Trials and Ratings in Sampling of Consumer Software: An Empirical Study. *Journal of Management Information Systems*, 30 (3) pp. 213–246. (Financial Times 50 Journals). http://dx.doi.org/10.2753/MIS0742-1222300308.
5. Geng, X., and **Lee, Y.J**. 2013. Competing with Piracy: A Multichannel Sequential Search Approach. *Journal of Management Information Systems*, 30 (2), pp. 159–184. (Financial Times 50 Journals).http://dx.doi.org/10.2753/MIS0742-1222300206.
6. **Lee, Y.J**. 2012. Consumer Online Software Sampling: A Multilevel Analysis. *Journal of Academy of Business and Economics*, 12 (5), pp. 169-173.
7. **Lee, Y.J.**, and Radosevich, D. J. 2012. Exploring Mobile App Market Strategies: Free App versus Paid App. *International Journal of Strategic Management*, 12 (4), pp. 97-102.

## MANUSCRIPTS UNDER REVISION/REVIEW

1. **Lee, Y.J** K. Xie, A. Besharat, and Y. Tan. Management Response to Online WOM: Helpful or Detrimental?" Under review at *Management Science***.**
2. **Lee, Y.J**, A. Basu, A. Tripathi, and A. Srinivasan. The Impact of Public Q&A on Bids in Online Auctions. Under review at *Information Systems Research*.
3. Xie. K. and **Y.J. Lee**. Hotels at Our Fingertips: Understanding Consumer Conversion from Search, Click-though, to Book. Under review at *Journal of Hospitality and Tourism Technology*.
4. **Lee, Y.J.**, K. Keeling, and A. Urbaczewski. The Economic Value of Online User Reviews with Ad Spending on Movie Box-Office Sales. 2nd round review at *Information Systems Frontiers*.

## REFEREED PROCEEDINGS/WORKSHOP PUBLICATIONS

1. "Management Response to Online WOM: Helpful or Detrimental?" **Y.J. Lee**, K. Xie and A. Besharat, Proceedings of the 22nd Americas Conference on Information Systems (AMCIS), San Diego, CA, August 2016.
2. "Management Response to Online WOM: Helpful or Detrimental?" **Y.J. Lee**, K. Xie and A. Besharat, Proceedings of the 10th China Summer Workshop on Information Management (CSWIM), Dalian, China, June 2016 (Best paper finalist).
3. "The World at Our Fingertips: Understanding Consumer Conversion from Search, Click-though, to Book," K. Xie and **Y.J. Lee**, Proceedings of the 2015 Annual ICHRIE Summer Conference & Marketplace in Orlando, Florida July 2015.
4. "Quantifying the Impact of Earned and Owned Social Media Exposures in a Two-stage Decision Making Model of Brand Purchase," K. Xie and **Y.J. Lee**, *Proceedings of the 35th International Conference on Information Systems* (ICIS), Auckland, December 2014.
5. "An Empirical Study of Market Switching Behavior of Mobile App Developers," **Y.J. Lee**, H. Ghasemkhani and Y. Tan, *the 23rd Workshop on Information Systems and Economics* (WISE), Orlando, December 2012.

6. "Exploring Economic Values of Online User Review with Advertising Spending on Box-Office Sales," **Y.J. Lee**, *Proceedings of the 11th Workshop on e-Business* (WeB), Orlando, December 2012.
7. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," **Y.J. Lee**, K. Hosanagar and Y. Tan, *Proceedings of the Post-ICIS 2010*, *LG CNS/KrAIS workshop*, St. Louis, December 2010.
8. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," **Y.J. Lee**, K. Hosanagar and Y. Tan, *Proceedings of the 19th Workshop on Information Technology and Systems* (WITS), Phoenix, 2009.
9. "Multi-Channel Sequential Search with Application to Piracy," X. Geng and **Y.J. Lee**, *Proceedings of the 30th International Conference on Information Systems* (ICIS), Phoenix, 2009.
10. "Making Money with Free Software? Sampling Implications of Software Market," **Y.J. Lee** and Y. Tan, *Proceedings of the Conference on Information Systems and Technology* (CIST), Washington D.C., 2008.
11. "An Empirical Study of Software Sampling: Categorical Heterogeneity and Vendor Strategy," **Y.J. Lee** and Y. Tan, *Proceedings of the 17th Workshop on Information Technology and Systems* (WITS), Montreal, 2007.

## WORK IN PROGRESS

1. Adhikari, A.B., K. Bender, R. Dewri, and **Y.J. Lee** "Social Networking Technology and its Impact on Health-Risk Behaviors among Homeless Youth: An Observational Study".
2. **Lee, Y.J.**, H. Ghasemkhani, K. Xie, and Y. Tan. 2016 "An Empirical Study of Market Switching Behavior of Mobile App Developers", Status: Finalizing to submit to *Journal of Management Information Systems*.
3. Keppler, M. and **Y.J. Lee**. 2013. "Predictive Models for Music Titles with Cross Platform Consumer Activities".

## INVITED PRESENTATIONS

1. University of Denver, Denver, CO, March 2013.
2. Rensselaer Polytechnic Institute, Troy, NY, February 2013.
3. University of Illinois at Chicago, Chicago, IL, February 2013.
4. Southern Methodist University, Dallas, TX, January 2013.
5. Santa Clara University, Santa Clara, CA, January 2013.
6. Yahoo! Labs, Sunnyvale, CA, January 2013.
7. Ulsan National Institute of Science and Technology (UNIST), Ulsan, Korea, May 2012.
8. Fordham University, New York, NY, March 2012.
9. University of Memphis, Memphis, TN, March 2012.
10. Korea Advanced Institute of Science and Technology (KAIST), Korea, February 2010.
11. Hong Kong University of Science and Technology, Hong Kong, February 2010.
12. University of Washington, Seattle, WA, May 2009.
13. Center for International Business Education and Research, Seattle, WA, May 2008.

## CONFERENCE PRESENTATIONS

1. "The Role of Intra-Transaction Information Disclosure in Online Auctions," INFORMS Annual Meeting, Philadelphia, November 2015.
2. "The Effects of In-App Purchases and New Introduction of Mobile Applications: Freemium Version vs. Paid Version," INFORMS Annual Meeting, Minneapolis, October 2013.
3. "Exploring Economic Values of Online User Review with Advertising Spending on Box-Office Sales," the 11th Workshop on e-Business (WeB), Orlando, December 2012.
4. "An Empirical Study of Market Switching Behavior of Mobile App Developers," INFORMS Annual Meeting, Phoenix, October 2012.

5. "Socio-Economic Value of Online User Rating on Box Office Sales," INFORMS Annual Meeting, Phoenix, October 2012.
6. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," the Post-ICIS 2010, LG CNS/KrAIS workshop, St. Louis, December 2010.
7. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," the 19th Workshop on Information Technologies and Systems (WITS), Phoenix, December 2009.
8. "Multi-Channel Sequential Search with Application to Piracy," the 30th International Conference on Information Systems (ICIS), Phoenix, December 2009.
9. "The Effects of Free Trials and Product Ratings on Software Trial under Information Diffusion," INFORMS Annual Meeting, San Diego, October 2009.
10. "Do I Follow My Friends or the Crowds? Informational Cascades in Online Movie Rating," INFORMS Annual Meeting, San Diego, October 2009.
11. "Do I Follow My Friends or the Crowds? Informational Cascades in Online Movie Rating," CORS/INFORMS International Meeting, Toronto, Canada, June 2009.
12. "Making Money with Free Software? Sampling Implications of Software Market," Conference on Information Systems and Technology, Washington DC, October 2008.
13. "An Empirical Study of Software Sampling: Categorical Heterogeneity and Vendor Strategy," Workshop on Information Technology and Systems, Montreal, Canada, December 2007.
14. "Development of a New Product with Base and Complementary Components in a Duopoly Market," INFORMS Annual Meeting, Seattle, October 2007.

## MEDIA CITATIONS

Movie Reviews on Social Networks (Faculty & Research @Foster School of Business)
(http://www.foster.washington.edu/centers/facultyresearch/Pages/online-herding.aspx)
New Research Gives Insight to Businesses on how to Respond to Online Reviews, Daniels College of Business Press Releases
(http://daniels.du.edu/new-research-gives-insight-to-businesses-on-how-to-respond-to-online-reviews/)
Hold Your Fire: When to Respond to Online Reviews, Business News Daily
http://www.businessnewsdaily.com/9187-respond-to-online-reviews.html

## TEACHING INTERESTS

Predictive Analytics
Complex Data Analytics (Text-mining and Social Network Analysis)
Database and Knowledge Management
Online Social Media and Social Commerce
Electronic and Mobile Commerce
Systems Analysis and Design/Programming Languages (VBA & ASP.net)

## TEACHING EXPERIENCE

Assistant Professor, Daniels College of Business, University of Denver, 2013 –

Courses:

INFO 3400 Complex Data Analytics (Text-mining and Social Network Analysis), Winter 2016 (Mean Student Rating: 5.8/6.0)

INFO 4300 Predictive Analytics, Fall 2015, Spring 2016 (Mean Student Rating: 5.2/6.0)

INFO 1010 Data Management and Analysis, Fall 2015 (Mean Student Rating: 5.2/6.0)

INFO 1020 Business Statistics and Analysis, Winter 2014-Winter 2015 (Mean Student Rating: 5.4/6.0)

Independence Studies: Big Data Analytics, Mobile App Analytics, Fall 2013 – Summer 2014

Assistant Professor, Cofrin School of Business, University of Wisconsin – Green Bay, 2010 – 2013

Courses:

Business Statistics (Mean Student Rating: 9.0/10)
Introduction to Business Statistics (Mean Student Rating: 9.5/10)

Lecturer, Foster School of Business, University of Washington, 2009
Courses:
Business Data Communications (Mean Student Rating: 4.5/5.0)
Fundamentals of Business Information Technologies (Co-lecturer with Dr. Ming Fan, Mean Student Rating: 4.5/5.0)

Teaching Assistant, Foster School of Business, University of Washington, 2006 – 2008
Courses:
Business Data Communications (Mean Student Rating: 4.3/5.0 for 2006 - 2008)
Web 2.0 and the New Economy (MBA Elective)
Systems Analysis and Design
Database Management
Undergraduate Independent Study

Teaching Assistant, Computer & Information Science, Ohio State University, 2001
Database

## HONORS, AWARDS AND GRANTS

Management Science Best Paper Award Finalist, Information Systems Society, 2016.
PROF Award ($29,681), University of Denver, 2016.
University of Denver Internationalization Grant ($2,362), University of Denver, 2016.
Best Presentation Award of The 2015 International Hospitality Information Technology Association (iHITA) Annual Research Conference, June 2015.
Faculty Summer Research Grant and Course Release, Daniels College of Business, University of Denver 2013 - 2016
Funding for hybrid course development ($3000), University of Denver, 2014
College of Professional Studies ($1000), University of Wisconsin Green Bay, 2013
Grant in Aid of Research ($1200), University of Wisconsin Green Bay, 2012
Evert McCabe Endowed Fellowship, University of Washington, 2009 - 2010
Center for International Business Education and Research Doctoral Consortium Fellow, 2008
Graduate School Top Scholar, University of Washington, 2005 - 2006
W.W. Cooper Scholarship, Carnegie Mellon University, 2002 and 2003
Everett & Rowena Travis Scholarship, Ohio State University, 2001
Grant Award, Ohio State University, 2001
Summa cum laude, University College, Ohio State University, 2000
Scholarship, Chung-Ang University, 1998-1999

## ACADEMIC SERVICE

*Associate Editor*: Communications of the Association for Information Systems (CAIS) (2016-2019).
*Program committee:* European Conference on Information Systems (2016), INFORMS Conference on Information Systems & Technology (2015, 2016), Workshop on Information Technologies and Systems (2014, 2015, 2016), Pre/Post-ICIS LG CNS KrAIS Workshop (2014, 2015, 2016), Midwest Association of Information Systems (2012).
*Conference Session Chair*: INFORMS Annual Meeting (2011, 2015, 2016)
*Reviewer*: Management Science, Information Systems Research, Journal of Management Information Systems, Decision Sciences Journal, Information Systems Frontiers, HICSS, Asian Pacific Journal of Information Systems, Electronic Markets, AMCIS, Korean Association of Information Systems Workshop, ACM Electronic Commerce, International Conference on Information Systems, INFORMS Conference on Information Systems and Technology, Workshop on Information Technology and Systems

*Service@University of Denver:* Business Information and Analytics Faculty Search Committee, Daniels College of Business (2014, 2015), Scholarship Enhancement Committee, Daniels College of Business (2013, 2014, 2015, 2016), Departmental Library Liaison, Library Liaison Advisory Group (2013, 2014, 2015, 2016)
*Service@University of Wisconsin, Green Bay*: Library and Instructional Technology Committee (2012, 2013), Council on Diversity and Inclusive Excellence (2012, 2013), Faculty Senate (2012, 2013), Business Weeks' Committee, Cofrin School of Business (2011), Accreditation Committee, Cofrin School of Business (2010, 2011, 2012, 2013), MIS Courses Development, Cofrin School of Business (2012, 2013)

*Masters students:*

Capstone Projects: Benny Lin, Claudia Alvarado, Jose James, Brian Spencer, Deesa Dontamsetti Kaitlyn Sniffin, Brook Wineland, Alisa Phillips, Shikha Khinchee.
Academic advising: Aakash Saxena (now University of Colorado-boulder B-school Ph.D. program)

## PROFESSIONAL MEMBERSHIP

Institute for Operations Research and Management Science (INFORMS), Association for Information Systems (AIS), Information Systems Society (ISS), Korean Association for Information Systems (KrAIS), Beta Gamma Sigma