

# Daegon Cho

---

CONTACT College of Business, KAIST Phone: +82-2-958-3331  
 INFORMATION Hoegi-ro 85 Dongdaemun-gu Email: [daegon.cho@kaist.ac.kr](mailto:daegon.cho@kaist.ac.kr)  
 Seoul Korea 02455 Web: <http://dlab.kaist.ac.kr>

**POSITIONS**

**Korea Advanced Institute of Science and Technology** 2015 – present  
*KAIST College of Business*  
*Graduate School of Information and Media Management*  
*Graduate School of Green Growth*

Head, Graduate School of Information and Media Management 2022 – present  
 Ewon Associate Professor in IT Management (with tenure) 2021 – present  
 Co-Director of Bright Internet Research Center (BIRC) 2019 – present  
 Assistant Professor in IT Management 2015 – 2021

*Moon Soul Graduate School of Futute Strategy*

Adjunct Professor 2021 – present

**Carnegie Mellon University** 2020  
*H. John Heinz III College*  
*School of Information Systems & Management*

Visiting Assistant Professor

**Pohang University of Science and Technology** 2014 – 2015  
*Department of Industrial & Management Engineering*

Assistant Professor

**EDUCATION**

**Carnegie Mellon University** 2009 – 2013  
*School of Information Systems & Management*  
*H. John Heinz III College*

Ph.D. in Information Systems and Management (GPA: 4.0/4.0)  
 Dissertation: “Essays on Information Technology and Market Dynamics:  
 An Analysis of Media, Mobile and Platform Competitions”  
 Committee: Rahul Telang (Chair), Michael D. Smith, Pedro Ferreira, Anuj Kumar

**Columbia University** 2008 – 2009  
*The Fu Foundation of School of Engineering and Applied Science*

M.S. in Industrial Engineering (GPA: 3.9/4.0)

**Yonsei University** 2004  
*School of Business / College of Commerce and Economics*

B.S. in Business Administration  
 B.A. in Economics  
*Graduated with highest honor (GPA: 4.04/4.3, Rank: 1/366 students)*

Exchange Student at Korea University (GPA: 4.5/4.5) 2003  
 Exchange Student at State University of New York at Albany (GPA: 4.0/4.0) 2002

PROFESSIONAL EXPERIENCE

**Columbia Institute of Tele-Information** New York, NY 2008 – 2009  
 Research Assistant

**SK Telecom, Corporate Strategy Office** Seoul, Korea 2005 – 2008  
 Manager

RESEARCH INTERESTS

Economics of IT, Business Analytics, People Analytics, Digital Media and Content, Applications of AI/ML to Business, ICT Policy/Strategy, Bright Internet

PEER REVIEWED ARTICLES

**\* corresponding author**

1. Ryu, Sunghan\*, **Daegon Cho**. (2022). The Show Must Go On? The Entertainment Industry During (and After) COVID-19. *Media Culture and Society*. *forthcoming*.
2. Sim, Jaeung, Jaeyeon Kim, **Daegon Cho\***. (2022). Identity and Status: When Counterspeech Increases Hate Speech Reporting and Why. *Information Systems Frontiers*. *forthcoming*.
3. Jeon, Chihong, **Daegon Cho**, Hyo-Youn Chu\*. (2022). How Much Will You Pay to Use Open Data?: Evidence from the Seoul Metropolitan Government. *Public Performance & Management Review*. *forthcoming*.
4. Sim, Jaeung, **Daegon Cho\***, Youngdeok Hwang, Rahul Telang. (2022). Virus Shook the Streaming Star: Estimating the COVID-19 Impact on Music Consumption. *Marketing Science*. *forthcoming*.
5. Sim, Jaeung, Jea Gon Park, **Daegon Cho\***, Jaemin Jung, Michael D. Smith. (2022). Bestseller Lists and Product Discovery in the Subscription-based Market: Evidence from Music Streaming. *Journal of Economic Behavior and Organization*. Vol. 194. pp. 550-567.
6. Ju, Jaehyeon, **Daegon Cho\***, Jae Kyu Lee, Jae-Hyeon Ahn. (2021). Can It Clean Up Your Inbox?: Evidence from South Korean Anti-spam Legislation. *Production and Operations Management*. Vol. 30, No. 8, pp. 2636-2652.

7. Jung, Miyeon, **Daegon Cho\***, Euncheol Shin. (2021). Repairing a Cracked Mirror: The Heterogeneous Effect of Personalized Digital Nudges Driven by Misperception. *Production and Operations Management*. Vol. 30, No. 8, pp. 2586-2607.
8. Ryu, Sunghan\*, Kyungmin Choi, **Daegon Cho**. (2021). A behaviour-based typology of travellers using an online travel marketplace. *Current Issues in Tourism*, Vol. 24, No. 2, pp. 228-246.
9. Lee, Minhyung, HanByeol Stella Choi, **Daegon Cho\***, Heeseok Lee. (2020). Can digital consumption boost physical consumption? The effect of online music streaming on record sales. *Decision Support Systems*, Vol. 135, 113337.
10. Jung, Miyeon, Sae Byul Lee\*, Jisun Kim, Hee Jeong Kim, Beom Seok Ko, Byung Ho Son, Sei-Hyun Ahn, Yu Rang Park, **Daegon Cho**, (...). (2020). A Mobile Technology for Collecting Patient-Reported Physical Activity and Distress Outcomes: Cross-Sectional Cohort Study., *Journal of Medical Internet Research mHealth uHealth*, Vol. 8, No. 5, e17320.
11. Chung, Il Yong\*, Miyeon Jung, Jong Won Lee, Yu Rang Park, **Daegon Cho**, (...). (2020). Exercise Promotion and Distress Reduction Using a Mobile App-Based Community in Breast Cancer Survivors. *Frontiers in Oncology*, Vol. 10, No. 9, 1505.
12. Chung, Il Yong\*, Miyeon Jung, Jong Won Lee, Yu Rang Park, **Daegon Cho**, (...). (2019). An Assessment of Physical Activity Data Collected via a Smartphone App and a Smart Band in Breast Cancer Survivors: Observational Study. *Journal of Medical Internet Research*, Vol. 21, No. 9, e13463.
13. Jung, Miyeon, **Daegon Cho\***, Kwangsoo Shin. (2019). The Impact of Particulate Matter on Outdoor Activity and Mental Health: A Matching Approach. *International Journal of Environmental Research and Public Health*, Vol, 16, No. 16, 2983.
14. Park, Jiyong, **Daegon Cho\***, Jae Kyu Lee, Byungtae Lee. (2019). Economics of Cybercrime: The Role of Broadband and Socioeconomic Status. *ACM Transactions on MIS*, Vol. 10, No. 4, pp. 13-23.
15. Choi, Kyungmin, Sunghan Ryu\*, **Daegon Cho**. (2019). When a Loss Turns into a Gain: Differential Effects of Substitute versus Complementary Loss Leaders in a Multi-Sided Platform. *Electronic Markets*, Vol. 29, pp. 681-691.
16. Choi, Angela, **Daegon Cho\***, Dobin Yim, Jae Yun Moon, Wonseok Oh. (2019). When Seeing Helps Believing: The Interactive Effects of Previews and Reviews on E-Book Purchases. *Information Systems Research*, Vol. 30, No. 4, pp. 1164-1183.
17. **Cho, Daegon\***, Seok Ho Lee, Yeawon Yoo, Hyo-Youn Chu. (2019). Television Singing Competitions Create Stars?: An Empirical Evidence from the Digital Music Chart. *Journal of Cultural Economics*, Vol. 43, No. 1, pp. 1-20 (leading article).

18. **Cho, Daegon\***, Youngdeok Hwang, Jongwon Park. (2018). More Buzz, More Vibes: Impact of Social Media on Concert Distribution. *Journal of Economic Behavior and Organization*, Vol. 156, pp. 103-113.
19. Lee, Jae Kyu\*, **Daegon Cho**, Gyoo Gun Lim. (2018). A Design Theory of the Bright Internet. *Journal of the Association of Information Systems*, Vol. 19, No. 2, pp. 63-85.
20. Choi, Kyungmin, Jongwon Park, **Daegon Cho\***, Hyo-Youn Chu. (2018). The Impact of University Support on the Creation of Student Entrepreneurs: Evidence from South Korea. *Entrepreneurship Research Journal*, Vol. 8, No. 1, pp. 1-14.
21. Song, Haeyeop, **Daegon Cho\***, Jaemin Jung. (2017). Platform Competition in the Video Game Console Industry: Impacts of Software Quality and Exclusivity on Market Share. *Journal of Media Economics*, Vol. 30, No. 3, pp. 99-120.
22. **Cho, Daegon\***, Michael D. Smith, Rahul Telang (2017). An Empirical Analysis of the Frequency and Location of Concerts in the Digital Age. *Information Economics and Policy*, Vol. 40, pp. 41-47.
23. Kwon, Hazel K\*., **Daegon Cho**. (2017). Swearing Effects on Citizen-to-Citizen Commenting Online: A Large-Scale Exploration of Political Versus Nonpolitical Online News Sites. *Social Science Computer Review*, Vol. 35, No. 1, pp. 84-102.
24. **Cho, Daegon\***, Michael D. Smith, Alejandro Zentner. (2016). Internet adoption and the survival of print newspapers: A country-level examination. *Information Economics & Policy*, Vol. 37, pp. 13-19.
25. **Cho, Daegon\***, Hazel K. Kwon. (2015). The impacts of identity verification and disclosure of social cues on flaming in online user comments. *Computers in Human Behavior*, Vol. 51, Part A, pp. 363-372.

COMPLETED  
PAPERS

**Papers under Revision**

1. Sim, Jaeung, Junyeong Lee, Daegon Cho. On the Effectiveness of Smart Metering Technology Adoption: Evidence from the National Rollout in the United Kingdom. minor revision at *Journal of the AIS*.
2. Park, Jiyong, Jongho Kim, Daegon Cho. Pitching with Style: The Role of Entrepreneur's Speech in Crowdfunding Success. under third-round review at *MIS Quarterly*.
3. Sim, Jaeung Sim, Kyungmin Choi, Daegon Cho, Sangpil Han. In-Consumption Information Cues and Digital Content Demand: Evidence from a Live-Streaming Platform second-round revision invited *MIS Quarterly*.
4. Liang, Yangfan, Gordon Burtch, Daegon Cho, Michael D. Smith. The Impact of Early Digital Movie Releases on Box Office Revenue: Evidence from the Korean Market. under second-round review at *MIS Quarterly*.

5. Jang, YoungJae, Jaeung Sim, Kun Soo Park, Daegon Cho. Sharing Economy in the Cloud: Pricing Schemes for Peer-to-Peer Storage Platforms” third-round revision invited at *Production and Operations Management*.
6. Jung, Miyeon, Sunghan Ryu, Daegon Cho, Sangpil Han. Ambivalent Effects of Mobile Push Notification Timing on Product Reviews: Evidence from a Randomized Field Experiment. under second-round review at *Journal of Marketing*.

#### **Papers under Review**

1. Cho, Daegon, Byungho Park, Kwang-Il Park. A Simple AI Can Work: Prediction Performances of Algorithms and Venture Capitalists.
2. Cho, Daegon, Jaeung Sim, Miyeon Jung. Cheap Talk on Résumé: Does the Use of Gmail or University Email Increase the Chance of Being Employed, Really?
3. Cho, Daegon, Anuj Kumar, Rahul Telang. Does Exclusivity Arrangement Decrease Sales and Consumer Welfare?: Evidence from Apple’s iPhone in the Smartphone Industry.
4. Kim, Inyoung, Daegon Cho, Namho Kwon, Keumseok Kang. Air Quality and Ride-hailing Use: An Empirical Analysis of Ridership in Chicago.
5. Koohikamali, Mehrdad, Daegon Cho, Dan Kim. When Can We Get the Payoff? A Longitudinal Study of IT Investment and Revenues in US Hospitals.
6. Cho, Daegon, Pedro Ferreira, Rahul Telang. The Impact of Mobile Number Portability on Price and Consumer Welfare.

#### **PAPERS WORK IN PROGRESS**

1. Jeon, Chihong, Jaeung Sim, Daegon Cho, Anuj Kumar. Non-Monotonic Effects of Financial Incentives on Mobile App Engagement.
2. Jung, Hyunsik, Jongho Kim, Daegon Cho, Qiwei Han, Is Investor Disagreement Contagious Online? Evidence from a Financial Social Media Platform.
3. Lee, Suhyun, Namho Kwon, Daegon Cho, Sunghan Ryu. Can Television Program Promote Social Buzz and Tourism Demand?
4. Jung, Miyeon, ShinY Ahn, Daegon Cho, Seungwoo Lee. A Randomized Field Experiment on Customer-Journey-Based Mobile Targeting.
5. Lee, Eun Ryung, Youngdeok Hwang, Daegon Cho, Qiong Zhang. A Spline-based Modeling Approach for Time-indexed Multilevel Data.
6. Sim, Jaeung, Changhee Cho, Daegon Cho. Gender Economy in Live Streaming: Moderating Effects of Relational Motivation on Viewer Contributions.
7. Jung, Miyeon, Youngdeok Hwang, Daegon Cho. Fair AI: An Empirical Study of Gender-Based Discrimination and Gender-Neutral Machine of Hiring Process.
8. Jeon, Chihong, Tae Young Kang, Daegon Cho. Feedback Quality and Motivation to Improve: A Machine Learning Quality-Detection Method and Empirical Analysis
9. Ryu, Sunghan, Daegon Cho, Kyungmin Choi, Euncheol Shin. A Stirring Effect of the Loss Leader Strategy in a Two-Sided Online Platform.
10. Cho, Eunsol, Jaeung Sim, Jiyong Eom, Daegon Cho. An Empirical Study on Thumbnails and Online Video Success on YouTube.

**Articles:**

1. Will Movie Theaters Survive When Audiences Can Stream New Releases? with Gordon Burtch, Yangfan Liang, and Michael D. Smith. *Harvard Business Review* (published online on January 15, 2021).

**Cases:**

1. Moving Forward from the Unprecedented Success of BTS: How to Redefine Fans and Influencers on Social Media with Sunghan Ryu as Industry Note at Ivey Publishing (*forthcoming*).
2. Nitpick: We Buy Your Inconvenience. with Chihong Jeon, Euro Bae (*in Korean*).

**Books:**

1. Streaming, Sharing, Stealing Big Data and the Future of Entertainment by Michael D. Smith and Rahul Telang (translated in Korean). 2018.
2. Management Information Systems 7th Edition by Ken J. Sousa, Effy Oz (translated in Korean). 2018.

**Book Chapter:**

1. Daegon Cho (2013) Real Name Verification Law on the Internet. A Poison or Cure for Privacy? *Economics of Information Security and Privacy III*, Bruce Schneier (eds.), Springer New York.

**Domestic Journal:**

1. Jeon, Chihong, Jaeung Sim, Daegon Cho. (2018). Measuring the Economic Value of Open Government Data: A Consumer Utility Perspective. *Information Systems Review*, Vol. 20 No. 2. pp.1-20.
2. Shin, Ji-Eun, Daegon Cho, Byung-In Kim, Young Myoung Ko, Youngmin Ki, Insoo Jung, Sung Hong Kang, JongSun Park, Misook Kwak, Hee Hwang. (2016). Development of National e-Health Strategy. *Journal of the Korean Institute of Industrial Engineers*, Vol. 42, No. 3, pp. 198-208.
3. Kim, Yoo Mi, Daegon Cho, Sung Hong Kang. (2014). An Empirical Analysis on Geographic Variations in the Prevalence of Diabetes. *Health and Social Welfare Review*, Vol. 34, No. 3, pp. 82-105.
4. Kim, Yoo Mi, Daegon Cho, Sungok Hong, Eunju Kim, Sung Hong Kang. (2014). Analysis on Geographical Variations of the Prevalence of Hypertension Using Multi-year Data. *Journal of the Korean Geographical Society*, Vol. 49, No. 6, pp. 935-948.
5. Kim, Yoo Mi, Daegon Cho, Sung Hong Kang. (2014). Analysis of Factors associated with Geographic Variations in the Prevalence of Adult Obesity using Decision Tree. *Health and Social Science*, Vol. 36, pp. 157-181.

HONORS &  
AWARDS

1. Best Research Award. College of Business, KAIST 2021
2. Korea IT Service Innovation Award. Korea Society for IT Services 2021
3. Ewon Assistant Professorship for Outstanding Junior Faculty. KAIST 2021 – 2023
4. Post-ICIS KrAIS Workshop Best Paper Award. KrAIS 2019
5. Best Teaching Excellence Award. College of Business, KAIST 2019
6. Post-ICIS KrAIS Workshop Best Paper Award. KrAIS 2017
7. Most Innovative Research-in-Progress Paper Runner-up, ICIS 2016
8. Best Paper Award. The Korea Society of Management Information Systems 2016
9. Best Teaching Excellence Award. POSTECH 2015
10. Graduate Teaching Assistantship. Carnegie Mellon University 2010 – 2013
11. Heinz College Doctoral Fellowship. Carnegie Mellon University 2009 – 2013
12. Nominated for Outstanding TA Award. Carnegie Mellon University 2011, 2012
13. Travel Grant from National Science Foundation (NSF) 2013
14. Graduate Student Travel Support Fellowship. Carnegie Mellon University 2012
15. Travel Grant from Association of Cultural Economics International 2012
16. Travel Grant from Workshop on Economics of Information Security 2011
17. Grand Prize Winner. NIPA Idea Competition 2010
18. Graduate Assistantship. Columbia University 2008
19. Academic Excellence Scholarship. Yonsei University 2000 – 2004
20. Outstanding Thesis Award. Maeil Business Newspaper Thesis Contest 2004
21. Grand Prize Winner. Sony Korea Marketing Thesis Competition 2004
22. Travel Grant from LG Global Challenger 2004
23. Honors Student Award. Yonsei University 2003
24. DK Korea Scholarship 2003

RESEARCH  
GRANTS &  
INDUSTRY-  
UNIVERSITY  
RESEARCH

1. Media Industry and OTT Services. D'Live 2021
2. Entertainment Industry and Data Analytics. UNAS Entertainment 2021
3. Financial Data/Customer Analytics. KB Financial Group 2020–present
4. People Analytics and Job Functions. SK Telecom 2020–present
5. Mobile App and Customer Targeting Research. Brandi 2019–present
6. People Analytics and AI recruitment. Midas IT 2020–present
7. Learning Analytics. SK Academy 2020

8. Text Analysis for Self-introduction in Hiring Process. SK Group 2020
9. People Analytics and Feedback Scoring with NLP. SK Networks 2019
10. Email Network and Rater Recommendation. SK Telecom 2019
11. Flexible and Smart Office Analysis. SK SUPEX Promotion Committee 2019
12. Blockchain and Ride-sharing service Research. MVL 2019
13. Nemonic Printer Promotion Strategy with MBA students. Mangoslab 2019
14. Smart Healthcare Research. Asan Medical Center 2018–present
15. Big Data and Media Research Grant, D’Live 2018–2019
16. Public transportation data analysis with MBA students. Seoul Metro 2018
17. MBA Students Profile Data Analytics. KAIST. 2018
18. Music Data Analysis. Space Oddity 2018
19. FoodTech Analysis, JuiceTech 2018
20. Fintech Data Analytics. Finng (SK Telecom-Hana Bank JV) 2018
21. Economic Value of Open Government Data. Seoul Metropolitan Government 2018
22. Media/Customer Analytic. Afreeca TV 2017–2019
23. Energy Data Analytics. Encored 2017–2018
24. People Analytics. SeAH Holdings 2017–2018
25. Marketing/Customer Analytics. MyRealTrip 2017
26. Survey Data Analytics with MBA students.. Korea Tourism Organization 2017
27. Basic Science Research Program Research Grant. NRF 2016–2018
28. EEWS Research Program Research Grant. KAIST 2016–2017
29. IoT Hyper-connected society Research Grant. ETRI 2016–2017
30. Kids smart watch marketing strategy with MBA students. SK Telecom 2016
31. Strategy and Action plan design for EHR. Ministry of Health and Welfare 2014–2015
32. Framework development of make/buy decision process. LG R&D Institute 2014–2015
33. Big data platform and healthcare services. National Health Insurance Service. 2014



1. Sunghan Ryu, Kyungmin Choi, Daegon Cho (2019). A Stirring Effect of the Loss Leader Strategy in a Two-Sided Online Platform. *International Conference on Information Systems (ICIS)*, Muenchen, Germany.
2. Euro Bae, Daegon Cho. (2019) Do Token Incentives Work? An Empirical Study in a Ride-Hailing Platform. *International Conference on Information Systems (ICIS)*, Muenchen, Germany.
3. Changhee Cho, Jaeung Sim, Daegon Cho. (2019). Gender Economy in Live Streaming: Moderating Effects of Relational Motivation on Viewer Contributions. *International Conference on Information Systems (ICIS)*, Muenchen, Germany.
4. Clara D Nam, Miyeon Jung, Daegon Cho. (2019) When Does It Work? Effect of A Smart Meter Mobile Application in Relation to Electricity Consumption Behavior. *International Association for Energy Economics (IAEE) Conference*, Montreal, Canada.
5. Miyeon Jung, Sunghan Ryu, Daegon Cho. (2018) Encouraging Online Review Posting with Push Notification: Evidence from a Randomized Field Experiment. *International Conference on Information Systems (ICIS)*, San Francisco, USA.
6. Miyeon Jung, Daegon Cho (2018) Inattention And Misperception Of Smart Metering Services: Evidence from Field Experiment. *International Association for Energy Economics (IAEE) Conference*, Groningen, Netherlands.
7. Sunghan Ryu, Kyungmin Choi, Daegon Cho. (2018) Behaviour-Based Market Segmentation of Travellers and Their Different Activities at Peer-to-Peer Online Travel Marketplace. ENTER eTourism conference, Jönköping, Sweden.
8. Kyungmin Choi, Sunghan Ryu, Daegon Cho. (2017). When a Loss is a Gain and When It's Just a Loss: The Effect of Loss Leader Strategy in Online Marketplaces. *International Conference on Information Systems (ICIS)*, Seoul, Korea.
9. Jaeung Sim, Daegon Cho. (2017). A Multiyear Study of Smart Meter Adoption: Empirical Evidence from the United Kingdom. *International Conference on Information Systems (ICIS)*, Seoul, Korea.
10. Jongho Kim, Minhyung Lee, Daegon Cho, Byungtae Lee. (2016). Are All Spillovers Created Equal? The Impact of Blockbusters and the Composition of Backers in Online Crowdfunding *International Conference on Information Systems (ICIS)*, Dublin, Ireland.
11. Angela Choi, Daegon Cho, Dobin Yim, Jae Yun Moon, Wonseok Oh. (2016). See for Yourself or Listen to Others: Complementary and Substitutive Effects of Previews and Reviews on E-Book Purchase and Consumption. *International Conference on Information Systems (ICIS)*, Dublin, Ireland.
12. Jaehyeon Ju, Daegon Cho, Jae Kyu Lee, Jae-Hyeon Ahn, (2016). An Empirical Study on Anti-spam Legislation. *International Conference on Information Systems (ICIS)*, Dublin, Ireland.
13. Jongho Kim, Daegon Cho, Byungtae Lee. (2016). The Mind Behind Crowdfunding: An Empirical Study of Speech Emotion in Fundraising Success. *International Conference on Information Systems (ICIS)*, Dublin, Ireland.
14. Daegon Cho, Soo Dong Kim. (2012). Empirical Analysis on Online Anonymity and User Behaviors: The Impact of Real Name Policy. *Proceedings of the 45th Hawaii International Conference on Systems Science (HICSS)*, Maui, HI.
15. Daegon Cho, Rahul Telang, Michael D. Smith. (2012). Live Show Everywhere: Distribution Dynamics and Internet Influence on Concert Location *Proceedings of the 45th Hawaii International Conference on Systems Science (HICSS)*, Maui, HI.

1. Euro Bae, Hyeokkoo Eric Kwon, Jaywon Lee and Daegon Cho. (2021). Cryptocurrency-Based Incentives and Digital Platforms. *Post-ICIS Bright Internet Global Summit (BIGS)*, Austin, TX.
2. Eunsol Cho, Jaeung Sim, Daegon Cho, Jiyong Eom. (2021). Information Congruence of Multimodal Previews and Online Video Success: Evidence from YouTube. *Workshop on Information Technologies and Systems (WITS)*, Austin, TX.
3. Yangfan Liang, Gordon Burtch, Daegon Cho, Michael D. Smith. (2020). The Impact of Early Digital Movie Releases on Box Office Revenue: Evidence from the Korean Market. *Workshop on Information Systems and Economics (WISE)*, going virtual.
4. Kyungmin Choi, Jaeung Sim, Daegon Cho, Sang Pil Han. (2020). The Battle of Video Distribution Channels: How Do Engagement Graphs on Video-On-Demand Drive Live-Streamed Video Demand? *INFORMS Conference on Information Systems & Technology (CIST)*, going virtual.
5. Jaeung Sim, Jae Yeon Kim, Daegon Cho. (2020). Countering Sexist Hate Speech in YouTube: The Role of Popularity and Gender. *Post-ICIS Bright Internet Global Summit (BIGS)*.
6. Taeyoung Kang and Daegon Cho. (2020). What You See is What You Say – How Can Images Shape Online Profanity on Web Portals. *Statistical Conference in E-Commerce Research (SCECR)*.
7. Chihong Jeon, Taeyoung Kang and Daegon Cho. (2020). Preventing Insincerity on ‘Trivial’ Tasks: Empirical Analysis and Machine Learning for Feedback Quality Evaluation. *Statistical Conference in E-Commerce Research (SCECR)*.
8. ShinY Ahn, Miyeon Jung, Daegon Cho. (2019). A Randomized Field Experiment on Customer-Journey-Based Mobile Targeting. *Workshop on Information Technologies and Systems (WITS)*, Muenchen Germany.
9. Jaeung Sim, Daegon Cho, Michael D. Smith. (2019). Does Smartphone Adoption Reduce Television Viewing?’. *Statistical Conference in E-Commerce Research (SCECR)*, Hong Kong.
10. Kyungmin Choi, Daegon Cho. (2018). More Engagement or Just Skipping to the Good Part: The Impact of Live Ratings on Online Video Consumption. *Workshop on Information Systems and Economics (WISE)*, San Francisco, CA.
11. Chihong Jeon, Jaeung Sim, Daegon Cho. (2018). What Is Your Phone Number? Effects of Randomized Monetary Incentives for App Download Promotion. *Workshop on Information Systems and Economics (WISE)*, San Francisco, CA.
12. Chihong Jeon, Jaeung Sim, Daegon Cho. (2018). Racing Against or With Cherry Pickers? A Randomized Field Experiment on the Impact of Incentivized App Downloads. *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ.
13. Jaeung Sim, Daegon Cho, Jaegon Park. (2018). Still Time to Shout? Digital Streaming and the Influences of Ranking Charts on Music Sales. *Statistical Conference in E-Commerce Research (SCECR)*, Rotterdam, Netherlands.
14. Jaeung Sim, Jaegon Park, Daegon Cho. (2017). Still Time to Shout?: Digital Streaming and the Influences of Ranking Charts on Music Sales. *Workshop on Information Systems and Economics (WISE)*, Seoul Korea.

15. Jaeung Sim, Daegon Cho. (2017). Privacy Notices, Information Processing, and Risk Perception of Smartphone App Adoption. *Workshop on Information Technologies and Systems (WITS)*, Seoul Korea.
16. Changwoo Suh, Gwangjae Jung, Daegon Cho, Byungtae Lee. (2017). An Impact of API Adoption on SNSs. *Workshop on Information Technologies and Systems (WITS)*, Seoul Korea.
17. Miyeon Jung, Daegon Cho. (2017). Tools to Monitor or Save?: A Field Experiment of Energy Consumption with Smart Metering Services. *Post-ICIS KrAIS Research Workshop*.
18. Jaeung Sim, Daegon Cho. (2017). A Longitudinal Study of Smart Meter Adoption: Empirical Evidence from the United Kingdom. *Conference of Information Systems and Technology (CIST)*, Houston, TX.
19. Kyungmin Choi, Daegon Cho. (2016). Followers in Mobile Network: An Assessment of the Influence Value. *INFORMS Marketing Science Conference*, Shanghai, China.
20. Daegon Cho. (2016). Is there Country of Origin Bias in the Mobile Handset Market?. *INFORMS Marketing Science Conference*, Shanghai, China.
21. Daegon Cho, Qiwei Han, (2016). Characterizing the Technological Evolution of Smartphones: Insights from Performance Benchmark. *International Conference on Electronic Commerce (ICEC)*, Suwon, Korea.
22. Jongho Kim, Minhyung Lee, Daegon Cho, Byungtae Lee, (2016). An Empirical Analysis of Semantic Network in Online Crowdfunding: Evidence from Kickstarter. *International Conference on Electronic Commerce (ICEC)*, Suwon, Korea.
23. Daegon Cho, Anuj Kumar, Rahul Telang. (2014). The Impact of the iPhone Exclusive Contract. *Conference of Information Systems and Technology (CIST)*, San Francisco, CA.
24. Daegon Cho, Anuj Kumar, Rahul Telang. (2014). The Impact of the iPhone Exclusive Contract. *INFORMS Marketing Science Conference*, Atlanta, GA.
25. Daegon Cho, Anuj Kumar, Rahul Telang. (2014). The Impact of the iPhone Exclusive Contract. *ZEW Conference on ICT*, Mannheim, Germany.
26. Daegon Cho, Alessandro Acquisti. (2013). The More Social Cues, The Less Trolling?: An Empirical Study of Online Commenting Behaviors. *Proceedings of 12th Workshop on Economics of Information Security (WEIS)*, Washington, D.C.
27. Daegon Cho, Pedro Ferreira, Rahul Telang, (2013). The Impact of Mobile Number Portability on Price, Competition and Consumer Welfare. *Industry Studies Association Annual Conference*, Kansas City, MO.
28. Daegon Cho, Rahul Telang, (2012). Distribution Dynamics of Concert Location: Evidence from Superstars and Long Tail Effect. *KrAIS Workshop*, Orlando, FL.
29. Daegon Cho, Pedro Ferreira, Rahul Telang. (2012). The Impact of Mobile Number Portability on Switching Costs and Pricing Strategy. *40th Telecommunications Policy Research Conference (TPRC)*, Arlington, VA.
30. Daegon Cho. (2011). Real Name Verification Law on the Internet. A Poison or Cure for Privacy?. *10th Workshop on Economics of Information Security (WEIS)*, Fairfax, VA.

COMPUTER SKILLS R, Python, CSS/HTML, SQL, Shell script, STATA, Matlab, SAS, SPSS, WinBUGS (Bayesian Analysis), LaTeX, OpenRefine, Tableau

TEACHING INTERESTS Business Analytics, Computational Social Science, AI/ML and Business Applications, People Analytics

TEACHING COURSES **Instructor at KAIST**

TAUGHT AND RATINGS	IM694	Advanced Business Analytics (MBA)	[4.84/5.0]	Fall 2021
	MIM532	Business Analytics and Data Mining (Master)	[4.54/5.0]	Spring 2021
	MIM532	Business Analytics and Data Mining (EMBA)	[4.68/5.0]	Spring 2021
	GG820	Data Analytics (Green MS) (English)	[4.80/5.0]	Spring 2021
	IM694	Advanced Business Analytics (MBA)	[4.79/5.0]	Fall 2019
	MIM532	Business Analytics and Data Mining (Master)	[4.54/5.0]	Fall 2019
	MIM532	Business Analytics and Data Mining (EMBA)	[4.91/5.0]	Spring 2019
	GG820	Data Analytics (Green MS) (English)	[4.63/5.0]	Spring 2019
	IM694	Advanced Business Analytics (MBA)	[4.92/5.0]	Fall 2018
	MIM532	Business Analytics and Data Mining (Master)	[4.73/5.0]	Fall 2018
	EMB690	Business Analytics (Executive MBA)	[4.79/5.0]	Summer 2018
	IM694	Advanced Business Analytics (MBA)	[4.83/5.0]	Fall 2017
	MIM532	Business Analytics and Data Mining (Master)	[4.77/5.0]	Fall 2017
	IM685	Programming for Business Analytics (MBA)	[4.46/5.0]	Summer 2017
	GG820	Bright Internet Society (Green MS)	[4.60/5.0]	Spring 2017
	IM694	Advanced Business Analytics (MBA)	[4.85/5.0]	Fall 2016
	BA764	Topics of Information Systems (PhD)	[4.65/5.0]	Spring 2016
	IM694	Advanced Business Analytics (MBA)	[4.94/5.0]	Fall 2015

**Instructor at POSTECH**

	IMEN272	Probability and Statistics (Undergraduate)	[4.63/5.0]	Spring 2015
	IMEN303	Marketing (Undergraduate)	[4.70/5.0]	Fall 2014
	IMEN272	Probability and Statistics (Undergraduate)	[4.55/5.0]	Spring 2014

**Teaching Assistant and Recitation Session Leader at Carnegie Mellon University**

	95-705	Telecommunications Management (Master)		Fall 2010–2013
	95-757	Information Security Risk Policy and Management (Master)		Spring 2012
	95-705	Economic Analysis (Master)		Fall 2012
	90-756	Information Security Risk Analysis (Master)		Fall 2012
	90-710	Applied Economic Analysis (Master)		Fall 2011
	90-906	Introduction to Econometric Theory (PhD)		Fall 2010

STUDENTS SUPERVISION **PhD Student Supervision at KAIST**

PhD in Management Engineering

Jaeung Sim (Main Advisor)	now
Miyeon Jung (Main Advisor)	now
Chihong Jeon (Main Advisor)	now

Euro Bae (Main Advisor)	now
Seongho Eun (Main Advisor)	now
Youngchan Hwang (Main Advisor)	now

### **Master's Student Supervision at KAIST**

#### Master's in Management Engineering

Kyungmin Choi (Main Advisor) [Currently at TmaxSoft]	2018
Shin Yi Ahn (Main Advisor) [Currently at SK telecom]	2020
Changhee Cho (Main Advisor) [Currently at TmaxSoft]	2020
Byunghoo Park (Main Advisor) [Currently at Neowiz]	2021
Soeun Jun (Main Advisor)	2021

Jaehyeong Park (Main Advisor)	now
Youngwoo Kim (Main Advisor)	now
Joonha Baek (Main Advisor)	now

#### Master's in Green Business and Policy at KAIST

Jiyun Gim (Main Advisor) [First job: World Bank in the U.S.]	2017
Jiyeon Choi (Main Advisor) [First job: ICLEI in Germany]	2017
Dajung Kim (Main Advisor) [First job: ICLEI Korea]	2018
Jinwook Yang (Main Advisor) [First job: GS Yeongyang Windpower]	2018
Hyunju Lee (Main Advisor) [First job: Bosung Group]	2019
Dajeong Nam (Main Advisor) [Currently at LG Electronics Germany]	2019
Chanmi Kim (Main Advisor)	2019
Siu Kim (Main Advisor)	2020
Jiwon Park (Main Advisor)	2020
Heeyoung Kim (Main Advisor)	2020
Inyoung Kim (Main Advisor)	2020
Eunchong Yeo (Main Advisor) [First job: KPMG]	2021
Seungho Choi (Main Advisor) [First job: SK Forest]	2021
Suyoung Park (Main Advisor)	now
Eunhye Lee (Main Advisor)	now
Sejin Kim (Main Advisor)	now
Seunghwan Song (Main Advisor)	now
Youngkwon Oh (Main Advisor)	now
Jihoo Park (Main Advisor)	now
Rory Graham Moffet Gray (Main Advisor)	now

#### Master's in Information Management

Heeun Park (Main Advisor) [Currently at KAIST]	2017
Banghyun Jin (Main Advisor) [Currently at Shinsegae]	2018
Gwanyoung Jung (Main Advisor) [Currently at LG Electronics]	2018
Sujin Yoon (Main Advisor) [Currently at Uber Korea]	2018
Yoonsoo Jung (Main Advisor) [Currently at Hyundai Heavy Industry]	2019
Junyong Park (Main Advisor) [Currently at Oracle]	2019
Minsoo Ha (Main Advisor) [Currently at Samsung SDS]	2019
Eunsup Lee (Main Advisor) [Currently at KAIST]	2019
Sanghun Kwon (Main Advisor) [Currently at SK Networks]	2020
Suhyun Lee (Main Advisor) [Currently at Google Korea]	2020
Jinwoo Lee (Main Advisor) [Currently at Hyundai Constructions]	2020
Seunghyun Cho (Main Advisor) [Currently at SK Telecom]	2020

Nayoung Lee (Main Advisor) [Currently at Alibaba]	2020
Jaehyun Park (Main Advisor) [Currently at GS HomeShopping]	2020
Jingong Park (Main Advisor) [Currently at McKinsey]	2021
Hyejung Jung (Main Advisor) [Currently at Lotte Mart]	now
Yoonki Kim (Main Advisor) [Currently at NC Soft]	now
Jinhyun Bae (Main Advisor) [Currently at KOICA]	now
Minsu Jung (Main Advisor) [Currently at Kia]	now

Techno MBA

Sungjin Park (Main Advisor) [Currently at IKEA]	2017
Kiyeon Song (Main Advisor)	2018
Geunho Jung (Main Advisor)	2019
Hyungseok Chung (Main Advisor)	2019

Professional MBA

Dongsub Lee (Main Advisor) [Currently at Samsung Electronics]	2019
Soohui Kim (Main Advisor) [Currently at SK Networks]	2019
Nayong Yoon (Main Advisor) [Currently at Samsung Card]	2021
Seongmin Lee (Main Advisor)	2021
Bomyung Oh (Main Advisor) [Currently at NHN Payco]	2019
Minjung Park (Main Advisor) [Currently at Korea Investment]	2019

Executive MBA

Kyungok Lee (Main Advisor) [Currently at IBK]	2021
---	------

OTHER  
EDUCATIONAL  
CONTRIBUTIONS

**New Courses**

GG820 Data Analytics for Green Studies (Education 4.0) (Green MS)  
*(Active-learning based courses: Designed, Developed, Created and Taught)*

BIM696 Digital Innovation (MBA)  
*(Designed, Developed, Created and Taught)*

EMB690 Business Analytics (MBA)  
*(Designed, Developed, Created and Taught)*

IM694 Advanced Business Analytics (MBA)  
*(Designed, Developed, Created and Taught)*

IM685 Programming for Business Analytics (MBA)  
*(Designed, Developed, Created and Taught)*

GG820 Bright Internet Society (Green MS)  
*(Designed, Developed, Created and Taught)*

**Executive Education Program**

Samsung SDS, Samsung Electronics, Samsung Electro-Mechanics, Shinhan Bank, Industrial Bank of Korea (IBK), KEB Hana Bank, POSCO, Hanwha Financial Group, Korea Development Bank (KDB), Korea Telecom (KT), Hyundai Card, Maeil Dairies, Cheil, Korea Investment Holdings, Halla Group, Kolon Group, LG Display, Incheon International Airport Corporation, CJ Logistics, SeAH Holdings, Advanced Innovative Management (AIM), Advanced Program for e-Government (AeG), Advanced Program for Innovation & Change Management (AIC), Advanced National Future Strategy Program (ASP),

Samsung HRD, SK mySUNI, SK Academy, Korea University, POSTECH, etc.

**The Head Professor of Executive Education Program**

Digital Finance Mastership Program: Artificial Intelligence (2021)

Digital Finance Mastership Program: Cloud Computing Big Data Analytics (2021)

Samsung SDS (2019)

SELECTED  
INVITED  
SEMINARS &  
SPECIAL  
LECTURE

1. People Analytics *SK mySUNI*, November-December 2021.
2. Business Analytics and Digital Transformation *Hyundai Motors Group*, August-November 2021.
3. Business Analytics and Digital Transformation *Samsung Electronics*, June-September 2021.
4. Business Analytics and Digital Transformation *Hyundai Elevator*, April 2021.
5. Business Analytics and Applications of AI/ML *SK Group Supex Promotion Committee*, August 2020.
6. Big Data Analysis *Lotte Group*, August 2020.
7. Business Analytics and Data Mining *Korea University Technology Management Advanced Proream*, June 2020.
8. Measurement *SK Group mySUNI*, June 2020.
9. Business Analytics *Samsung Group SLP Program*, June 2020.
10. Digital Transformation in Financial Industry *KB Financial Group*, January 2020.
11. Digital Transformation in Media Industry *SBS*, December 2019.
12. Digital Transformation in Media Industry *Korea Broadcasters Association*, November 2019.
13. Business Analytics and Data Mining *Samsung HRD*, September 2019.
14. HR Analytics Practices *SK HR Forum*, September 2019.
15. OTT trends and forecasting *National Assembly of South Korea OTT Forum*, September 2019.
16. Business Analytics and Data Mining *SK telecom*, June 2019.
17. Business Analytics and Data Mining *Halla Group*, June 2019.
18. Business Analytics and Data Mining *DCAMP-SK Social Venture*, June 2019.
19. Business Analytics and Data Mining *Korea University, Department of Philosophy*, May 2019.
20. Business Analytics and Data Mining *KAIST CIE Forum*, April 2019.
21. Business Analytics and Data Mining *Lotte HR Forum*, April 2019.
22. Business Analytics and Data Mining *Korea University Technology Management Advanced Proream*, April 2019.
23. Current Trends in the Digital Music Industry *Maekyung Content-specialized Advanced Program*, January 2019.

24. Business Analytics in the Financial Industry *Industrial Bank of Korea (IBK)*, December 2018.
25. Business Analytics in the Insurance Industry *DB Insurance*, December 2018.
26. Platform business and analytics in pay TV industry *Future Telecom-Broadcasting Forum*, November 2018.
27. People Analytics *SK HR Forum*, September 2018.
28. TV Content Consumption in the Era of Media Multitasking *D'Live-KAIST Academic Conference*, September 2018.
29. Platform Business and Some Thoughts *SEMBA Social Boosting Day*, September 2018.
30. AI Citizenship *POSCO*, September 2018.
31. Data and Data Visualization *KOCCA Academy*, August 2018.
32. Behavioral Contagion and Spillover over Investor Cognitive Network: Evidence from Online Social Finance Platform *Internet Users in the Age of Algorithm Academic Seminar*, June 2018.
33. Behavioral Contagion and Spillover over Investor Cognitive Network: Evidence from Online Social Finance Platform *Yonsei University*, April 2018.
34. New Technology Trend in Healthcare Industry *Korea Medical Record Association Annual Conference*, April 2018.
35. The fourth industrial revolution and media *KCTA Show*, April 2018.
36. Bright Internet Studies *KAIST*, February 2018.
37. Understanding and Application of Business Analytics *Korea Investment Holdings*, January 2018.
38. Applications of Business Analytics in Research and Education *The Korean Operations Research and Management Science Society (KORMS)*, October 2017.
39. Applications of Business Analytics in Research and Education *Business Insight Special Lecture, The Korean Operations Research and Management Science Society (KORMS)*, September 2017.
40. Understanding and Application of Business Analytics *Hanyang University*, June 2017.
41. Promotion Strategy, Operating Mechanism, and Economic Value of Digital Platform for Consulting Services: A Two-Sided Market Perspective *INFORMS Annual Meeting*, Nashville, November 2016.
42. Platform-based Management: Trend and Future Challenges *POSTECH Advanced Management and Technology Innovation Program*, Pohang, Korea, December 2014.
43. Understanding Technology Marketing *POSTECH POSCO Liaison Center*, Pohang, Korea, November 2014.
44. Digital Shifts in the Media Landscape: Increasing Pressure from the Internet *Media Leaders Forum*, Seoul, Korea, October 2014.
45. Platform Business and Big Data using Healthcare Information *Daegu-Gyungbuk Digital Media Forum*, Daegu, Korea, September 2014.



46. The Implementation of Big Data Platform in Healthcare Industry *Korea Big Data Society Fall Conference*, Ilsan, Korea, September 2014.
47. Developing Big Data Platform Using National Health Insurance Information *National Health Insurance Service*, Seoul, Korea, July 2014.
48. The More Social Cues, The Less Trolling?: An Empirical Study of Online Commenting Behaviors *World Conference for Public Administration*, Daegu, Korea, June 2014.
49. The Impact of the iPhone Exclusive Contract: A Structural Demand Analysis of the Global Smartphone Industry *School of Business, Yonsei University*, Seoul, Korea, May 2014.
50. The Impact of the iPhone Exclusive Contract: A Structural Demand Analysis of the Global Smartphone Industry *School of Business Administration, UNIST*, Ulsan, Korea, April 2014.
51. An Empirical Analysis of Smartphone Diffusions by Mobile Platforms” presented at *INFORMS Annual Meeting*, San Francisco, November 2014.
52. Information Technology and Market Dynamics: Empirical Evidence from the Music and Mobile Industries *Pohang University of Science and Technology*, Pohang, Korea, July 2013.
53. Information Technology and Market Dynamics: Empirical Evidence from the Music and Mobile Industries *Graduate School of Science and Technology Policy, KAIST*, Daejeon, Korea, May 2013.
54. The Impact of Information Technology and the Evaluation of Related Policy on Cultural Goods *Young Researcher’s Workshop of 17th International Conference on Cultural Economics*, Kyoto, Japan; June 2012.

ACADEMIC &  
PROFESSIONAL  
SERVICES

**Ad-hoc Reviewer**

*Information Systems Research, Management Science, MIS Quarterly, Information & Society, Electronic Commerce Research and Applications, International Conference of Information Systems (ICIS), Hawaii International Conference on Systems Science (HICSS), iConference, Academy of Management (AoM)*

**Program Committee (PC)/Associate Editor (AE)**

*Conference of Information Systems and Technology (CIST) (PC member 2016 – now)*  
*International Conference on Information Systems (ICIS) (AE, 2017 – now)*  
*Pacific Asia Conference on Information Systems (PACIS) (AE, 2021)*  
*Quality and Quantity (SSCI journal) (AE, 2020 – now)*

**Local Arrangement Chair**

*Workshop on Information Technologies and Systems (WITS) 2017*

UNIVERSITY &  
DEPARTMENTAL  
SERVICES

**Program Committee Member**

Information Media MBA (IMMBA)	2015–present
Master’s in Information Management (IMMS)	2015–present
Master’s in Green Business and Policy (GBP)	2015–present
Social Entrepreneur MBA (SEMBA)	2017–2019

**Other Committee Member**

Academic Information and Database	2017–present
Graduate School of Information Media Faculty Search Committee	2016–present
MBA Program Change/Innovation Task Force	2017
Business Case Competition	2017–2020
Policy-making Advisory Board	2017–2018
Graduate School of Green Growth Faculty Search Committee	2017–2020

PROFESSIONAL  
MEMBERSHIP

Association of Information Systems  
Institute for Operations Research and the Management Sciences  
Korea Society of Management Information Systems  
Korea Big Data Society  
Korea Technology Innovation Society  
Korea Society for IT Services

SELECTED  
MEDIA  
MENTIONS &  
CONTRIBUTIONS

*Maeil Business Newspaper* (12/16/2020): [Biz Column Series] “Maekyung Chunchu” (in Korean)

*Herald Business* (12/16/2020): [Biz Column] “A Key to Overcome COVID-19: Contactless Services” (in Korean)

*Forbes.com* (2/2/2020) Together, Ebook Reviews And Previews Boost The Likelihood Of A Purchase By 30%

*DongA Ilbo* (10/2/2019): [Biz Column] “Regulation in the IT industry” (in Korean)

*JoongAng Ilbo* (8/2/2018): “Seoul OGD economic value” (in Korean)

*JoongAng Ilbo* (12/7/2017): [Biz Column] “Reverse discrimination disputes in the country that demonstrates vision and future” (in Korean)

*New Scientist* (10/26/2013): “End of Anonymity”

*Digital Trends* (10/16/2013): “Can Facebook cure the Internet of comment section trolls – and if so, should it?”

*The Guardian* (8/27/2012): “The web has become a bizarre synthesis of toilet wall and Thomas Paine.”

*Los Angeles Times* (8/23/2012): “Court deals blow to South Korean law outing Internet users.”

*Techcrunch.com* (7/29/2012): “Surprisingly Good Evidence That Real Name Policies Fail To Improve Comments.”

*ABC News & Spiegel* (8/7/2011): “Internet Evolution: The War on Web Anonymity.”