

YEONGIN KIM

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Wake Forest School of Business
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ACADEMIC EMPLOYMENT

Assistant Professor July 2024 - Present
Business Analytics Area, Wake Forest School of Business
Wake Forest University

Assistant Professor August 2018 - May 2024
Department of Information Systems, VCU School of Business
Virginia Commonwealth University, Richmond, VA

EDUCATION

University of Texas at Dallas, Richardson, TX August 2013 - August 2018
Ph.D. Management Science with Information Systems concentration
Advisors: Dr. Srinivasan Raghunathan and Dr. Mehmet Ayvaci

Texas A&M University, College Station, TX August 2011 - May 2013
M.S. Industrial & Systems Engineering

Inha University, Incheon, South Korea February 2002 - February 2007
B.S. Industrial Engineering

RESEARCH INTERESTS

- **Domains:** Healthcare IT, Digital Platform, Artificial Intelligence
- **Methodologies:** Game Theory, Econometrics, Applied Machine Learning & Optimization

PUBLISHED OR ACCEPTED JOURNAL PAPERS (*: Student Co-Author)

Business Journals

FT50: premier, HQ: high-quality (School of Business Journal List).

1. Hyejin Mun*, Yeongin Kim, Yasin Ceran, Chulho Lee, "Entrepreneurial emotional bias from mass shootings: Evidence from Kickstarter." *Information & Management* (2024): 104009. [HQ]

2. Woojin Yang*, Yeongin Kim, Taehun Kim, Yasin Ceran, Chulho Lee, “From Whales to Minnows: The Impact of Crypto-Reward Fairness on User Engagement in Social Media.” *Decision Support Systems* (2024), 114289. [HQ]
3. Geng Sun, Yeongin Kim, Yinliang (Ricky) Tan, Geoffrey G. Parker (2023) Dinner at Your Doorstep: Service Innovation via the Gig Economy on Food Delivery Platforms. *Information Systems Research* 35(3):1216-1234. [FT50]
 - Highlighted in *VCU News*, Jan 16, 2024.
4. Yeongin Kim, Mehmet U.S. Ayvaci, Srinivasan Raghunathan, Turgay Ayer, “When IT Creates Legal Vulnerability: Not Just Overutilization but Underprovisioning of Health Care Could be a Consequence.” *MIS Quarterly* (2022), 46(3), 1483-1550. [FT50]
 - Winner, Best Paper Competition at *INFORMS e-Business 2017*.
5. Junbo Son, Yeongin Kim, Shiyu Zhou, “Alerting Patients via Health Information System Considering Trust-Dependent Patient Adherence.” *Information Technology and Management* (2021): 245-269.
6. Seonjun Kang, Xiaojin Liu, Yeongin Kim, Victoria Yoon, “Can Bots Help Create Knowledge? The Effects of Bot Intervention in Open Collaboration.” *Decision Support Systems* (2021), 113601. [HQ]
 - Highlighted in *Academic Times*, June 8, 2021.
7. Mehmet U.S. Ayvaci, Huseyin Cacusoglu, Yeongin Kim, Srinivasan Raghunathan (*in alphabetical order*), “Designing Payment Contracts for Healthcare Services to Induce Information Sharing: The Adoption and the Value of Health Information Exchanges.” *MIS Quarterly* (2021), 45(2), 637-692. [FT50]

Other Journal Publications

8. Minhee Choi, Seonjun Kang*, Yeongin Kim, “Understanding Social Media Advocacy: Advocacy Communication on Violence Against Women Act.” Forthcoming at *Health Communication*.
9. Mutlu Mete, Mehmet U.S. Ayvaci, Venkatesh K. Ariyamuthu, Alpesh Amin, Matthias Peltz, Jennifer T. Thibodeau, Justin L. Grodin, Pradeep P.A. Mammen, Sonia Garg, Faris Araj, Robert Morlend, Mark H. Drazner, Nashila AbdulRahim, Yeongin Kim, Yusuf Salam, Ahmet B. Gungor, Bulent Delibasi, Suman K. Kotla, Malcolm P. MacConmara, Prince Mohan, Bekir Tanriover, “Predicting Post-Heart Transplant ESRD Risk in Adults: A Patient-Level Machine Learning Decision Tool.” *Kidney International Reports* (2022), 7.6, 1410-1415.

SELECTED WORKING PAPER (*: Student Co-Author)

- W1. Yeongin Kim, Seokjun Youn, Kyung Sung Jung, Young Kwark, “The Effectiveness of Regulations on the Dual-Role Retailer’s Data Use for Sellers.” Under 5th Round of Review at *Information Systems Research*.

- W2. Tong Wu*, Yeongin Kim, Taehun Kim, Dorothy E. Leidner, “Understanding Effects of Cryptocurrency Reward on User Engagement in Content Production: Empirical Evidence from the Context of Scorum.” Being Revised for 2nd Round of Review at *Journal of the Association for Information Systems*.
- W3. Xunyu Chen, Seokjun Youn, Yeongin Kim, “Beyond Words: Unveiling the Effect of Physician’s Use of Audio Communication in Online Healthcare Communities.” Reject & Resubmit at *Production and Operations Management*.
- Winner, *DSI 2024, Best Theory-Driven Empirical Research Paper*.
 - *Center for Management Innovations in Healthcare (CMIH) Research Grant, \$5,000*.
- W4. Seokjun Youn, Yeongin Kim, Kyung Sung Jung, Young Kwark, Dong-Gil Ko, “Battling Therapeutic Inertia in Diabetes Management: Empirical Evidence from Patient Portal.”
- W5. Tong Wu*, Taehun Kim, Yeongin Kim, Stacie Petter, “Differential Effects of Features on User Content Engagement Behavior Across Multiple Cryptocurrency Reward Based Social Media Platforms.”
- W6. Mehmet Ayvaci, Yeongin Kim, Srinivasan Raghunathan, Shujing Sun, Bekir Tanriover (*in an alphabetical order*), “Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation.”
- W7. Zhe Wang*, Yeongin Kim, Junbo Son, Dengpan Liu, “An Economic Analysis of the Use of Patient-Generated Health Data (PGHD).”
- W8. Seonjun Kang*, Yeongin Kim, Ugochukwu Etudo, and Elizabeth Baker, “The Impact of Telehealth on Diagnostic Accuracy.”
- W9. Gayoon Kim*, Dongkyu Min*, Yeongin Kim, Chulho Lee, “Keep an Eye on Me: The Role of Activity Tracking Group as a Social Pre-commitment for Healthier Behaviors.”

PRESENTATIONS (*: REFEREED)

Beyond Words: Unveiling the Effect of Physician’s Use of Audio Communication in Online Healthcare Communities.

- 2024, Seminar for Big Data Analytics (virtual), Kyung Hee University, South Korea

The Role of Data Sharing and Analytics Capabilities in Interoperable Healthcare Services.

- 2023, Korea AIS (KrAIS) Summer Workshop*
- 2022, Production and Operations Management Society (POMS) Conference

Dinner at Your Doorstep: Service Innovation Through Gig Economy in Food Delivery Platforms.

- 2022, ITDS Research Seminar, G. Brint Ryan College of Business, University of North Texas
- 2022, ABIZ Seminar Series, Ajou University, South Korea

Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation.

- 2023, ISOM Research Seminar, University of Texas at Arlington
- 2023, Business Research Seminar, Wake Forest University
- 2023, BTM BK21 Global Seminar, KAIST
- 2021, 2018, INFORMS Healthcare
- 2021, IS Research Seminar, University of Texas Rio Grande Valley
- 2021, 2018, 2017, INFORMS Annual Meeting
- 2018, Conference on Information Systems and Technology (CIST) *
- 2018, 2017, Conference on Health IT and Analytics (CHITA) *
- 2018, Manufacturing and Service Operations Management (MSOM) Conference *
- 2017, International Conference on Information Systems (ICIS) Doctoral Consortium*
- 2017, IS Research Seminar, VCU School of Business

Recommending Clinical Interventions to Patients via IoT-Enabled Health Information System Considering Trust-Dependent Patient Adherence.

- 2021, Dean's Seminar Series, VCU School of Business
- 2021, IS Graduate Seminar, Korea University
- 2021, Virginia Research Seminar Series (VRSS)

Information Sharing Enforcement: Does It Come to Fruition in the Marketplace?

- 2021, Dean's Seminar Series, VCU School of Business
- 2020, Conference on Information Systems and Technology (CIST) *
- 2020, KrAIS Research Workshop*

Nourish Your Competitor: Information Sharing in Own-Brand e-Marketplace.

- 2021, 2019, Dean's Seminar Series, VCU School of Business

When IT Creates Legal Vulnerability: Not Just Overutilization but Underprovisioning of Health Care Could be a Consequence.

- 2018, 2017, 2016, INFORMS Annual Meeting
- 2017, Advances in Decision Analysis (ADA)
- 2016, Conference on Information Systems and Technology (CIST) *
- 2016, Doctoral Consortium at Workshop on Health IT and Economics (WHITE) *
- 2016, Annual Big XII+ MIS Research Symposium*
- 2016, INFORMS Healthcare*

Payment Mechanisms, Incentives For Adoption and Value of Health Information Exchanges (HIEs).

- 2018, INFORMS Annual Meeting
- 2017, Conference on Information Systems and Technology (CIST) *

AWARDS, HONORS, AND FELLOWSHIPS

- Best Theory-Driven Empirical Research Paper, DSI 2024
- Excellence in Reviewing, DSS 2024

- Nominated for Best Scholar Award, VCU School of Business 2021 - 2023
- Outstanding Contribution in Reviewing, EJIS 2021
- Small Research Grants (\$2,500), VCU 2019
- Best Paper Award for INFORMS e-Business 2017
- Nominated and Accepted for ICIS Doctoral Consortium 2017
- Doctoral Fellowship, UT Dallas 2016 - 2017
- Nominated and Accepted for Big XII+ Doctoral Consortium 2016
- Graduate Research Travel Funding, UT Dallas 2013 - 2018
- Graduation with Summa Cum Laude, Inha University 2007
- Tuition Waiver as a Superior Academic Performance Scholarship, Inha University 2006 - 2007

TEACHING INTERESTS

Programming, Data Mining, Machine Learning, Spreadsheet Modeling, Optimization

TEACHING EXPERIENCE

Wake Forest University

- **Course Instructor**
 - BAN 6005 Python Programming for Business Analytics (Graduate, scheduled)
 - MGT 7090 Analytics Software Technology (Graduate, scheduled)
 - BAN 6050 Decision Modeling (Graduate)

Virginia Commonwealth University

- **Course Instructor**
 - INFO 350 Programming (Undergraduate)
 - INFO 614 Data Mining & Machine Learning (Graduate)
 - INFO 648 Business Data Analytics (Graduate)
 - INFO 697 Guided Study (Doctoral Graduate)
 - INFO 790 PhD Seminar on Health Information Technology (Doctoral Graduate)

University of Texas at Dallas

- **Course Instructor**
 - Introduction to Programming (Undergraduate)
 - Object-Oriented Programming (Undergraduate)
- **Guest Lecturer**
 - Introduction to MIS (Undergraduate), Fall 2013 - Spring 2016
 - Social Media and Business (Graduate), Spring 2015/2016
- **Teaching Assistant**
 - System Analysis and Project Management (Graduate), Summer 2015/2016
 - Information Technology Security (Graduate), Spring 2015/2016
 - Mobile Web Application Development, (Undergraduate), Fall 2015
 - Object-Oriented Programming (Undergraduate), Fall 2015

MENTORING

Doctoral Committee Co-Chair

- Abraham Sen, 2023 at VCU (Assistant Professor at West Texas A&M University)
- Seonjun Kang, 2023 at VCU (Assistant Professor at University of Missouri S&T)
- Steve Essi 2024 at VCU (Assistant Professor at Salisbury University)

Doctoral Committee Member

- Gayoon Kim, (PhD ongoing at KAIST)
- Gustaf Barkstrom, (PhD ongoing at VCU)
- Woojin Yang, 2024 at KAIST (Assistant Research Professor at KAIST)
- Hyejin Mun, 2023 at KAIST (Senior Researcher at Samsung R&D Center)
- Tong Wu, 2022 at Baylor (Assistant Professor at Western Kentucky University)
- Yousif Alhashemi, 2022 at VCU
- Gerald Onwujekwe, 2021 at VCU (Lecturer at Washington University in St. Louis)

SERVICE

Journal Editorial Board Member

- Journal of the Association for Information Systems (JAIS) 2022 - 2023
Editorial Review Board Member
- JAIS Special Issue on Generative AI, Editorial Review Board Member 2023 - 2024
- Decision Science Journal (DSJ), Editorial Review Board Member 2023 - Present
- Decision Support Systems (DSS), Associate Editor 2023 - Present

Journal Reviewer

Management Information Systems Quarterly (MISQ), Information Systems Research (ISR), Journal of the Association for Information Systems (JAIS), Production and Operations Management (POM), Journal of Operations Management (JOM), European Journal of Information Systems (EJIS), Decision Support Systems (DSS), Decision Sciences (DSJ), Electronic Commerce Research with Applications (ECRA), Electronic Commerce Research (ELEC), Information Systems Frontiers (ISFI), Information Technology and Management (ITEM), Healthcare Management Science (HCMS), Asia Pacific Journal of Information Systems (APJIS).

Conference Reviewer

International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), Conference on Information Systems and Technology (CIST), Decision Science Institute (DSI), European Conference on Information Systems (ECIS), Academy of Management (AOM), Korea AIS Workshop (KrAIS), Southeastern INFORMS (SEINFORMS). Journal of Organizational Computing and Electronic Commerce (JOCEC).

Conference/Workshop Committee

- DSI, Analytics Co-Track Chair 2025
- ICIS, Associate Editor 2023 - 2025

CIST, PC Member	2023 - 2024
WITS, PC Member	2023
INFORMS Richmond/Tidewater Chapter, Chapter Officer	2023 - 2024
KrAIS Summer Workshop, PC Member	2023 - 2025
KrAIS Annual Meeting, PC Member	2020, 2023-2024

Conference/Workshop Track/Session Host

- Track Chair, DSI Annual Conference 2025
- Session Host, JAIS Author Development Workshop at PACIS 2022
- Session Chair, POMS Annual Meeting 2022 - 2025
- Session Chair, INFORMS Annual Meeting 2017 - 2024
- Session Chair, Conference on Information Systems and Technology (CIST) 2018
- Session Chair, INFORMS Healthcare 2015 - 2023
- Session Chair, KrAIS Summer Workshop 2023

School Committee

- Faculty Senate Alternate, VCU 2023 Fall - 2024 Spring

Department Committee

- Governance Committee Member, VCU 2021 Fall - 2024 Spring
- PhD Program Committee Member, VCU 2019 Spring - 2024 Spring
- Undergraduate Program Committee Member, VCU 2018 Fall - 2021 Spring
- IS Tenure Track Faculty Search Committee Member, VCU 2019 Fall, 2022 Fall
- IS Adjunct Faculty Search Committee Member, VCU 2021 Spring
- SCMA Tenure Track Faculty Search Committee Member, VCU 2023 Fall

INDUSTRY & OTHER PROFESSIONAL EXPERIENCE

Texas A&M University Systems Health Science Center, College Station, TX 2013

- Research Assistant
Conducted simulation analysis to streamline a physician peer review process and optimize resource planning for future demand. The study results were presented in INFORMS Healthcare 2013, Chicago, IL.

Logistics Division, STX Offshore & Shipbuilding, Changwon, South Korea 2011

- Associate Manager
Coordinated daily logistical operations, including inbound shipments, inventory control, order fulfillment, and distribution.

Human Resource Division, Eighth United States Army, Seoul, South Korea 2008 - 2010

- Sergeant, Korean Augmentation to the United States Army (KATUSA)
Assisted and coordinated Award and Policy Programs for the Eighth United States Army.

Auto-ID Labs, Korea Advanced Institute of Science and Technology (KAIST), Dajeon, South Korea 2006

- Research Assistant

Participated in a research project: RFID-Based Return Management in the Apparel Industry. The study results were presented in Asia Pacific Industrial Engineering and Management Society (APIEMS) Conference 2006, Bangkok, Thailand.

PROFESSIONAL MEMBERSHIP

- Association for Information Systems (AIS)
- Institute for Operations Research and the Management Sciences (INFORMS)
- The Korean Association for Information Systems (KrAIS)
- Production and Operations Management Society (POMS)

COMPUTATIONAL SKILLS

Programming Languages:	Python, R, Java, C#, C++, C, HTML, MATLAB, SQL
Analytics Packages:	STATA, SAS, CPLEX/AMPL, Arena, Weka
Other:	LaTeX, Mathematica, Jupyter Notebook