# YEONGIN KIM

Wake Forest School of Business
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## ACADEMIC EMPLOYMENT

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

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

## EDUCATION

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

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

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

## HONORS

- Best Research Paper, Pre-ICIS SIGDSA Symposium     2025
- Best Problem-Driven Analytical Research Paper, DSI     2025
- Finalist, Best Research Paper, KrAIS Summer Workshop     2025
- Best Theory-Driven Empirical Research Paper, DSI     2024
- Excellence in Reviewing, DSS     2024
- Outstanding Contribution in Reviewing, EJIS     2021
- Best Paper Award, INFORMS e-Business     2017

## RESEARCH INTERESTS

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

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

**Major Business Journal Publications (* Student Co-Author)**
UTD 24, FT50: premier; HQ: high-quality (WF 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. [**UTD24, 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. [**UTD24, FT50**]
   • *Winner, Best Paper Competition at INFORMS e-Business 2017.*

5. 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. [**UTD24, FT50**]

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.*

**Other Journal Publications**

7. Minhee Choi, Seonjun Kang*, **Yeongin Kim**, "Understanding Social Media Advocacy: Advocacy Communication on the Violence Against Women Act." *Health Communication* (2025): 1-11.

8. 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.

9. Junbo Son, **Yeongin Kim**, Shiyu Zhou, "Alerting Patients via Health Information System Considering Trust-Dependent Patient Adherence." *Information Technology and Management* (2021): 245-269.

## MANUSCRIPT UNDER REVIEW & WORKING PAPERS (*: Student Co-Author)

1. **Yeongin Kim**, Seokjun Youn, Kyung Sung Jung, Young Kwark, "The Effectiveness of Regulations on the Dual-Role Retailer's Data Use for Sellers." Under 6th Round of Review at *Information Systems Research*.

2. 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." Under 2nd Round of Review at *Journal of the Association for Information Systems*.

3. **Yeongin Kim**, Geng Sun, and Byung Cho Kim, "Coordination and Data Sharing in Tiered Healthcare." with Geng Sun and Byung Cho Kim. Being Revised for 2nd Round of Review at *Information Systems Research.*

4. Xunyu Chen, Seokjun Youn, **Yeongin Kim**, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." Under Review (Reject & Resubmit) at *Production and Operations Management.*
   • *Winner, Best Theory-Driven Empirical Research Paper, DSI 2024.*
   • *Center for Management Innovations in Healthcare (CMIH) Research Grant, $5,000.*

5. Abraham Abby Sen*, Victoria Yoon, **Yeongin Kim**, "AI with a Human Touch: The Impact of Empathetic Chatbots on Patient Stress and Loyalty." Under Review *at International Journal of Information Management*.

6. **Yeongin Kim**, Sonika Singhal*, Seonjun Kang, Victoria Yoon, "Will Your AI Turn Backers Away? Evidence from Kickstarter's AI Disclosure Policy" Invited for Fast-Track Review at *Decision Support Systems*.
   • *Winner, Best Research Paper, Pre-ICIS SIGDSA Symposium 2025.*

7. **Yeongin Kim**, Shujing Sun, Mehmet Ayvaci, Srinavasa Raghunathan, Bekir Tanriover, "Value of Consumer-Facing Information Technologies: Evidence from Healthcare Service Delivery for Kidney Transplant Patients." To be submitted to *Information Systems Research*.

8. 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." To be submitted to *Journal of Management Information Systems*.

9. Zhe Wang*, **Yeongin Kim**, Dengpan Liu, and Junbo Son, "An Economic Analysis of the Use of Patient-Generated Health Data (PGHD)." To be submitted to *MIS Quarterly*.
   • *Winner, Best Problem-Driven Analytical Research Paper, DSI 2025.*

## REFEREED CONFERENCE PAPERS, PROCEEDINGS, & EXTENDED ABSTRACTS

1. Sonika Singhal, Yeongin Kim, Victoria Yoon, "Will Your AI Turn Backers Away? Evidence from Kickstarter's AI Disclosure Policy" *Pre-ICIS SIGDSA Symposium,* 2025.

2. Sonika Singhal, Yeongin Kim, Victoria Yoon, "Will Your AI Turn Backers Away? Evidence from Kickstarter's AI Disclosure Policy" *Workshop on Information Technologies and Systems (WITS),* 2025.

3. Mehmet Ayvaci, Yeongin Kim, Srinivasan Raghunathan, Shujing Sun, Bekir Tanriover, "How Consumer-Facing Digital Technologies Shape Productivity in High-Stakes Services: Evidence from Kidney Transplantation." *Workshop on Information Systems and Economics (WISE),* 2025.

4. Zhe Wang, Yeongin Kim, Dengpan Liu, and Junbo Son, "An Economic Analysis of the Use of Patient-Generated Health Data (PGHD)." *Decision Science Institute (DSI) Annual Conference,* 2025.

5. 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." *Conference on Health IT and Analytics (CHITA),* 2025.

6. Mehmet Ayvaci, Yeongin Kim, Srinivasan Raghunathan, Shujing Sun, Bekir Tanriover, "Value of Consumer-Facing Information Technologies: Evidence from Healthcare Service Delivery for Kidney Transplant Patients." *Conference on Health IT and Analytics (CHITA),* 2025.

7. Xunyu Chen, Seokjun Youn, Yeongin Kim, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." *Artificial Intelligence and Machine Learning in Operations Management Research (AIMOR) Conference,* 2025.

8. Xunyu Chen, Seokjun Youn, Yeongin Kim, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." *Artificial Intelligence in Management (AIM) Conference,* 2025.

9. Zhe Wang, Yeongin Kim, Jumbo Son, Dengpan Liu, "Data in Their Hands: An Economic Analysis of Patient-Generated Health Data (PGHD)." *Conferen\ce on Information Systems and Technology (CIST),* 2024.

10. Lingyu Li, Yeongin Kim, Xiaojin Liu, "The Ripple of Innovation: Spillover Effects of AI in the Real Estate Industry." *Conference on Information Systems and Technology (CIST),* 2024.

11. Xunyu Chen, Seokjun Youn, Yeongin Kim, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." *Decision Science Institute (DSI) Annual Conference,* 2024.
    • *Winner, Best Theory-Driven Empirical Research Paper.*

12. Xunyu Chen, Seokjun Youn, Yeongin Kim, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." *Conference on Health IT and Analytics (CHITA),* 2024.

13. Xunyu Chen, Seokjun Youn, Yeongin Kim, "Beyond Words: Unveiling the Effect of Physician's Use of Audio Communication in Online Healthcare Communities." *Conference on Information Systems and Technology (CIST),* 2023.

14. Minhee Choi, Seonjun Kang, Yeongin Kim, "Understanding Social Media Advocacy: Advocacy communication on Violence Against Women Act." *The Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, 2023.

15. Geng Sun, Yeongin Kim, Yinliang (Ricky) Tan, Geoffrey G. Parker, "Dinner at Your Doorstep: Service Innovation Through Gig Economy in Food Delivery Platforms." *Decision Science Institute (DSI) Annual Conference,* 2022.

16. Yeongin Kim, Seokjun Youn, Kyung Sung Jung, Young Kwark, "Information Sharing Enforcement: Does It Come to Fruition in the Marketplace?" *Decision Science Institute (DSI) Annual Conference,* 2022.

17. Seokjun Youn, Yeongin Kim, Kyung Sung Jung, Young Kwark, Dong-Gil Ko, "Battling Therapeutic Inertia in Diabetes Management: Empirical Evidence from Patient Portal" *Conference on Information Systems and Technology (CIST),* 2022.

18. Yeongin Kim, Seokjun Youn, Kyung Sung Jung, Young Kwark, "Thanks, but No Thanks: Does Information Sharing Enforcement Come to Fruition in the Marketplace?" *Conference on Information Systems and Technology (CIST),* 2020.

19. Junbo Son, Yeongin Kim, Shiyu Zhou, "Recommending Clinical Interventions to Patients via IoT-Enabled Health Information System Considering Trust-Dependent Patient Adherence.", *Conference on Health IT and Analytics (CHITA)*, 2020.

20. Yeongin Kim, Mehmet U.S. Ayvaci, Srinivasan Raghunathan, Bekir Tanriover, "Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation." *Hawaii International Conference on System Sciences (HICSS)*, 2019.

21. 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." *INFORMS Annual Meeting*, 2018.
    • *Winner, INFORMS e-Business Best Paper Award*.

22. Yeongin Kim, Mehmet U.S. Ayvaci, Srinivasan Raghunathan, Bekir Tanriover, "Bridging the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation." *Conference on Health IT and Analytics (CHITA)*, 2018.

23. Mehmet U.S. Ayvaci, Huseyin Cacusoglu, Yeongin Kim, Srinivasan Raghunathan, "Payment Mechanisms, Incentives For Adoption and Value of Health-Information Exchanges (HIEs)." *Conference on Information Systems and Technology (CIST)*, 2017.

24. Yeongin Kim, Mehmet U.S. Ayvaci, Srinivasan Raghunathan, Bekir Tanriover, "Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation." *Manufacturing & Service Operations Management (MSOM) Conference*, 2018.

25. Yeongin Kim, Mehmet U.S. Ayvaci, Srinivasan Raghunathan, Turgay Ayer, "The Role of HealthIT in Designing Clinical Practice Guidelines Under Litigation Concern." *Conference on Information Systems and Technology (CIST)*, 2016.

## PRESENTATIONS (*: REFEREED)

Will Your AI Turn Backers Away? Evidence from Kickstarter's AI Disclosure Policy.
- 2025, Pre-International Conference on Information Systems (Pre-ICIS) SIG-DSA Symposium[*]

An Economic Analysis of the Use of Patient-Generated Health Data (PGHD).
- 2025, Decision Science Institute (DSI) Annual Conference[*]

How Consumer-Facing Digital Technologies Shape Productivity in High-Stakes Services: Evidence from Kidney Transplantation.
- 2025, Conference on Information Systems and Technology (CIST) [*]

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) [*]

## TEACHING INTERESTS

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

## TEACHING EXPERIENCE

**Wake Forest University**
- **Course Instructor**
  BAN 6005 Python Programming for Business Analytics (Graduate)
  MGT 7090 Analytics Software Technology (Graduate)
  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**
- Sonika Singhal, PhD ongoing at VCU
- Lingyu Li, PhD ongoing at VCU
- Woojin Yang, 2024 at KAIST (Assistant Research Professor, KAIST)
- Hyejin Mun, 2023 at KAIST (Senior Researcher, Samsung R&D Center)
- Tong Wu, 2022 at Baylor (Assistant Professor, Western Kentucky University)
- Yousif Alhashemi, 2022 at VCU (Researcher, Artificial Specialized Intelligence)
- Gerald Onwujekwe, 2021 at VCU (Lecturer, 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 Science (MS), 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**

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

**Conference/Workshop Cluster/Track/Session Host**

| | |
|---|---|
| • Co-Minitrack Chair, AMICS | 2026 |
| • Cluster Chair, INFORMS Healthcare | 2026 |
| • Co-Track Chair, DSI Annual Conference | 2025 |
| • Session Host, JAIS Author Development Workshop at PACIS | 2022 |
| • Session Chair, POMS Annual Meeting | 2022 - 2026 |
| • 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**

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|---|---|
| • Community of Inquiry Committee, WFU | 2025 - Present |
| • Faculty Senate Alternate, VCU | 2023 - 2024 |

**Department Committee**

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

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

## COMPUTATIONAL SKILLS

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