

Jaeung Sim | Curriculum Vitae

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Contact Information

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Academic Position

UConn School of Business

Assistant Professor of Operations and Information Management

Stamford, CT

08/2022 - present

Education

KAIST College of Business

PhD in Management Engineering (MS/PhD integrated)

Seoul, South Korea

02/2016 - 08/2022

- Advisor: [Dr. Daegon Cho](#)
- Majors: IT Management (primary), Green Management (secondary)
- Dissertation: "Digital Economics in the Media and Energy Markets"

POSTECH

BSc in Industrial and Management Engineering

Pohang, South Korea

03/2009 - 08/2015

- Graduate with *Summa Cum Laude*
- Military service between 2011 and 2013 in the Republic of Korea Army

Research Interests

Substantive: Online Platforms, Digital Marketing, Sustainable Management

Methodology: Econometrics, Unstructured Data Analysis, Analytic Modeling

Journal Papers

[J4] Jaeung Sim, Junyeong Lee, Daegon Cho (2022+) "On the Effectiveness of Smart Metering Technology Adoption: Evidence from the National Rollout in the United Kingdom," forthcoming at ***Journal of the Association for Information Systems***

- Presented at *CIST 2017* and *ICIS 2017*

[J3] Jae Yeon Kim, Jaeung Sim, Daegon Cho (2022+) "[Identity and Status: When Counterspeech Increases Hate Speech Reporting and Why](#)," forthcoming at Special Issue in ***Information Systems Frontiers***.

- Presented at *BIGS 2020*

[J2] Jaeung Sim, Jea Gon Park, Daegon Cho, Michael D. Smith, Jaemin Jung (2022) "[Bestseller Lists and Product Discovery in the Subscription-based Market: Evidence from Music Streaming](#)," ***Journal of Economic Behavior & Organization*** 194, pp. 550-567.

- Presented at *WISE 2017* and *SCECR 2018*

[J1] Jaeung Sim, Daegon Cho, Youngdeok Hwang, Rahul Telang (2022) "[Frontiers: Virus Shook the Streaming](#)

Star: [Estimating the COVID-19 Impact on Music Consumption](#),” *Marketing Science* 41(1), pp. 19-32.

- Listed on SSRN’s All Time Top 10 Download Papers in two categories ([Lists 1](#) and [2](#))
- Featured on [INFORMS Press Releases](#), [Heinz College at CMU](#), [Zicklin School of Business at CUNY](#), [KAIST News Center](#), [Dong-A Business Review](#) (in Korean), and [Dong-A Ilbo](#) (in Korean)
- Presented at *UNIST*

Papers under Review

[R2] **Jaеung Sim**, Kyungmin Choi, Daegon Cho, Sang Pil Han “In-Consumption Information Cues and Online Content Demand: Evidence from a Live Streaming Platform”

- Under revision for **2nd round review** at *MIS Quarterly*
- Presented at *CIST 2020*, *NCSU*, *UConn*, *CUNY–Baruch*, *UT Dallas*, and *American U*

[R1] YoungJae Jang, **Jaеung Sim**, Kun Soo Park, Daegon Cho “Sharing Economy in the Cloud: Pricing Schemes for Peer-to-Peer Storage Platforms”

- Under **4th round review (minor revision)** at *Production and Operations Management*
- Best Student Paper Award, *Post-ICIS KrAIS Research Workshop*, 2019
- Presented at *INFORMS Annual Meeting* and *Post-ICIS KrAIS Research Workshop*

Working Papers

[W7] “Racial disparities in the energy burden beyond socio-economic inequality” (with Sosung Baik, Jeffrey F. Hines)

[W6] “Disproportionate gains of energy efficiency from industrial robots: Firm-level evidence from 95 countries” (with Jiyong Park)

[W5] “Beyond Viewership: How Streamer-Viewer Interactivity Shapes Gendered Economy of Live-Streamed Media” (with HanByeol Stella Choi, Changhee Cho, Daegon Cho)

- Earlier version was presented at *ICIS 2019* and *SCECR 2021*

[W4] “Coping with Service Cancellation: Strategic Role of Capacity Allocation” (with YoungJae Jang, Bosung Kim, Young Soo Park)

[W3] “Informational Congruence of Multi-modal Previews and Online Video Success: Evidence from YouTube” (with Eunsol Cho, Daegon Cho, Jiyong Eom)

- Earlier version was presented at *WITS 2021*

[W2] “Digital Rule of Thumb: A Natural Experiment on Autocomplete in Search Engines” (with Kitae Kim, Dongwon Lee, Sung-Hyuk Park)

- Presented at *SCECR 2022*, *INFORMS Workshop on Data Science*, and *ICIS 2022*

[W1] “Goal-reward Schemes for On-demand Learning: A Field Experiment” (with Dongwon Lee, Jiye Baek, Yeolib Kim)

- Presented at *INFORMS Annual Meeting*, *CIST 2022*, *CoDE@MIT 2022*, and *WISE 2022*

Conference Proceedings

[C5] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung Sim** (2022) “Digital Rule of Thumb: A Natural Experiment on Autocomplete in Search Engines,” *Proceedings of the 43rd International Conference on Information Systems (ICIS)*, 9-14 December, 2022, Copenhagen, Denmark.

[C4] TaeYoung Kang, **Jaеung Sim**[†] (2021) “Fact-Checking and Partisan Responses in Online News Comments: Evidence from a Political Rumor about the North Korean Leader,” *The 15th International AAAI Conference on*

Web and Social Media (ICWSM), 15(1), pp. 266-277. (‡Corresponding author)

○ Featured on [Weekly Magazine of Kyunghyang Shinmun](#) (in Korean)

[C3] Changhee Cho, **Jaeung Sim**, Daegon Cho (2019) "Gender Economy in Live Streaming: Moderating Effects of Relational Motivation on Viewer Contributions," *Proceedings of the 40th International Conference on Information Systems (ICIS)*, 15-18 December, 2019, Munich, Germany.

[C2] **Jaeung Sim**, Daegon Cho (2017) "A Multiyear Study of Smart Meter Adoption: Empirical Evidence from the United Kingdom," *Proceedings of the 38th International Conference on Information Systems (ICIS)*, 10-13 December, 2017, Seoul, Korea.

[C1] Ji-Eun Shin, Daegon Cho, **Jaeung Sim** (2017) "Concerns make your decision better: Privacy perception, increased awareness, and the decision of mobile app installation," *Proceedings of the 21st Pacific Asia Conference on Information Systems (PACIS)*, 16-20 July, 2017, Langkawi, Malaysia.

Conference and Workshop Presentations

[P25] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaeung Sim** "Modalities and Search Costs: A Case of Autocomplete in Search Engine," *The 2022 Post-ICIS KrAIS Research Workshop*, December 14, 2022, Copenhagen, Denmark (scheduled).

[P24] **Jaeung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal-Setting for On-Demand Learning: A Field Experiment," *The 33rd Workshop on Information Systems and Economics (WISE)*, December 14-16, 2022, Copenhagen, Denmark (scheduled).

[P23] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaeung Sim** "Digital Rule of Thumb: A Natural Experiment on Autocomplete in Search Engines," *Proceedings of the 43rd International Conference on Information Systems (ICIS)*, December 9-14, 2022, Copenhagen, Denmark (scheduled).

[P22] **Jaeung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal-Setting for On-demand Learning: A Field Experiment," *Conference on Digital Experimentation @ MIT (CoDE@MIT)*, October 20-21, 2022, Boston, Massachusetts.

[P21] **Jaeung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal-reward Schemes for On-demand Learning: A Field Experiment," *The INFORMS Annual Meeting*, October 16-19, 2022, Indianapolis, Indiana.

[P20] **Jaeung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal Setting for On-Demand Learning: A Field Experiment" *The 14th Conference on Information Systems & Technology (CIST)*, October 15-16, 2020, Indianapolis, Indiana.

[P19] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaeung Sim** "Digital Rule of Thumb: A Natural Experiment on Autocomplete in Search Engines," *The 6th INFORMS Workshop on Data Science*, October 15, 2022, Indianapolis, Indiana.

[P18] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaeung Sim** "Digital Rule of Thumb: A Natural Experiment on Autocomplete in Search Engines," *The 18th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 21-22, 2022, Madrid, Spain.

[P17] Eunsol Cho, **Jaeung Sim**, Jiyong Eom, Daegon Cho "Information Congruence of Multimodal Previews and Online Video Success: Evidence from YouTube," *The 31st Workshop on Information Technologies and Systems (WITS)*, December 15-17, 2021, Austin, Texas (hybrid).

[P16] **Jaeung Sim**, Daegon Cho, Changhee Cho "Beyond Viewership: How Provider-Consumer Interactivity Shapes Gendered Economy of Live-Streamed Media," *The 17th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 17-18, 2021 (virtual).

[P15] TaeYoung Kang, **Jaeung Sim** "Fact-Checking and Partisan Responses in Online News Comments: Evidence

from a Political Rumor about the North Korean Leader,” *The 15th International AAAI Conference on Web and Social Media (ICWSM)*, June 7-10, 2021 (virtual).

[P14] **Jaeung Sim**, Jae Yeon Kim, Daegon Cho “Countering Sexist Hate Speech in YouTube: The Role of Popularity and Gender,” *The 4th Post-ICIS Bright Internet Global Summit (BIGS)*, December 16, 2020 (virtual).

[P13] Kyungmin Choi, **Jaeung Sim**, Daegon Cho, Sang Pil Han “The Battle of Video Distribution Channels: How Do Engagement Graphs on Video-On-Demand Drive Live-Streamed Video Demand?” *The 12th INFORMS Conference on Information Systems & Technology (CIST)*, November 7-8, 2020 (virtual).

[P12] YoungJae Jang, **Jaeung Sim**, Kun Soo Park, Daegon Cho “Optimal Pricing for Storage Sharing Platforms,” *The 2019 Post-ICIS KrAIS Research Workshop*, December 18, 2019, Munich, Germany.

[P11] Changhee Cho, **Jaeung Sim**, Daegon Cho “Gender Economy in Live Streaming: Moderating Effects of Relational Motivation on Viewer Contributions,” *Proceedings of the 40th International Conference on Information Systems (ICIS)*, December 15-18, 2019, Munich, Germany.

[P10] YoungJae Jang, **Jaeung Sim**, Kun Soo Park, Daegon Cho “Sharing Economy in the Cloud: Pricing Schemes of the Peer-to-Peer Cloud Storage Platforms,” *The INFORMS Annual Meeting*, October 20-23, 2019, Seattle, Washington.

[P09] **Jaeung Sim**, Daegon Cho, Michael D. Smith “An Empirical Analysis of the Impact of Smartphone Adoption on Television Viewing,” *The 15th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 11-12, 2019, Hong Kong.

[P08] Chihong Jeon, **Jaeung Sim**, Daegon Cho “What is Your Phone Number? Effects of Randomized Monetary Incentives for App Download Promotion,” *The 29th Workshop on Information Systems and Economics (WISE)*, December 17-18, 2018, San Francisco, California.

[P07] Chihong Jeon, **Jaeung Sim**, Daegon Cho “Racing Against or With Cherry Pickers? A Randomized Field Experiment on the Impact of Incentivized App Downloads,” *The 10th INFORMS Conference on Information Systems & Technology (CIST)*, November 3-4, 2018, Phoenix, Arizona.

[P06] **Jaeung Sim**, Jea Gon Park, Daegon Cho “Still Time to Shout? Digital Streaming and the Influences of Ranking Charts on Music Sales,” *The 14th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 18-19, 2018, Rotterdam, the Netherlands.

[P05] **Jaeung Sim**, Jea Gon Park, Daegon Cho “Still Time to Shout? Digital Streaming and the Influences of Ranking Charts on Music Sales,” *The 28th Workshop on Information Systems and Economics (WISE)*, December 14-15, 2017, Seoul, Korea.

[P04] **Jaeung Sim**, Daegon Cho “Privacy Notices, Information Processing, and Risk Perception of Mobile App Adoption,” *The 27th Workshop on Information Technologies and Systems (WITS)*, December 14-15, 2017, Seoul, Korea.

[P03] **Jaeung Sim**, Daegon Cho “A Multiyear Study of Smart Meter Adoption: Empirical Evidence from the United Kingdom,” *Proceedings of the 38th International Conference on Information Systems (ICIS)*, December 10-13, 2017, Seoul, Korea.

[P02] **Jaeung Sim**, Daegon Cho “A Longitudinal Study of Smart Meter Adoption: Empirical Evidence from the United Kingdom,” *The 9th INFORMS Conference on Information Systems & Technology (CIST)*, October 21-22, 2017, Houston, Texas.

[P01] Ji-Eun Shin, Daegon Cho, **Jaeung Sim** “Concerns make your decision better: Privacy perception, increased awareness, and the decision of mobile app installation,” *Proceedings of the 21st Pacific Asia Conference on*

Information Systems (**PACIS**), July 16-20, 2017, Langkawi, Malaysia.

Invited Talks and Seminars

Research Seminars.....

- **UNIST**, School of Business Administration, April 2022 (virtual)
- **American University**, Kogod School of Business, January 2022 (virtual)
- **University of Texas at Dallas**, Jindal School of Management, January 2022 (virtual)
- **Baruch College, City University of New York**, Zicklin School of Business, January 2022 (virtual)
- **University of Connecticut**, School of Business, January 2022 (virtual)
- **North Carolina State University**, Poole College of Management, December 2021 (virtual)

Other Academic Talks.....

- **KDI**, School of Public Policy and Management, July 2022 (virtual)
- **HKUST**, HKUST Business School, May 2021 (virtual)

Teaching Experience

Instructor.....

Data Mining and Business Intelligence <i>OPIM5671 (Master's)</i> MS in Business Analytics and Project Management	UConn School of Business <i>Fall 2022</i>
Management Database and Applications <i>BSM992 (Undergraduate)</i> School of Industrial Management Rating: 4.56/5	KoreaTech <i>Fall 2021</i>
Basic Statistics and R Programming <i>Pre-registration Course (Master's)</i> Graduate School of Green Growth, August 23-26, 2021	KAIST College of Business <i>Summer 2021</i>

Teaching Assistant.....

Data Analytics for Green Business and Policy <i>GG820 (Master's)</i> Award for Excellence in Edu4.0 Teaching Assistant	KAIST College of Business <i>2019, 2022</i>
Advanced Business Analytics <i>IM694 (MBA)</i>	KAIST College of Business <i>2016 - 2017, 2019</i>
Business Analytics and Data Mining <i>MIM532 (Master's)</i>	KAIST College of Business <i>2017 - 2018</i>
Programming for Business Analytics <i>IM685 (MBA)</i>	KAIST College of Business <i>Summer 2017</i>

Awards and Honors

Outstanding Research Award <i>School of Management Engineering</i>	KAIST College of Business <i>2022</i>
Nominee <i>Doctoral Consortium for Advanced Students</i>	AMCIS 2020 <i>2020</i>
Best Student Paper Award <i>The 10th Post-ICIS KrAIS Research Workshop</i>	KrAIS 2019 <i>2019</i>

Award for Excellence in Teaching Assistant <i>Edu4.0 Program</i>	KAIST 2019
Honorable Mention Research Award <i>Graduate School of Green Growth</i>	KAIST College of Business 2017
Runner-up Research Award <i>Graduate School of Green Growth</i>	KAIST College of Business 2016
Runner-up Research Award <i>Undergraduate Research Participation</i>	POSTECH 2014
Participation Award <i>Reading Promotion Ideas Contest</i>	Korea Press Foundation (KRF) 2014

Fellowships and Grants

Scholarship/Fellowship	
PhD Fellowship <i>School of Management Engineering</i>	KAIST College of Business 2017 - 2020
Fellowship for Double Major <i>Graduate School of Green Growth</i>	KAIST College of Business 2016 - 2019
Fellowship <i>Undergraduate Research Participation</i>	POSTECH 2014
Merit Scholarship <i>The National Scholarship for Science and Engineering</i>	Korea Student Aid Foundation (KOSAF) 2009 - 2015
Travel Grants	
Participation Grant <i>CIST 2020, going virtual</i>	D'Live 2020
Travel Grant <i>ICIS 2019, Munich, Germany</i> Supported by School of Management Engineering	KAIST College of Business 2019
Travel Grant <i>SCECR 2019, Hong Kong</i>	D'Live 2019
Travel Grant <i>SCECR 2018, Rotterdam, the Netherlands</i>	D'Live 2018

University Services

Service as a Professor	
Business Data Analytics Program Committee <i>Committee Member</i>	UConn School of Business 2022 - 2023
Service as a Student	
Curriculum Council <i>Student Representative</i>	KAIST College of Business 2019 - 2022
Office of Admissions and Student Affairs <i>Student Advisor</i>	POSTECH 2010 - 2011
Students Committee On Pedagogy and Education <i>Committee Member, Students' Union</i>	POSTECH 2010 - 2011

Academic Services

Conference/Workshop Committee.....

Committee Member: Post-ICIS KrAIS Research Workshop (2022)

Ad-Hoc Referee.....

Journals: Empirical Economics (2022), Decision Support Systems (2022), Asia Pacific Journal of Information Systems (2019, 2020)

Conferences: Conference on Information Systems and Technology (2018, 2019, 2022), International Conference on Information Systems (2018, 2019, 2020, 2021, 2022), Pacific Asia Conference on Information Systems (2020, 2021, 2022), Hawaii International Conference on System Sciences (2019)

Skills

Technical: STATA, R, Python, SAS, L^AT_EX, MS Office

Amateur: Drawing, Street dance