

Hyunji So

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ACADEMIC POSITION

Desautels Faculty of Management, McGill University, Montreal Canada

Assistant Professor

Aug. 2019-Present

EDUCATION

Korea Advanced Institute of Science and Technology

Ph.D. Candidate in Management Engineering

Major in Information Systems

Feb. 2020

Dissertation Title: *Three Essays on the Effects of Mobile- Based Social IT Artifacts on Consumer Emotion, Identity, and Self-Control*

Committee: Drs. Wonseok Oh, Juhee Kwon, Daegon Cho, Minki Kim and Chan Jean Lee

Korea Advanced Institute of Science and Technology

Masters in Management Engineering

Major in Information Systems

Feb. 2015

Korea Advanced Institute of Science and Technology

Bachelor of Engineering (Cum Laude)

Major in Biochemical Engineering and Management Science

Feb. 2013

RESEARCH INTERESTS

- | | |
|--------------------|---|
| Research Interests | <ul style="list-style-type: none">• Economics of IT• Mobile Analytics• Social Media• Digital Content and Influencer Marketing• Blockchain and Crypto Currency |
| Research Methods | <ul style="list-style-type: none">• Econometrics• Hierarchical Bayesian Modeling• Artificial Intelligence and Image Mining |

REFEREED JOURNAL PUBLICATIONS

- Kwon, H. E., **So, H.**, Han, S.P. and Oh, W. (2016). “Excessive dependence on mobile social apps: A rational addiction perspective”, *Information System Research*, 27(4), 919-939.

WORKING PAPERS

- **So, H.**, Han, S. P. Hong, J., and Oh, W. “Curbing Excessive Smartphone Use through Flexible Precommitment Apps: A Multiple Discrete-Continuous Extreme Value Approach”
- Khern-am-nuai, W., **So, H.**, Cohen, M., and Adulyasak, Y. "Selecting Cover Images for Restaurant Reviews: AI vs. Wisdom of the Crowd." Nominated for the INFORMS Service Science Best Cluster Paper Award. Public repository
- Choi, A., Ramaprasad, J., and **So.H.** (Authors by alphabetical order), “Does Authenticity of Influencers Matter? Examining the Impact on Purchase Decisions.”
- **So.H.**, and Oh, W. “Picture Perfect: An Image Mining of Advertising Content and its Effects on Social Targeting”
- **So., H.**, Xin., M., Animesh, A., and Oh., W. “When Logins Go Social: Effects of Social Login Adoption on Purchase Behaviors and Targeted Response in Online Markets”
- **So, H.**, Oh, W., Kim, M. and Park, S. “The Interplay between External and Internal Channels and its Effects on Purchase Intent in Mobile Commerce”

WORK IN PROGRESS

- “Discount vs Reward: Effects of Price Promotions on the Consumption and Evaluation of Digital Content” with Heo, W., Oh, H., and Oh, W.
- “What Influences Influencers? Impact of Hiding Popularity Signals in Social Media” with Ramaprasad, J., and Choi, A.
- “Pay Me in Crypto? Probabilistic Pay and Risk Attitudes on Decentralized Crowdsourcing Platform” with Lee, K
- “Impact of Crypto-based Reward Systems on User Content Generation Behavior” with Lee, K
- “Impact of NFT (Non-Fungible Tokens) Schemes for Creator Economy”

CONFERENCE PRESENTATIONS

- **So.H.**, Ramaprasad, J., and Choi, A. “What Influences Influencers? Impact of Hiding Popularity Signals in Social Media”, 42th International Conference on Information Systems (ICIS), Copenhagen, Denmark, Dec. 2022.
- **So.H.**, Ramaprasad, J., and Choi, A. “What Influences Influencers? Impact of Hiding Popularity Signals in Social Media”, INFORMS Conference on Information Systems and Technology (CIST), Indianapolis, Indiana, Oct. 2022.
- Lee.K., and **So.H.** “Pay Me in Crypto? Probabilistic Pay and Risk Attitudes on Decentralized Crowdsourcing Platform”, INFORMS Conference on Information Systems and Technology (CIST), Indianapolis, Indiana, Oct. 2022.
- Heo. W., **So.H.**, Oh, H., and Oh,W. “Discount vs Reward: Effects of Price Promotions on the Consumption and Evaluation of Digital Content”, INFORMS Conference on Information Systems and Technology (CIST), Newport, CA, Nov. 2021.

- Heo, W., **So, H.**, Oh, H., and Oh, W. "Discount vs Reward: Effects of Price Promotions on the Consumption and Evaluation of Digital Content", Statistical Challenges in e-Commerce Research (SCECR), Virtual, June. 2021.
- Khern-am-nuai, W., **So, H.**, Passavoranan, A., and Thongthanomkul, E. "Selecting Featured Images for Restaurant Reviews with Deep Learning: A Transfer Learning Approach." Workshop on Information Technologies and Systems (WITS), Munich, Germany, December 2019
- **So, H.**, and W. Oh. "Picture Perfect: An Image Mining of Advertising Content and Its Effects on Social Targeting," 38th International Conference on Information Systems (ICIS), San Francisco, CA, Dec. 2018.
- **So, H.**, Xin, M., A. Animesh and W. Oh. "The Economics of "One-For-All" Online Access: Effects of Social Logins on Purchase Behaviors and Targeted Responses in Online Retail Markets," INFORMS Conference on Information Systems and Technology (CIST), *Best Paper Nomination*, Phoenix, AZ, Nov. 2018.
- **So, H.**, Xin, M., A. Animesh and W. Oh. "When Logins Go Social: Effects on Purchase Behaviors and Targeted Responses in Online Markets," Workshop on Information Systems and Economics (WISE), Seoul, Korea, Dec. 2017.
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Conflict between Two Selves: Mobile Temptation and Self-Control through Precommitment," 37th International Conference on Information Systems (ICIS), Dublin, Ireland, Dec. 2016.
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Conflict between Two Selves: Mobile Temptation and Self-Control through Precommitment," INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, Nov. 2016.
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Conflict between Two Selves: Mobile Temptation and Self-Control through Precommitment," Winter Conference in Business Intelligence (WCBI), Snowbird, Utah, Mar. 2016.
- **So, H.**, Oh, W., Kim, M. and Park, S. "The Pursuit of Conversion: Effects of Mediating Channels on Product Choices and Purchase Propensities in Social Commerce Platforms," 36th International Conference on Information Systems (ICIS), Fort Worth, TX, Dec. 2015.
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Nature or Nurture? An Analysis of Rational Addiction to Mobile Social Applications," 35th International Conference on Information Systems (ICIS), Auckland, New Zealand, Dec. 2014.
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Nature or Nurture? An Analysis of Rational Addiction to Mobile Social Applications," INFORMS Conference on Information Systems and Technology (CIST), San Francisco, CA, Nov. 2014
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "Nature or Nurture? An Analysis of Rational Addiction to Mobile Social Applications," INFORMS Annual Meeting IS Cluster, San Francisco, CA, Nov. 2014
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "An Empirical Analysis of Rational Addiction to Mobile Social Apps," 8th China Summer Workshop on Information Management (CSWIM), Chengdu, China, Jun. 2014
- **So, H.**, Han, S. P. Hong, J., and Oh, W. "An Analysis of Rational Addiction to Mobile Platform Apps," Statistical Challenges in e-Commerce Research (SCECR), Tel Aviv, Israel, Jun. 2014

OTHER INVITED PRESENTATIONS

- Hong Kong University of Science Technology (Oct. 2018)
- McGill University (Nov 2018)
- University of Hong Kong (Jan 2019)
- Chinese University of Hong Kong (Jan 2019)
- Texas Tech University (Jan 2019)

BOOK CHAPTERS

Kwon, H. E., So, H., Han, S.P. and Oh, W. (2016). “Excessive dependence on mobile social apps: A rational addiction perspective”, *Information System Research*, 27(4), 919-939

GRANTS

- Principle Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2022-2023) for “Impact of NFT (Non-Fungible Tokens) Schemes for Creator Economy”, \$4,958 CAD
- Principle Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2021-2022) for “Discounts vs Rewards: Impact of Price Promotions on Digital Content Post-Consumption Behavior”, \$6,000 CAD
- Co-Principle Investigator, Insight Development Grants, Social Sciences and Humanities Research Council (2020-2022) for “The Economic Implications of AI Implementations on Online Platforms”. \$33,212
- McGill Start-up Grant (2019-2022) \$ 45,000

HONORS AND AWARDS

- **Best Teaching Awards**, Yonsei University, 2019
- **ICIS Doctoral Consortium Nominee**, International Conference on Information Systems (ICIS), 2018
- **Ph.D. Excellent Research Award**, KAIST College of Business, 2016.
- **Winner of Best Paper Award**, Korea Academic Society of Digital Business Administration, 2015.

COURSES TAUGHT

Instructor, McGill University

- INSY660 Data Foundations for Analytics (Summer 2021,2022)
- INSY336 Data Handling and Coding for Analytics (Winter 2020,2021,2022 and Summer 2020)

Lecturer, Yonsei University

- Business Programming (Spring 2019)

ACADEMIC PROFESSIONAL SERVICE

Journals Ad Hoc Reviewer:

Management Science, Management Information System Quarterly, Information Systems Research, Production Operation Management Systems, Journal of Association for Information Systems

Track Chair:

International Conference on Information Systems (2020)

Associate Editor and Program Committee

Pacific Conference on Information Systems (2022)

International Conference on Information Systems (2020)

Conference on Information Systems and Technology (2021-2022)

Workshop on Information Technologies and System (2022)

RESEARCH SKILLS

Data Analysis (e.g., STATA, R, MATLAB, Winbugs, SAS, Eviews, SPSS)

Data Base Management (e.g., MySQL, NoSQL)

Data Mining (e.g., R, Python, ExcelMiner)

REFERENCES

Dr. Wonseok Oh

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Dr. Sang Pil Han

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Associate Professor of Information Systems

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