

# Jaeung Sim | Curriculum Vitae

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## Contact Information

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## Academic Position

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**School of Business, University of Connecticut**

*Assistant Professor of Operations and Information Management*

**Stamford, CT**

*08/2022 - present*

## Education

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**College of Business, KAIST**

*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

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**Substantive:** Information and Decisions, Online Platforms, Digital Marketing, Energy Economics

**Methodology:** Econometrics, Image/Text Mining, Analytical Modeling, Field Experiments

## Journal Papers

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[J6] Sosung Baik, Jeffrey F. Hines, **Jaeung Sim**\* "Racial disparities in the energy burden beyond socio-economic inequality," forthcoming at *Energy Economics* (\*Corresponding author). [Accepted on October 7, 2023]

[J5] **Jaeung Sim**, Kyungmin Choi, Sang Pil Han, Daegon Cho "In-Consumption Information Cues and Online Video Consumption," forthcoming at *MIS Quarterly*. [Accepted on September 12, 2023]

[J4] **Jaeung Sim**, Junyeong Lee, Daegon Cho (2023) "On the Effectiveness of Smart Metering Technology Adoption: Evidence from the National Rollout in the United Kingdom," *Journal of the Association for Information Systems* 24(2), pp. 555-591. [Accepted on August 29, 2022]

[J3] **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. [Accepted on December 20, 2021]

[J2] Jae Yeon Kim, **Jaeung Sim**, Daegon Cho (2023) "Identity and Status: When Counterspeech Increases Hate

Speech Reporting and Why," *Information Systems Frontiers* 25, pp. 1683–1694. [Accepted on November 22, 2021]

[J1] **Jaеung 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. [Accepted on June 14, 2021]

## Papers under Review

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[R1] YoungJae Jang\*, **Jaеung Sim**\*, Kun Soo Park, Daegon Cho "Sharing Economy in the Cloud: Pricing Schemes for Peer-to-Peer Storage Platforms" (\*Equal contribution)

- Under 1st round review at *Management Science*
- Best Student Paper Award, *Post-ICIS KrAIS Research Workshop*, Dec 2019

## Working Papers

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[W5] **Jaеung Sim**, Jiyong Park "Disproportionate gains of energy efficiency from industrial robots: Firm-level evidence from 95 countries"

[W4] YoungJae Jang, Young Soo Park, Bosung Kim, **Jaеung Sim** "Coping with Service Cancellation: Strategic Role of Capacity Allocation"

[W3] Eunsol Cho, **Jaеung Sim**\*, Daegon Cho, Jiyong Eom "Informational Congruence of Multi-modal Previews and Online Video Success: Evidence from YouTube" (\*Corresponding author)

[W2] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung Sim** "Digital Rule of Thumb: Interplay between Autocomplete and Input Modalities in Search Engines"

[W1] **Jaеung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal-setting for On-demand Learning: A Field Experiment"

## Work-in-Progress

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[W7] "New Product Quality and Existing Product Demand in an Online Secondary Market" in progress of data processing (with Jisu Cao, YoungJae Jang)

[W6] "Information, Emotion, and Viewer Engagement in Live Broadcasting: Evidence from E-sports Tournaments," in progress of data processing (with Jane Gu, Hongfu Liu, Han Yue)

## Conference Proceedings

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[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 AAI Conference on Web and Social Media (ICWSM)*, 15(1), pp. 266-277.

[C3] Changhee Cho, **Jaеung 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] **Jaеung 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, **Jaеung 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/Workshop Presentations (without Proceedings)

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[P25] YoungJae Jang, YoungSoo Park, Bosung Kim, **Jaеung Sim** "Coping with Service Cancellation: Strategic Role of Capacity Allocation," *The INFORMS Annual Meeting*, October 15-18, 2023, Phoenix, Arizona.

[P24] Jiyong Park, **Jaеung Sim** "Mind the Energy-Efficiency Gap: Disproportionate Gains from Industrial Robots between Developed and Developing Economies," *The 15th Conference on Information Systems & Technology (CIST)*, October 14-15, 2023, Phoenix, Arizona.

[P23] Eunsol Cho, **Jaеung Sim**, Daegon Cho, Jiyong Eom "Information Congruence of Multimodal Previews and Online Video Success: Evidence from YouTube," *The 15th Conference on Information Systems & Technology (CIST)*, October 14-15, 2023, Phoenix, Arizona.

[P22] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung Sim** "Modalities and Search Costs: A Case of Autocomplete in Search Engine," *The 2023 KrAIS Summer Workshop*, July 5-6, 2023, Seoul, Korea.

[P21] **Jaеung Sim**, Dongwon Lee, Yeolib Kim, Jiye Baek "Goal-Setting for On-Demand Learning: A Field Experiment," *The 2023 KrAIS Summer Workshop*, July 5-6, 2023, Seoul, Korea.

[P20] **Jaеung 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.

[P19] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung Sim** "Modalities and Search Costs: A Case of Autocomplete in Search Engine," *The 2022 Post-ICIS KrAIS Research Workshop*, December 14, 2022, Copenhagen, Denmark.

[P18] **Jaеung 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.

[P17] **Jaеung 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.

[P16] **Jaеung 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, 2022, Indianapolis, Indiana.

[P15] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung 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.

[P14] Kitae Kim, Dongwon Lee, Sung-Hyuk Park, **Jaеung 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.

[P13] Eunsol Cho, **Jaеung 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.

[P12] **Jaеung 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).

[P11] **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).

[P10] 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).

[P09] 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.

[P08] 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.

[P07] **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.

[P06] 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.

[P05] 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.

[P04] **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.

[P03] **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.

[P02] **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.

[P01] **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.

## Invited Talks and Seminars

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### Research Seminars.....

- **Korea University**, Business School, July 2023
- **KAIST**, College of Business, July 2023
- **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)

## Media Mentions

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#### Published Research.....

- “Why Music Streaming on Spotify Declined During the COVID-19 Pandemic,” *Loudwire*, February 2022
- “New Research Finds Digital Music Streaming Consumption Dropped as a Result of COVID-19 and Lockdowns,” *INFORMS Press Releases*, February 2022
- “Research Finds Digital Music Streaming Consumption Dropped as a Result of Covid-19 and Lockdowns,” *KAIST News Center*, February 2022
- “[DBR]코로나 시대, 음원 스트리밍은 왜 줄었을까,” *Dong-A Ilbo*, January 2022
- “코로나 시대, 음원 스트리밍 시장은 왜 타격받았나,” *Dong-A Business Review*, January 2022
- “Music Streaming Consumption Fell During COVID-19 Lockdowns,” *CMU News*, July 2021
- “Music Streaming Declined During Pandemic, Zicklin Professor Finds,” *Zicklin News*, July 2021
- “[포커스]‘김정은 위중설’ 댓글 분석해보니,” *Weekly Magazine of Kyunghyang Shinmun*, April 2021

## Awards and Honors

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<b>Best Reviewer Award</b> <i>The 1st KrAIS Summer Workshop</i>	<b>KrAIS 2023</b> 2023
<b>Outstanding Research Award</b> <i>School of Management Engineering</i>	<b>KAIST College of Business</b> 2022
<b>Nominee</b> <i>Doctoral Consortium for Advanced Students</i>	<b>AMCIS 2020</b> 2020
<b>Best Student Paper Award</b> <i>The 10th Post-ICIS KrAIS Research Workshop</i>	<b>KrAIS 2019</b> 2019
<b>Award for Excellence in Teaching Assistant</b> <i>Edu4.0 Program</i>	<b>KAIST</b> 2019
<b>Honorable Mention Research Award</b> <i>Graduate School of Green Growth</i>	<b>KAIST College of Business</b> 2017
<b>Runner-up Research Award</b> <i>Graduate School of Green Growth</i>	<b>KAIST College of Business</b> 2016
<b>Runner-up Research Award</b> <i>Undergraduate Research Participation</i>	<b>POSTECH</b> 2014
<b>Participation Award</b> <i>Reading Promotion Ideas Contest</i>	<b>Korea Press Foundation (KRF)</b> 2014

## Fellowships and Grants

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#### Scholarship/Fellowship.....

<b>PhD Fellowship</b> <i>School of Management Engineering</i>	<b>KAIST College of Business</b> 2017 - 2020
<b>Fellowship for Double Major</b> <i>Graduate School of Green Growth</i>	<b>KAIST College of Business</b> 2016 - 2019

<b>Fellowship</b> <i>Undergraduate Research Participation</i>	<b>POSTECH</b> 2014
<b>Merit Scholarship</b> <i>The National Scholarship for Science and Engineering</i>	<b>Korea Student Aid Foundation (KOSAF)</b> 2009 - 2015

**Travel Grants**.....

<b>OVPR/AAUP Faculty Travel Award</b> <i>ICIS 2022, Copenhagen, Denmark</i>	<b>University of Connecticut</b> 2022
<b>Travel Grant Award</b> <i>ICIS 2019, Munich, Germany</i>	<b>KAIST College of Business</b> 2019
<b>Travel Grant</b> <i>SCECR 2019, Hong Kong</i>	<b>D'Live</b> 2019
<b>Travel Grant</b> <i>SCECR 2018, Rotterdam, the Netherlands</i>	<b>D'Live</b> 2018

**Teaching Experience**

**Instructor**.....

<b>Data Mining and Business Intelligence</b> <i>OPIM5671 (Master's)</i> MS in Business Analytics and Project Management Fall 2022 (13 students): 4.74/5 (21 items average) Spring 2023 (36 students): 4.47/5 (21 items average)	<b>UConn School of Business</b> Fall 2022, Spring 2023
<b>Data Science Using Python</b> <i>OPIM5512 (Master's)</i> MS in Business Analytics and Project Management Spring 2023 (36 students): 3.82/5 (21 items average)	<b>UConn School of Business</b> Spring 2023
<b>Management Database and Applications</b> <i>BSM992 (Undergraduate)</i> School of Industrial Management Fall 2021 (48 students): 4.56/5 (10 items average)	<b>KoreaTech</b> Fall 2021
<b>Basic Statistics and R Programming</b> <i>Pre-registration Course (Master's)</i> Graduate School of Green Growth, August 23-26, 2021	<b>KAIST College of Business</b> Summer 2021

**Teaching Assistant**.....

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

## Academic Services

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Conference/Workshop Committee.....

**Associate Editor:** Pacific Asia Conference on Information Systems (2023)

**Program Committee:** Conference on Information Systems and Technology (2023), KrAIS Summer Workshop (2023), Post-ICIS KrAIS Research Workshop (2022)

**Doctoral Consortium Mentor:** KrAIS Summer Workshop (2023)

Ad-Hoc Referee.....

**Journals:** Production and Operations Management (2023), Journal of Happiness Studies (2023), Electronic Commerce Research (2023), 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), Americas Conference on Information Systems (2023), Pacific Asia Conference on Information Systems (2020, 2021, 2022, 2023), Hawaii International Conference on System Sciences (2019)

## University Services

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Service as a Student.....

<b>Curriculum Council</b> <i>Student Representative</i>	<b>KAIST College of Business</b> <i>2019 - 2022</i>
<b>Office of Admissions and Student Affairs</b> <i>Student Advisor</i>	<b>POSTECH</b> <i>2010 - 2011</i>
<b>Students Committee On Pedagogy and Education</b> <i>Committee Member, Students' Union</i>	<b>POSTECH</b> <i>2010 - 2011</i>

## Skills

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**Technical:** STATA, Python, R, SAS, L<sup>A</sup>T<sub>E</sub>X, MS Office

**Amateur:** Drawing, Street dance