

Byungjoon Yoo

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Seoul National University
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EDUCATION

Ph. D. (Information Systems), May 2003
Carnegie Mellon University
Master of Science (Information Systems), 2001
Carnegie Mellon University
Master of Science (Management Information Systems), 1999
The University of Arizona
Bachelor of Business Administration, 1994
Seoul National University, Korea

WORK EXPERIENCE

2014-Present, Professor, Seoul National University
2015-2017, Deputy Head, Entrepreneurship Center, Seoul National University
2016-Present, Vice President, Korea Society of Business Venturing
2009-2014, Associate Professor, Seoul National University
2007-2009, Assistant Professor, Seoul National University
2005-2007, Assistant Professor, Korea University Business School
2003-2005, Assistant Professor, Hong Kong University of Science & Technology
2000-2002, Recitation Leader & Teaching Assistant, Carnegie Mellon University
1998-1999, Teaching Assistant, The University of Arizona
1994-1997, Accounting Information System Analyst (Officer), Republic of Korea Army
1994-1994, Assistant Accountant (Certified Public Accountant of Korea), KPMG Co.

INDUSTRY CONSULTING SERVICES

Korea Stock Exchange (2006): IT investment evaluation of Korea Stock Exchange

Korea Creative Contents Agency (An agency of Korean Government) (2007-2008): Econometric evaluation of impacts of real money trading in online games
Korea Association of Game Industry (2007): Game industry roadmap development project for next 10 years
Bugs Music (No. 1. Online music company in Korea) (2009): Economic evaluation of online music rankings
Copyright Protection Center (An agency of Korean Government) (2009- Present): A member of board committee for Korean ‘Clean site’ evaluation
Nexon (No. 1. Online game company in Korea) (2010-2011): Development of Economic Management System for Nexon’s Online Game Portal
Korea Venture Investment Co. (2014-2015): Project on the Survey and Policy Suggestion on Setting Up Super Angel and Micro VC Venture Funds.
Korea Institute of Startup & Entrepreneurship Development (2015): Project on New Planning for Start Up Education in School Education Systems in Korea
Ministry of Science, ICT and Future Planning (2015): Project on How to Link Tech-Based Start Up’s Investment at Early Stages with Public Research Centers’ Technologies
KT Music Outside director (One of Major 4 music distributors in Korea) (2011-2016)
DevSisters (2014-Present): Working on mobile game analysis project for a game which generates 100 Million US\$
Center for Creative Economy and Innovation (2017): A consulting project on suggesting the strategic positioning of Korea Innovation Center which is a governmental institute to support new enterprises in Korea.

PUBLICATIONS

(Peer-reviewed Journal)

Eunho Park, Rishika Rishika, Ramkumar Janakiraman, Mark B. Houston, and Byungjoon Yoo, “Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics,” *Journal of Marketing*, Vol. 82(1), 2018 Jan., pp. 93-114.

Bing Bai, Byungjoon Yoo, Xiuquan Deng, Iljoo Kim, and Dehua Gao, “Linking routines to the evolution of IT capability on agent-based modeling and simulation: a dynamic perspective,” *Computational Mathematical Organization Theory*, Vol. 22(2), 2016 June, pp. 184-211

Minjae Song, Eunho Park, Byungjoon Yoo, and Seongmin Jeon, “Is the Daily Deal Social Shopping?: An Empirical Analysis of Customer Panel Data,” *Journal of Interactive Marketing*, Vol. 33, 2016 Feb., pp. 57-76

Seungmin Jeon, and Byungjoon Yoo, “Going Global or Global: The Case of Online Daily Deal Company TicketMonster,” *Asian Case Research Journal*, Vol. 18, No. 2, 2014 Dec., pp. 401-428

Seoungmin Jeon, and Byungjoon Yoo, "Going Global or Global: The Case of Online Daily Deal Company TicketMonster," *Asian Case Research Journal*, Vol. 18, No. 2, 2014 Dec., pp. 401-428

Seoungmin Jeon, Byungjoon Yoo, and Iljoo Kim, "Merger and Spin-off of Hangame: Implications for Internet Portal and Web Game Industry," *Academy of Entrepreneurship Journal*, Vol. 19, No. 3, 2013 Dec., pp. 141-152 (SCOPUS Indexed Journal)

Kwansoo Kim, Byungjoon Yoo, and Robert Kauffman, "Valuation of Participation in Social Gaming," *International Journal of Electronic Commerce*, Vol. 18, No. 2, Winter December, 2013-14, pp. 11-49 (SSCI Indexed Journal)

Wendy Hui, Byungjoon Yoo, Vidyanand Choudhary and Kar Yan Tam, "Sell by Bundle or Unit?: Pure Bundling versus Mixed Bundling of Information Goods" *Decision Support Systems*, Vol. 53, No. 3, pp. 517-525, June 2012 (SCIE Indexed Journal)

Byungjoon Yoo, and Kwansoo Kim, "Does Popularity Decide Rankings or Do Rankings Decide Popularity? An Investigation of Ranking Mechanism Design," *Electronic Commerce Research and Applications*, Vol. 11, No. 2, pp. 180-191, March-April 2012. (SSCI Indexed Journal)

Byungjoon Yoo, Vidyanand Choudhary and Tridas Mukhopadhyay, "A Study of Sourcing Channels for Electronic Business Transactions," *Journal of Management Information Systems*, Vol. 28, No. 2, pp. 145-169, Fall 2011. (SSCI Indexed Journal)

Robert Kauffman, Dongwon Lee, Jung Lee, and Byungjoon Yoo, "A Hybrid Firm's Pricing Strategy in Electronic Commerce Under Channel Migration," *International Journal of Electronic Commerce*, Vol. 14, No. 1, Fall 2009, pp. 11-54.

Seungwoo Kwon, Byungjoon Yoo (Corresponding author), Jinbae Kim, Wei Shang, Gunwoong Lee, "Reservation price reporting mechanisms for online negotiations," *Decision Support Systems*, Vol. 46, No. 4, March 2009, pp. 755-762.

Wendy Hui, Byungjoon Yoo, and Kar Yan Tam, "The Optimal Number of Versions and Bundles for Information Goods: Why Does Goldilocks Pricing Work for Information Goods?" *Journal of Management Information Systems*, Winter 2007-2008 (March 2008), pp. 167-191. (SSCI Indexed Journal)

Wendy Hui, Byungjoon Yoo, and Kar Yan Tam, "Economics of Shareware: How Do Uncertainty and Piracy Affect Shareware Quality and Brand Premium?" *Decision Support Systems*, Vol. 44, No. 3, February 2008. (SCIE Indexed Journal)

Byungtae Lee, and Byungjoon Yoo, "What Prevents Electronic Lemon Markets? An Economic Analysis of B2B Electronic Auction markets," *Journal of Organizational Computing and Electronic Commerce*, August 2007, pp. 217-246. (SCI Indexed Journal)

Kevin Ho, Byungjoon Yoo, Seunghee Yu, and Kar Yan Tam, "The Effect of Culture and Product Categories on the Level of Use of Buy-It-Now (BIN) Auctions by Sellers," *Journal of Global Information Management*, October-December 2007. (SSCI Indexed Journal)

Byungjoon Yoo, Vidyanand Choudhary and Tridas Mukhopadhyay, "Electronic B2B Marketplaces with Different Ownership Structures," *Management Science*, Vol. 53, No. 6, June 2007. (SSCI Indexed Journal)

Byungjoon Yoo, Vidyanand Choudhary and Tridas Mukhopadhyay, "A Model of Neutral B2B Intermediaries," *Journal of Management Information Systems*, Vol. 19, No. 3, pp. 43-68, Winter 2002-2003. (SSCI Indexed Journal)

SPECIAL AWARDS and HONORS

1. New Eminent Scholar Award, Korea Management Information Society, 2016
2. Enlisted in 2012 Marquis Who's Who in Asia
3. Enlisted in 2010 Marquis Who's Who
4. Faculty Award for Excellence in Research, Seoul National University, 2009.
5. Faculty Award for Excellence in Research, Korea University, 2007.
6. Best Paper Award in the Completed Research Track (Out of 148 papers submitted to the track), ICIS, 2001.
7. Outstanding winner of eBRC Doctoral Award Competition (Won competition for \$10,000 Research Support out of 31 proposals submitted), eBusiness Research Center, Penn State University, 2002.
8. ICIS Doctoral Consortium, 2002.
9. William Larimer Mellon Fellowship, Carnegie Mellon University, 1999-2002.
10. Magna Cum Laude, Seoul National University, 1994.

ACADEMIC SERVICES

Senior Editor, Associate Editor: Electronic Commerce and Research Applications (2009-Present)

Co-chair, Workshop on Information Systems and Economics (WISE) 2017, Seoul, Korea

Co-chair, Workshop on e-Business (WeB) 2017, Seoul, Korea

Program Committee Member: International Conferences on Information Systems (ICIS)

2010, 2018, Pacific Asia Conferences on Information Systems (PACIS) 2010,

Conference on Information Systems and Technology (CIST) 2010, China Summer

Workshop on Information Management (2013-2018), International Conference on Electronic Commerce (2015)

Reviewer: *Management Science, Information Systems Research, Journal of Management Information Systems, International Journal of Electronic Commerce, International Conference on Information Systems, Hawaii International Conference on System Sciences, International Conference on Electronic Commerce.*