

YOUNG KWARK

Information Systems and Operations Management (ISOM)
Warrington College of Business, University of Florida
347 Stuzin Hall, P.O. Box 117169, Gainesville, FL 32611-7169
Email: young.kwark@warrington.ufl.edu

ACADEMIC APPOINTMENT

Assistant Professor

Aug. 2013– present

Warrington College of Business, University of Florida.

EDUCATION

THE UNIVERSITY OF TEXAS AT DALLAS, Richardson, TX 75080 *Dec. 2013*
Ph.D., Management Science, Information Systems

THE UNIVERSITY OF WASHINGTON, Seattle, WA 98105 *Jun. 2008*
Master of Business Administration (graduated with Honors)

RESEARCH

JOURNAL PUBLICATION

- Jingchuan Pu, Young Kwark, Sang Pil Han, Bin Gu, and Ye Qiang (2023), “*Understanding the Effect of a Platform-Initiated Reviewer Incentive Program on Regular Ratings.*” **Information Systems Research**. *Conditionally Accept.*
- Kenny Cheng, Kyung Sung Jung, Young Kwark, and Jingchuan Pu (2022), “*Impact of Own Brand Product Introduction on Optimal Pricing Models for Platform and Incumbent Sellers.*” **Information Systems Research**. *Articles in Advance.*
- Young Kwark, Gene Moo Lee, Paul Pavlou, and Liangfei Qiu (2021), “*On the Spillover Effects of Online Product Reviews on Purchases: Evidence from Clickstream Data.*” **Information Systems Research**, 32(3), 895-913.
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan (2018), “*User-Generated Content and Product Design of Competing Firms,*” **Management Science**, 64(10), 4608-4628.
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan (2017), “*Platform or Wholesale? A Strategic Tool for Online Retailers to Benefit from Third-Party Information,*” **MIS Quarterly**, 41(3), 763-785.
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan (2014), “*Online Product Reviews: Implications for Retailer and Competing Manufacturers.*” **Information Systems Research**, 25(1), 93-110.
- Huseyin Cavusoglu, Young Kwark, Bin Mai, and Srinivasan Raghunathan (2013), “*Passenger Profiling and Screening for Aviation Security in the Presence of Strategic Attackers.*” **Decision Analysis**, 10(1), 63-81.

PAPERS COMPLETED/UNDER REVIEW OR REVISION

- Yeongin Kim, Seok Jun Youn, Kyung Sung Jung, and Young Kwark, “*A Threat or Not? The Information-Rich Marketplace’s Market Entry and Information Sharing.*” Revision under 2nd review. **Information Systems Research (ISR)**.
- Hongseok Jang, Kyung Sung Jung, and Young Kwark, “*Phygital Experiences: Optimization and Tailoring Strategies for Selling on the Online Platform.*” 1st Revise and Resubmit, **Production and Operations Management (POM)**.
- Chul Ho Lee, Young Kwark, Srinivasan Raghunathan, and Xianjun Geng, “*Versioning of Cloud Services Based on Security and the Role of Cloud Deployment Model.*” 1st Revise and Resubmit, **POM**.
- Hongseok Jang, Janice Carrillo, Kyung Sung Jung, and Young Kwark, “*Implications of Supply Chain Structure for Leasing and Selling Digital Goods in the Presence of Piracy.*” Reject and Resubmit, **POM**.
- Yeongin Kim, Seok Jun Youn, Kyung Sung Jung, and Young Kwark, “*Encroachment of Retailers Own-Brand Business: Is Data Sharing Push a Remedy in the e-Marketplace?*” Submitted, **Manufacturing & Service Operations Management**.
- Hongseok Jang, Young Kwark, Kyung Sung Jung, and Haldun Aytug, “*Review Adjustment as a Service (RAAS): Different Implication of Imperfect Classifier in the Online Marketplace Participants.*” Submitted, **POM**.
- Young Kwark, Kyung Sung Jung, Seok Jun Youn, Yeongin Kim, and Dong-Gil Ko, “*Battling Therapeutic Inertia in Diabetes Management: Empirical Evidence from Patient Portal.*” Submitted, **Management Science**.
- Zhe Zhang, Young Kwark, and Srinivasan Raghunathan, “*Consumer Targeting in Sponsored versus Organic Product Listings in Online Marketplaces.*”
- Yuan (Lucy) Zhang, Young Kwark, Donghyuk Shin, and Yining Wang “*Impact of COVID-19 Crisis on Social E-Commerce: An Empirical Analysis of E-commerce Consumer Behavior During the Pandemic.*”
- Hongseok Jang, Kyung Sung Jung, Young Kwark, and Kenny Cheng, “*For Whom the Online Marketplace Should Flourish: Implications from Policy Perspectives.*”

WORKING PAPERS AND WORK-IN-PROGRESS

- Young Kwark, Kyung Sung Jung, Juhee Kwon, Jumming Liu, and Muchen Wen, “*Demand Spillover in Sharing Economies: Impact of Bike-sharing Network on Home-sharing Performance.*”
- Honggang Hu, Kyung Sung Jung, Young Kwark, and Kenny Cheng, “*Implications of Counterfeiting Products in a Common Retailer Channel.*”
- Young Kwark, Kyung Sung Jung, and Geng Sun, “*A Strategy of an Online Marketplace against Counterfeit Products.*”

- Young Kwark, Kyung Sung Jung, Seok Jun Youn, Yeongin Kim, and Min Chen, “*The Effects of the Conversion from ICD-9 to ICD-10 on Various Performance Measures.*”

PAPERS IN REFEREED CONFERENCE

- Young Kwark, Kyung Sung Jung, Seok Jun Youn, Yeongin Kim, and Dong-Gil Ko, “*Battling Therapeutic Inertia in Diabetes Management: Empirical Evidence from Patient Portal.*” 2022 Conference on Information Systems and Technology.
- Yuan (Lucy) Zhang, Young Kwark, Yining Wang and Donghyuk Shin, “*Impact of COVID-19 Crisis on Social E-Commerce: An Empirical Analysis of E-commerce Consumer Behavior During the Pandemic.*” 2021 Conference on Information Systems and Technology.
- Yeongin Kim, Seokjun Youn, Kyung Sung Jung and Young Kwark, “*Thanks, But No Thanks: Does Information Sharing Enforcement Come to Fruition in the Marketplace?*” 2020 Conference on Information Systems and Technology.
- Zhe Zhang, Young Kwark, and Srinivasan Raghunathan, “*Sponsored Advertising in an E-commerce Marketplace.*” 2019 Conference on Information Systems and Technology.
- Hongseok Jang, Janice Carrillo, Kyung Sung Jung, Young Kwark, “*Optimal Business Models of Digital Goods with Piracy.*” 2019 Conference on Information Systems and Technology.
- Jingchuan Pu, Young Kwark, Sang Pil Han, Ye Qiang, and Bin Gu, “*The Double-Edged Sword of Expert Reviewer Programs: The Effects of Offering Expert Reviewer Status on Review Generation.*” 2017 International Conference on Information Systems.
- Young Kwark, and Kyung Sung Jung, “*Online Retailer with Its Own Brand Product and a Competing Supplier in the Presence of Uncertain Consumers.*” 2016 Conference on Information Systems and Technology.
- Jingchuan Pu, Sang Pil Han, and Young Kwark, “*What Happens When Reviewer Start to Get Free Products? The Impact of Being Expert on Review Generation.*” 2016 Conference on Information Systems and Technology.
- Young Kwark, Gene Moo Lee, Paul Pavlou, and Liangfei Qiu, “*Analyzing the Spillover Roles of User-Generated Online Product Reviews on Purchases: Evidence from Clickstream Data.*” 2016 International Conference on Information Systems.
- Soo Hyun Cho, Kyung Sung Jung, and Young Kwark. “*What Makes an IT Project Successful?*” 2015 International Conference on Information Systems.
- D. Kim, Y. Ryu, and Young Kwark, “*A Cross-cultural Perspective of Information Security Collective Efficacy.*” 2013 International Conference on Information Systems.
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan, “*User-Generated Content and Product Design of Competing Firms.*” 2013 Conference on Information Systems and Technology (**Nominated for Best Paper Award**).
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan, “*Platform or Wholesale: Different Effects on Retailers of Online Product Reviews.*” 2012 International Conference on Information Systems.

- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan, “*Online Product Reviews: Implications for Retailers and Competing Manufacturers.*” 2012 Conference on Information Systems and Technology.

PAPERS IN REFEREED WORKSHOP AND SYMPOSIUM

- Young Kwark, Jianqing Chen[†], and Srinivasan Raghunathan, “*User-Generated Content and Product Design of Competing Firms.*” 2014 China Summer Workshop on Information Management.
- Young Kwark, Jianqing Chen, and Srinivasan Raghunathan[†], “*User-Generated Content and Product Design of Competing Firms.*” 2014 International Symposium of Information Systems.
- Young Kwark, Jianqing Chen[†], and Srinivasan Raghunathan, “*Online Product Reviews: Implications for Retailers and Competing Manufacturers.*” 2013 China Summer Workshop on Information Management.
- Young Kwark[†] and Srinivasan Raghunathan, “*Implications of Product Reviews in Online Retailing.*” Proceedings of the 20th Workshop on Information Technologies and Systems.

RESEARCH INTERESTS

- User-Generated Content in Online Retailing
- Pricing, Contract, and Competition in Online Retailing
- Impact of Recommender Systems
- Impact of Strategic Attackers on Profiler System Efficiency
- Information Security in Organizations under Interconnected Systems
- Information Technology Project Success

PRESENTATIONS OF NON-REFEREED PAPERS

- Hongseok Jang[†], Janice Carrillo, Kyung Sung Jung, and Young Kwark “*The Impact of Alternate Business Models on Digital Goods Sales with Piracy.*” 2018 POMS Annual Meeting.
- Young Kwark, Gene Moo Lee[†], Paul Pavlou, and Liangfei Qiu, “*On the Spillover Effects of Online Product Reviews on Purchases: Evidence from Clickstream Data.*” 2017 INFORMS Annual Meeting.
- Janice Carrillo, Vashkar Ghosh[†], Kyung Sung Jung, and Young Kwark, “*Pricing Strategies under Service Competition and Uncertainty.*” 2017 INFORMS Annual Meeting.
- Vashkar Ghosh[†], Kyung Sung Jung, Young Kwark, and Janice Carrillo, “*The Impact of Online Reviews for Service Competition of Online Retailers.*” 2017 POMS Annual Meeting.
- Kyung Sung Jung, Jingchuan Pu, Young Kwark[†], and Kenny Cheng, “*Online Retailer with Its Own Brand Product and a Competing Supplier in the Presence of Uncertain Consumers.*” 2017 POMS Annual Meeting.

[†]Presenter

- Kyung Sung Jung, Young Kwark[†], Haldun Aytug, “*Consumer Learning in E-Retailer’s Channel Competiton.*” 2017 Theory in Economics of Information Systems (TEIS) Workshop.
- Vashkar Ghosh[†], Kyung Sung Jung, Young Kwark, and Janice Carrillo, “*Product Support And Uncertainty: Effect On Two Competing Online Retailers.*” 2016 INFORMS Annual Meeting.
- Young Kwark, Gene Moo Lee, Paul Pavlou[†], and Liangfei Qiu, “*Aanalyzing the Spillover Roles of User-Generated Online Product Reviews on Purchases: Evidence from Clickstream Data.*” 2016 Wharton Customer Analytics Initiative Symposium.
- Young Kwark[†], Gene Moo Lee, Paul Pavlou, and Liangfei Qiu, “*Analyzing the Spillover Effects of User-Generated Reviews on Purchases.*” 2016 POMS Annual Meeting.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*User-Generated Content and Competing Firms’ Product Design.*” 2016 POMS Annual Meeting.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*Platform or Wholesale? A Strategic Tool for Online Retailers to Benefit from Product Reviews.*” Faculty Research Seminar at Yonsei University, Seoul, South Korea, June 2, 2015.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*Platform or Wholesale? A Strategic Tool for Online Retailers to Benefit from Product Reviews.*” 2015 POMS Annual Meeting.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*Online Product Reviews: Do They Benefit Retailers?*” 2012 INFORMS Annual Meeting.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*Analysis of Online Product Reviews.*” 2012 BIG XII + MIS Research Symposium.
- Young Kwark[†], Jianqing Chen, and Srinivasan Raghunathan, “*Online Product Reviews: Implications for Retailer and Competing Manufacturers.*” 2011 INFORMS Annual Meeting.

RESEARCH GRANT

- Research Grant, NET Institute 2013
- Summer Research Grant, University of Florida, 2014 - Present
- Research Grant, SCM center, University of Florida, 2022

ACADEMIC SERVICE

- University Florida ISOM Speaker Series, Fall 2014 - Spring 2015 (Gainesville, FL.)
- University Florida ISOM Workshop 2014 (Feb. 27 - March 1, 2014, Gainesville, FL.)
- Ad hoc reviewer for “Management Science (MS)”, “MIS Quarterly (MISQ)”, “Information Systems Research (ISR)”, “Production and Operations Management(POM)”, “Journal of Electronic Commerce Research (JECR)”, “Information Systems Frontiers (ISF)”, “Information Technology and Management (ITM)”, “Conference on Information Systems and

Technology (CIST) 2014 - 2017”, “International Conference on Information Systems (ICIS) 2012 - 2017”, “Americas Conference on Information Systems (AMCIS) 2014”, and “Pacific Asia Conference on Information Systems (PACIS) 2013 - 2016”

- Mini Track Chair for Americas Conference on Information Systems (AMCIS) 2014
- Program Committee, CIST (Conference on Information Systems & Technology) 2015 - 2018
- Review Committee for Post-ICIS LG CNS / KrAIS Workshop 2013 - 2018

TEACHING

UNIVERSITY OF FLORIDA

Aug. 2013 - present

ASSISTANT PROFESSOR

- Business Telecom Strategy and Application 1 (Graduate/Undergraduate)
- Business Intelligence (Graduate)
- Doctoral Seminar (Ph.D.)

THE UNIVERSITY OF TEXAS AT DALLAS.

Aug. 2008 - 2013

INSTRUCTOR

- System Analysis and Design (with UML 2.0), Fall 2011
- Introduction to Management Information Systems, Fall 2012

PROFESSIONAL EXPERIENCE

LG CNS Co., Ltd.

Aug. 2003 - Aug. 2008

System Designer & Solution Expert in S/W Architecture Center, Seoul, Korea.

- Led a development team (7 ~ 10 people) for Business Process Reengineering (BPR) System designed to clinch the contract of National Agricultural Corporative Federation BPR Project.
- Conducted research on Software as a Service (SAAS) and Service Reference Model (SRM) for industrial applicability (Salesforce.com, etc.) to branch out Service Oriented Architecture (SOA) on-demand business.
- Analyzed, designed, and implemented Card Service Development System by using Business Process Management based on SOA to put forward the SOA business of LG CNS Co., Ltd.
- Provided consulting services and presented master plan for the Enterprise Portal (EP) of LG Chem, Ltd.
- Analyzed and designed Digital Archive System (DAS), a kind of Content Management System, for National Information Society Agency (NIA).

SKILLS AND CERTIFICATION

TECHNICAL

- **Statistics:** R, SAS, SPSS, Stata, Mini-tab, Lisrel, Smart PLS, etc.
- **Computer Languages, DB, Data Mining S/W, and other S/W:**
SAS Enterprise Miner, Tableau, and Excel Miner; Java, Servlet & JSP, BPEL, Oracle BPEL PM, Oracle ni, UNIX, MS SQL, Perl, IBM rational modeler, Visual Paradigm for UML, Matlab, Mathematica, Weka, etc.
- **Others:** Data Spreadsheet Modeling using Excel and Crystal Ball, Access, Eclipse, etc.

CERTIFICATIONS

- Object-Oriented Analysis & Design Using UML, Sun, Korea (Nov. 2005)
- Servlet & JSP with JDBC Workshop, Sun, Korea (Dec. 2004)
- Java Programming Language for Entry Level Developers Bundle, Sun, Korea (Nov. 2003)
- Introduction to oracle 8i:SQL and PL/SQL, Oracle, Korea (Oct. 2003)

ASSOCIATIONS, AWARDS, AND HONORS

UF Term Professorship (2019-2022)

Member AIS, POMS, ISS, INFORMS, DSI, SOA TFT, BPM TFT

PhD. Research Small Grants from UTD (2011-2013)

Graduate Studies Scholarship/Teaching Assistantship from UTD (2008 - 2013)

DSI Doctoral Consortium 2012

REFERENCES

Srinivasan Raghunathan

Ashbel Smith Professor of Information Systems
Jindal School of Management
The University of Texas at Dallas
Richardson, Texas 75080-3021
Email: sraghu@utdallas.edu
Phone: (972) 883 - 4377

Jianqing Chen

Ashbel Smith Professor of Information Systems
Jindal School of Management
The University of Texas at Dallas
Richardson, Texas 75080-3021
Email: chenjq@utdallas.edu
Phone: (972) 883 - 2458

Haldun Aytug

Karl F. and Nancy J. Flammer Professor
Warrington School of Business
The University of Florida
Gainesville, Florida 32611-7150
Email: haldun.aytug@warrington.ufl.edu
Phone: (352) 392 - 2468

Hsing Kenneth Cheng

John B. Higdon Eminent Scholar Chair
Warrington School of Business
The University of Florida
Gainesville, Florida 32611-7150
Email: kenny.cheng@warrington.ufl.edu
Phone: (352) 392 - 7068