

## Young Jin (YJ) Lee, Ph.D.

Business Information and Analytics  
Daniels College of Business  
University of Denver  
2101 S. University Blvd.  
Denver, CO 80208-8921

Office: Daniels 582  
Phone: (303) 871 – 4813  
Email: [YoungJin.Lee@du.edu](mailto:YoungJin.Lee@du.edu)  
<http://daniels.du.edu/faculty-staff/young-jin-lee>  
<http://ssrn.com/author=894110>

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### EDUCATION

<b>Foster School of Business, University of Washington</b> Ph.D. in Business Administration Major: Information Systems, Minor: Operations Management, Economics, and Research Methods	Seattle, WA August 2010
<b>Heinz College, Carnegie Mellon University</b> Master of Information Systems Management	Pittsburgh, PA May 2003
<b>Fisher College of Business, Ohio State University</b> B.S.BA in Information Systems	Columbus, OH December 2001
<b>Chung-Ang University</b> B.A. in Business Administration	Seoul, Korea February 2000

### ACADEMIC AND RESEARCH EXPERIENCE

Associate Professor in Business Information and Analytics, September 2018 – Present  
Daniels College of Business, University of Denver  
Co-Director of the Center for Analytics and Innovation with Data (CAID), 2017- Present  
Associate Editor: Communications of the Association for Information Systems (CAIS), 2016- Present  
Assistant Professor in Business Information and Analytics, 2013 - 2018  
Daniels College of Business, University of Denver  
Associate Editor: International Conference on Information Systems 2018 (ICIS2018), 2017- 2018  
Assistant Professor of Management Information Systems, 2010 - 2013  
Austin E. Cofrin School of Business, University of Wisconsin - Green Bay  
Graduate Student Researcher, 2005 – 2010  
Michael G. Foster School of Business, University of Washington

### PROFESSIONAL EXPERIENCE

IT Strategy Manager (Six-Sigma Green Belt), 2003 – 2005  
Planning & Management, Headquarters, Samsung, Seoul, South Korea

### RESEARCH INTERESTS

Deep Learning in Business Analytics  
Business Analytics in Online Social Media, Mobile Commerce, and Sharing Economy  
Text-mining and Online Social Networks Analysis  
Economics of Information Systems  
Piracy and Digital Rights Management  
Adoption and Diffusion of IT Innovations and Practices

## HONORS, AWARDS AND GRANTS

Covered in AI Summit Highlights Campus Research in the University of Denver, April 2019  
(<https://www.du.edu/news/ai-summit-highlights-campus-research>)

Covered in the University of Denver Research & Scholarship Matters, Spring 2019  
(<https://www.du.edu/research-scholarship/media/documents/spring19.pdf>)

Covered in the University of Denver Newsroom, April 2018  
(<http://news.du.edu/research-examines-benefits-of-social-media-for-homeless-youth/>)

**The 2017 Management Science Best Paper Award** in Information Systems (*Highly commended*), Information Systems Society, INFORMS, 2017  
(<https://daniels.du.edu/assistant-professor-wins-best-paper-management-science/>)

Scholarship of Discipline Award, Daniels College of Business (*Highly commended*), University of Denver, 2017

Faculty Summer Research Grant and Course Release, Daniels College of Business, 2014 – 2019

Covered in the Daniels Business: The Research Issue, Spring 2017  
(<https://issuu.com/danielscollegeofbusiness/docs/2017-danielsbusiness-researchissuu>)

Covered in the Daniels Research Impact, Spring 2017  
([https://issuu.com/danielscollegeofbusiness/docs/ft50\\_publication\\_2017](https://issuu.com/danielscollegeofbusiness/docs/ft50_publication_2017))

PROF Award (\$29,681), University of Denver, 2016

University of Denver Internationalization Grant (\$2,362), University of Denver, 2016

Best Paper Award Finalist, China Summer Workshop on Information Management (CSWIM), 2016

Best Presentation Award of the 2015 International Hospitality Information Technology Association (iHITA) Annual Research Conference, June 2015

Funding for hybrid course development (\$3000), University of Denver, 2014

College of Professional Studies (\$1000), University of Wisconsin Green Bay, 2013

Grant in Aid of Research (\$1200), University of Wisconsin Green Bay, 2012

Evert McCabe Endowed Fellowship, University of Washington, 2009 - 2010

Center for International Business Education and Research Doctoral Consortium Fellow, 2008

Graduate School Top Scholar, University of Washington, 2005 - 2006

W.W. Cooper Scholarship, Carnegie Mellon University, 2002 and 2003

Everett & Rowena Travis Scholarship, Ohio State University, 2001

Grant Award, Ohio State University, 2001

Summa cum laude, University College, Ohio State University, 2000

Scholarship, Chung-Ang University, 1998-1999

## REFEREED JOURNAL PUBLICATIONS

1. Urbaczewski. A and **Y.J. Lee**. 2020. Information Technology and the pandemic: a preliminary multinational analysis of the impact of mobile tracking technology on the COVID-19 contagion control. *European Journal of Information Systems*, DOI: 10.1080/0960085X.2020.1802358
2. Xie. K. and **Y.J. Lee**. 2020. Hotels at Our Fingertips: Understanding Consumer Conversion from Search, Click-through, to Book. *Journal of Hospitality and Tourism Technology*, 11 (1), pp. 49-67.

3. **Lee, Y.J.**, K. Keeling, and A. Urbaczewski. 2019. The Economic Value of Online User Reviews with Ad Spending on Movie Box-Office Sales. *Information Systems Frontiers*, 21 (4), pp 829–844. <https://doi.org/10.1007/s10796-017-9778-7>
4. Thornhill, M., K. Xie, and **Y.J. Lee**. 2017. Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase. *Journal of Hospitality and Tourism Technology*, 8 (1) doi: 10.1108/JHIT-10-2016-0068.
5. Xie, K. and **Y.J. Lee**. 2015. Social Media and Brand Purchase: Quantifying the Effects of Earned and Owned Social Media in a Two-Stage Decision Making Model. *Journal of Management Information Systems*, 32 (2) pp. 204-238. <http://dx.doi.org/10.1080/07421222.2015.1063297>.
6. **Lee, Y.J.**, Hosanagar, K., and Tan, Y. 2015. Do I Follow My Friends or the Crowd? Information Cascades in Online Movie Ratings. *Management Science*, 61 (9) pp. 2241-2258. <http://dx.doi.org/10.1287/mnsc.2014.2082>. **The 2017 Management Science Best Paper Award in Information Systems.**
7. **Lee, Y.J.**, and Tan, Y. 2013. Effects of Different Types of Free Trials and Ratings in Sampling of Consumer Software: An Empirical Study. *Journal of Management Information Systems*, 30 (3) pp. 213–246. <http://dx.doi.org/10.2753/MIS0742-1222300308>.
8. Geng, X., and **Lee, Y.J.** 2013. Competing with Piracy: A Multichannel Sequential Search Approach. *Journal of Management Information Systems*, 30 (2), pp. 159–184. <http://dx.doi.org/10.2753/MIS0742-1222300206>.
9. **Lee, Y.J.** 2012. Consumer Online Software Sampling: A Multilevel Analysis. *Journal of Academy of Business and Economics*, 12 (5), pp. 169-173.
10. **Lee, Y.J.**, and Radosevich, D. J. 2012. Exploring Mobile App Market Strategies: Free App versus Paid App. *International Journal of Strategic Management*, 12 (4), pp. 97-102.

## REFEREED PROCEEDINGS/WORKSHOP PUBLICATIONS

1. “Management Responses to Online Hotel Reviews: Text Mining to Lift Sales” T. Deng, **Y.J. Lee** and K. Xie, Proceedings of the 22nd Pacific Asia Conference on Information Systems (PACIS 2018), Yokohama, Japan, June 2018.
2. “Exploring Mobile App Developers’ Switching Behavior between Monetization Methods” **Y.J. Lee**, H. Ghasemkhani, K. Xie and Y. Tan, Proceedings of the 12th China Summer Workshop on Information Management (CSWIM 2018), Qingdao, China, June 2018, forthcoming.
3. “Management Response to Online WOM: Helpful or Detrimental?” **Y.J. Lee**, K. Xie and A. Besharat, *Proceedings of the 38th International Conference on Information Systems (ICIS 2017)*, Seoul, Korea December 2017.
4. “Management Response to Online WOM: Helpful or Detrimental?” **Y.J. Lee**, K. Xie and A. Besharat, Proceedings of the 22nd Americas Conference on Information Systems (AMCIS 2016), San Diego, CA, August 2016.
5. “Management Response to Online WOM: Helpful or Detrimental?” **Y.J. Lee**, K. Xie and A. Besharat, Proceedings of the 10<sup>th</sup> China Summer Workshop on Information Management (CSWIM), Dalian, China, June 2016 (Best paper finalist).
6. “The World at Our Fingertips: Understanding Consumer Conversion from Search, Click-through, to Book,” K. Xie and **Y.J. Lee**, Proceedings of the 2015 Annual ICHRIE Summer Conference & Marketplace in Orlando, Florida July 2015.

7. “Quantifying the Impact of Earned and Owned Social Media Exposures in a Two-stage Decision Making Model of Brand Purchase,” K. Xie and **Y.J. Lee**, *Proceedings of the 35th International Conference on Information Systems (ICIS)*, Auckland, December 2014.
8. “An Empirical Study of Market Switching Behavior of Mobile App Developers,” **Y.J. Lee**, H. Ghasemkhani and Y. Tan, *the 23rd Workshop on Information Systems and Economics (WISE)*, Orlando, December 2012.
9. “Exploring Economic Values of Online User Review with Advertising Spending on Box-Office Sales,” **Y.J. Lee**, *Proceedings of the 11th Workshop on e-Business (WeB)*, Orlando, December 2012.
10. “Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating,” **Y.J. Lee**, K. Hosanagar and Y. Tan, *Proceedings of the Post-ICIS 2010, LG CNS/KrAIS workshop*, St. Louis, December 2010.
11. “Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating,” **Y.J. Lee**, K. Hosanagar and Y. Tan, *Proceedings of the 19th Workshop on Information Technology and Systems (WITS)*, Phoenix, 2009.
12. “Multi-Channel Sequential Search with Application to Piracy,” X. Geng and **Y.J. Lee**, *Proceedings of the 30th International Conference on Information Systems (ICIS)*, Phoenix, 2009.
13. “Making Money with Free Software? Sampling Implications of Software Market,” **Y.J. Lee** and Y. Tan, *Proceedings of the Conference on Information Systems and Technology (CIST)*, Washington D.C., 2008.
14. “An Empirical Study of Software Sampling: Categorical Heterogeneity and Vendor Strategy,” **Y.J. Lee** and Y. Tan, *Proceedings of the 17th Workshop on Information Technology and Systems (WITS)*, Montreal, 2007.

## UNDER REVIEW/WORK IN PROGRESS

1. **Lee, Y.J.**, A. Tripathi, and A. Basu. “Analyzing the Impact of Live and Public Buyer-Seller Engagement in Online Auctions”. Status: Being revised for 2<sup>nd</sup> round review at *Information Systems Research*.
2. Deng, T., T. Xu, and **Y.J. Lee**. “Policy Responses to COVID-19 and Stock Market Reactions - An International Evidence”. Status: Under review at *Economic Policy*.
3. **Lee, Y.J.**, H. Ghasemkhani, K. Xie, and Y. Tan. “Switching Decision, Timing, and App Performance: An Empirical Analysis of Mobile App Developers’ Switching Behavior between Monetization Strategies”, Status: under 2<sup>nd</sup> round review at *Journal of Business Research*.
4. Deng, T., **Y.J. Lee**, and K. Xie. “Management Responses to Online Hotel Reviews: Text Mining to Lift Reputation and Revenue” Status: Being revised for 2<sup>nd</sup> round review at *Communications of the Association for Information Systems*.
5. **Lee, Y.J.** K. Xie, A. Besharat, and Y. Tan. “Should Managerial Responses to Online Word-of-Mouth be Prescriptive? Impacts on Firm Performance” Status: Finalizing to submit to *Production and Operations Management*
6. Adhikari, A.B., K. Bender, R. Dewri, **Y.J. Lee**, and T. Deng “Social Networking Technology and its Impact on Health-Risk Behaviors among Homeless Youth: An Observational Study”, **DU PROF funded in 2016**.

## **REFEREED CONFERENCE PRESENTATIONS**

1. "Exploring Economic Values of Online User Review with Advertising Spending on Box-Office Sales," the 11th Workshop on e-Business (WeB), Orlando, December 2012.
2. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," the Post-ICIS 2010, LG CNS/KrAIS workshop, St. Louis, December 2010.
3. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating," the 19th Workshop on Information Technologies and Systems (WITS), Phoenix, December 2009.
4. "Multi-Channel Sequential Search with Application to Piracy," the 30th International Conference on Information Systems (ICIS), Phoenix, December 2009.
5. "Making Money with Free Software? Sampling Implications of Software Market," Conference on Information Systems and Technology, Washington DC, October 2008.
6. "An Empirical Study of Software Sampling: Categorical Heterogeneity and Vendor Strategy," Workshop on Information Technology and Systems (WITS), Montreal, Canada, December 2007.

## **NON-REFEREED (INVITED) PRESENTATIONS**

1. "Online Teaching Seminar", Korean Association of Information Systems, Online Seminar, June 2020.
2. "Artificial Intelligence, Machine Learning, and Big Data in Business Research," Daniels College Research Mixer, University of Denver, February 2019.
3. "Big Data Analytics Education in America," Seoul School of Integrated Sciences and Technologies, Seoul, Korea, June 2017.
4. "The Role of Intra-Transaction Information Disclosure in Online Auctions," INFORMS Annual Meeting, Philadelphia, November 2015.
5. "The Effects of In-App Purchases and New Introduction of Mobile Applications: Freemium Version vs. Paid Version," INFORMS Annual Meeting, Minneapolis, October 2013.
6. "Socio-Economic Value of Online User Rating on Box Office Sales," INFORMS Annual Meeting, Phoenix, October 2012.
7. University of Denver, Denver, CO, March 2013.
8. Rensselaer Polytechnic Institute, Troy, NY, February 2013.
9. University of Illinois at Chicago, Chicago, IL, February 2013.
10. Southern Methodist University, Dallas, TX, January 2013.
11. Santa Clara University, Santa Clara, CA, January 2013.
12. "An Empirical Study of Market Switching Behavior of Mobile App Developers," INFORMS Annual Meeting, Phoenix, October 2012.
13. Ulsan National Institute of Science and Technology (UNIST), Ulsan, Korea, May 2012.
14. Fordham University, New York, NY, March 2012.
15. University of Memphis, Memphis, TN, March 2012.
16. Korea Advanced Institute of Science and Technology (KAIST), Korea, February 2010.

17. Hong Kong University of Science and Technology, Hong Kong, February 2010.
18. “The Effects of Free Trials and Product Ratings on Software Trial under Information Diffusion,” INFORMS Annual Meeting, San Diego, October 2009.
19. “Do I Follow My Friends or the Crowds? Informational Cascades in Online Movie Rating,” INFORMS Annual Meeting, San Diego, October 2009.
20. “Do I Follow My Friends or the Crowds? Informational Cascades in Online Movie Rating,” CORS/INFORMS International Meeting, Toronto, Canada, June 2009.
21. University of Washington, Seattle, WA, May 2009.
22. Center for International Business Education and Research, Seattle, WA, May 2008.
23. “Development of a New Product with Base and Complementary Components in a Duopoly Market,” INFORMS Annual Meeting, Seattle, October 2007.

## INDUSTRY PRESENTATIONS

1. Yahoo! Labs, Sunnyvale, CA, January 2013.

## MEDIA CITATIONS

- Research from DU shows contact tracing apps are effective in reducing spread of COVID-19 (Fox 31 <https://kdvr.com/news/coronavirus/research-from-du-shows-contact-tracing-apps-are-effective-in-reducing-spread-of-covid-19/>)
- Assistant Professor Wins “Bet Paper” From Management Science (<https://daniels.du.edu/assistant-professor-wins-best-paper-management-science/>)
- Research Examines Benefits of Social Media for Homeless Youth (DU Newsroom) (<http://news.du.edu/research-examines-benefits-of-social-media-for-homeless-youth/>)
- Movie Reviews on Social Networks (Faculty & Research @Foster School of Business) (<http://www.foster.washington.edu/centers/facultyresearch/Pages/online-herding.aspx>)
- New Research Gives Insight to Businesses on how to Respond to Online Reviews, Daniels College of Business Press Releases (<http://daniels.du.edu/new-research-gives-insight-to-businesses-on-how-to-respond-to-online-reviews/>)
- Hold Your Fire: When to Respond to Online Reviews, Business News Daily (<http://www.businessnewsdaily.com/9187-respond-to-online-reviews.html>)
- Research from DU shows contact tracing apps are effective in reducing spread of COVID-19 (<https://kdvr.com/news/coronavirus/research-from-du-shows-contact-tracing-apps-are-effective-in-reducing-spread-of-covid-19/>)

## TEACHING INTERESTS

- Data Mining, Predictive Analytics, Deep Learning
- Complex Data Analytics (Text-mining and Social Network Analysis)
- Business Statistics, Analytics, and Intelligence
- Database and Knowledge Management
- Online Social Media and Social Commerce
- Electronic and Mobile Commerce

- Systems Analysis and Design/Programming Languages (VBA & Python)

## TEACHING EXPERIENCE

Associate Professor, Daniels College of Business, University of Denver, 2013 –

### Executive PhD Courses:

- BUS 6002 Quantitative Methods I: Making Discoveries with Data, Winter 2019, 2020

### Graduate Courses:

- STAT 4610 Business Statistics in PMBA, Summer 2020
- INFO 4250 Business Data and Analytics in PMBA, Summer 2019
- INFO 4300 Predictive Analytics, Fall 2015 – Spring 2020 (Mean Student Rating: 5.6/6.0)
- INFO 4610 Business Statistics in MBA@Denver, 2019 - 2020
- MSBA capstone advisor (35+ students), Fall 2014 -

### Undergraduate Courses:

- INFO 3200 Data Mining and Visualization, Fall 2020
- INFO 3400 Complex Data Analytics (Text-mining and Social Network Analysis), Winter 2016 & 2017 (Mean Student Rating: 5.8/6.0)
- INFO 2020 Business Modeling and Analysis, Fall 2020
- INFO 1020 Business Statistics and Analysis, Winter 2014-Spring 2020 (Mean Student Rating: 5.4/6.0)
- INFO 1010 Data Management and Analysis, Fall 2015 (Mean Student Rating: 5.2/6.0)
- Independence Studies: Big Data Analytics, Mobile App Analytics, Fall 2013 – Summer 2014

Assistant Professor, Cofrin School of Business, University of Wisconsin – Green Bay, 2010 – 2013

- Business Statistics (Mean Student Rating: 9.0/10)
- Introduction to Business Statistics (Mean Student Rating: 9.5/10)

Lecturer, Foster School of Business, University of Washington, 2009

- Business Data Communications (Mean Student Rating: 4.5/5.0)
- Fundamentals of Business Information Technologies (Co-lecturer with Dr. Ming Fan, Mean Student Rating: 4.5/5.0)

Teaching Assistant, Foster School of Business, University of Washington, 2006 – 2008

- Business Data Communications (Mean Student Rating: 4.3/5.0 for 2006 - 2008)
- Web 2.0 and the New Economy (MBA Elective)
- Systems Analysis and Design
- Database Management
- Undergraduate Independent Study

Teaching Assistant, Computer & Information Science, Ohio State University, 2001  
Database

## ACADEMIC SERVICE

### Associate Editor:

- Communications of the Association for Information Systems (CAIS) (2016-2020)
- International Conference on Information Systems (ICIS 2018)

### Program committee:

- European Conference on Information Systems (2016)
- INFORMS Conference on Information Systems & Technology (2015, 2016, 2017, 2018, 2019)
- Workshop on Information Technologies and Systems (2014, 2015, 2016, 2017, 2018, 2019, 2020)
- Pre/Post-ICIS LG CNS KrAIS Workshop (2014, 2015, 2016, 2017, 2018, 2019, 2020)
- Midwest Association of Information Systems (2012).

Conference Session Chair: INFORMS Annual Meeting (2011, 2015, 2016, 2019)

Reviewer: Management Science, MIS Quarterly, Information Systems Research, Journal of Management Information Systems, Decision Sciences Journal, Information Systems Frontiers, HICSS, Asian Pacific Journal of Information Systems, Electronic Markets, AMCIS, Korean Association of Information Systems Workshop, ACM Electronic Commerce, International Conference on Information Systems, INFORMS Conference on Information Systems and Technology, Workshop on Information Technology and Systems

### Service@University of Denver:

- Committee member, Executive PhD committee, Daniels College of Business (2019 - Current)
- Committee member, Faculty Research Award Committee, Daniels College of Business (2019 – Current)
- Committee member, Scholarship Enhancement Committee, Daniels College of Business (2013 - Current)
- Committee member, University of Denver PROF Selection Committee in the Social Sciences (2019)
- Chair of Business Information and Analytics Faculty Search Committee, Daniels College of Business (2018-2019)
- Committee member, Business Information and Analytics APT Committee, Daniels College of Business (2018 - 2021),
- Committee member, Business Information and Analytics Faculty Search Committee, Daniels College of Business (2014 - 2016),
- Departmental Library Liaison, Library Liaison Advisory Group (2013 - 2016)

### Service@University of Wisconsin, Green Bay:

- Library and Instructional Technology Committee (2012, 2013)
- Council on Diversity and Inclusive Excellence (2012, 2013)
- Faculty Senate (2012, 2013)
- Business Weeks' Committee, Cofrin School of Business (2011)
- Accreditation Committee, Cofrin School of Business (2010 - 2013)
- MIS Courses Development, Cofrin School of Business (2012 - 2013)

## PROFESSIONAL MEMBERSHIP



- Institute for Operations Research and Management Science (INFORMS)
- Association for Information Systems (AIS)
- Information Systems Society (ISS)
- Korean Association for Information Systems (KrAIS)
- Beta Gamma Sigma