

Youngeui Kim

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Education

University of Wisconsin–Milwaukee, WI, USA

Doctoral of Philosophy in Management Science, Sep 2018-Present

Major: Management Information Systems

Kyung Hee University, Seoul, Korea

Master of Engineering, Valedictorian, Sep 2014-Aug 2016

Major: Social Network Science

Thesis: Analyzing the Effect of Electronic Word of Mouth by Low Involvement Product Characteristics

Bachelor of Business Administration, Mar 2009-Feb 2013

Major: Business Administration

Avans University of Applied Sciences, Breda, Netherlands

Exchange Student, Jan 2011-May 2011

Research Interest

Image Analysis, Text Mining, Online Customer Reviews, Social Media, Social Network Analysis, Econometrics

Paper Publication (Journal)

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2017). Analyzing the Effect of Electronic Word of Mouth on Low Involvement Products. *Asia Pacific Journal of Information Systems*, 27(3), 139-155.
doi: <https://doi.org/10.14329/apjis.2017.27.3.139>

Conference Paper and Presentation

Youngeui Kim, and Mark Srite. (2021). Trust Effect on Online Reviews Across National Culture. In *Proceedings of the 27th Americas Conference on Information Systems (AMCIS) 2021, Virtual Conference*.

Youngeui Kim, Yang Wang, and Abhijeet Ghoshal. (2019). Imagine It or Image It? The Effectiveness of User Generated Reviews in Pictures. *Workshop on Information Technologies and Systems (WITS) 2019, Munich, Germany*.

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2016). Analyzing eWOM in low involvement products (Korean). *Proceedings of 2016 Spring Conference on Humanity in the Digital Intelligent Society, KMIS (Korea Society of Management Information Systems) & 16th International Conference on IT Applications and Management*. 2016(6). 556-566.

Youngeui Kim, Hyun Sil Moon, and Jae Kyeong Kim. (2015). Analysis of competition in mobile payment service market (Korean). *Proceedings of 2015 Fall Conference on Innovation through ICT Convergence and Integration, KMIS*. 2015(11). 395-401.

Working Paper

To Visualize or Not? Exploring the Informational Role of User-Generated Images in Online Product Reviews, with Yang Wang, and Abhijeet Ghoshal (In final preparation for submission to MIS Quarterly).

Trust Effect on Quality Perception of Online Customer Reviews Across National Cultures, with Mark Srite.

Work in Progress

Influence of Image Sentiment on Evaluating Online Reviews, with Huimin Zhao

Invited Presentation

The Effectiveness of User Generated Pictures in Reviews, *Pecha Kucha Presentation at UWM, 2020*

Service

Conference Reviewer: International Conference on Information Systems (ICIS)

Skills

R, Python, SAS, SPSS, UCINET

Teaching Experience

Teaching Assistant

BUS ADM 230 Introduction to Information Technology Management (Fall 2019-Fall 2021)

BUS ADM 231 Business Scholars: Introduction to Information Technology Management (Fall 2019)

Instructor

BUS ADM 434 Database Management Systems (Fall 2021)

Research Experience

The Small and Medium Business Administration, Daejeon, Korea

Research Assistant, Jul 2015-Jun 2016

Gyeonggi Small Business Development Center, Gyeonggi, Korea

Research Assistant, Aug 2015-Nov 2015

Korea Creative Content Agency, Jeollanam, Korea

Research Assistant, Jan 2015-Mar 2015

Industry Experience

Coupang, Seoul, Korea

Platform Management Assistant, Aug 2016-Nov 2016

Sempio, Seoul, Korea

Sales Representative, Jan 2013-June 2014

Honors, Awards, and Grants

University of Wisconsin–Milwaukee, WI, USA

Sheldon B. Lubar Doctoral Scholarships, Fall 2021-Spring 2022

Sheldon B. Lubar Doctoral Scholarships, Fall 2020-Spring 2021

Sheldon B. Lubar Doctoral Scholarships, Fall 2019-Spring 2020

The Small and Medium Business Administration, Daejeon, Korea

Grant for Research Assistant, Jul 2015-Jun 2016

Gyeonggi Small Business Development Center, Gyeonggi, Korea

Grant for Research Assistant, Aug 2015-Nov 2015

Korea Creative Content Agency, Jeollanam, Korea

Grant for Research Assistant, Jan 2015-Mar 2015

Kyung Hee University, Seoul, Korea

Scholarship for Director of Academics in Graduate Student Council, Jan 2015-Aug 2016

Scholarship for Leading Student Club, May 2010-Aug 2010

Scholarship for Academic Excellence, Aug 2009-Jan 2013

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