2023 KrAIS Summer Workshop

# The Future of Human–AI Collaboration:
## Opportunities, Challenges, and Best Practices

Korea University, Seoul, Korea
July 4‑6, 2023

| Host | Korea University Business School
BK21 FOUR R&E Center for Business Administration
KrAIS, KMIS

FOUR
BK21

# The Future of Human–AI Collaboration:
## Opportunities, Challenges, and Best Practices

**Korea University, Seoul, Korea, July 4-6, 2023**

The Korean Chapter of the Association for Information Systems (KrAIS) will hold its inaugural annual KrAIS Summer Workshop (henceforth, "the Workshop") in Korea University, Seoul, Korea on July 4–6, 2023. As a chapter of the Association for Information Systems (AIS), KrAIS aims to promote the scholarship of AIS members with Korean heritage. Any Korean scholars and professionals – both domestic and abroad – who are interested in the development, management, and use of information systems and technologies are encouraged to participate.

The objective of this inaugural Summer Workshop is to provide a forum where its members can exchange ideas and information and promote possible collaboration among its members. In addition, the Workshop will provide networking opportunities for possible industry collaborations with Korean companies and organizations. The Workshop focuses on helping graduate students and junior faculty improve their research and develop scholarship and careers through close interactions with and guidance from peers and senior faculty. Notably, Doctoral Consortium will be held along with the Workshop.

# From the KrAIS Co-presidents

Dear colleagues and honored guests,

As Co-Presidents of KrAIS (Korean Chapter of the Association for Information Systems), we would like to welcome you to join us for the inaugural KrAIS Summer Workshop in Seoul, Korea.

KrAIS aims to promote the sharing and exchange of ideas, experiences, and knowledge among the members of Korean IS community. Since 2010, our Post-ICIS Research Workshop has served as a great venue for getting early feedback on research, networking with peers and senior scholars, and sharing knowledge and insights on various topics. Based on our members' desire for another forum for more substantive research discussions and networking (with other academics as well as industry), the idea of having annual summer workshop was proposed in 2022.

The planning for the inaugural KrAIS Summer Workshop started in January 2023 based on the recommendations from KrAIS 2.0 Taskforce and the feedback from the Korean IS community. The inaugural Summer Workshop has three distinguishing features. First, the Workshop has industry sessions that will provide a venue for networking and collaboration between industry and IS scholars. Second, each paper in regular paper sessions has been assigned a discussant, which will allow more substantive discussion and feedback. Lastly, the Workshop hosts a doctoral consortium for Korean IS doctoral students, which will provide an excellent opportunity for networking and getting helpful tips and advice from both junior and senior faculty mentors.

This workshop would not have been possible without many colleagues' dedication and efforts. We first would like to thank the workshop co-chairs and KrAIS executive team members for working tirelessly to put together an excellent workshop program. We also would like to thank KMIS (Korea Society of Management Information Systems) for continued support and BK21 FOUR R&E Center for Business Administration at Korea University Business School for generous financial support. Last but not least, we are very grateful to those who graciously agreed to serve as session chairs, discussants, panelists, doctoral consortium mentors, and program committee members. Thank you so much for all your help and dedication!

We hope you enjoy the workshop and look forward to meeting you.
Warmest regards,

**Dongwon Lee** and **Kunsoo Han**
Co-Presidents of KrAIS

# From the Workshop Co-chairs



Greetings!

We are thrilled to welcome you to the inaugural KrAIS Summer Workshop in Seoul, Korea.

The workshop theme is "The Future of Human—AI Collaboration: Opportunities, Challenges, and Best Practices." Artificial Intelligence (AI), as exemplified by ChatGPT, is disrupting many businesses, industry sectors, and our society. One central question related to this phenomenon is to understand the future of human—AI collaboration. In addition to this theme, a wide range of IS topics will be covered by 23 full papers (with discussants) and 23 short papers. In the workshop, there will also be an academic panel discussion by editors in premier IS journals (Editor-in-Chief, Senior Editors, and Associate Editors of Information Systems Research and MIS Quarterly).

The KrAIS Summer Workshop 2023 will provide you with great opportunities to exchange ideas and discuss possible collaborations not only among KrAIS scholars but also with organizations that are willing to sponsor and collaborate with academics. Moreover, the KrAIS Doctoral Consortium will serve as a platform where doctoral students in the IS and related fields, both domestic and abroad, get along with other peers and are mentored by established scholars.

We appreciate all the contributors, including the authors, program committee members, session chairs, panelists, discussants, and doctoral consortium mentors, who volunteered their time and made superb efforts to make it a wonderful reality. We also want to express our special thanks to the KrAIS co-presidents, workshop advisory members, corporate sponsors, and former workshop co-chairs for their wonderful advice and support in preparing the first-ever summer workshop.
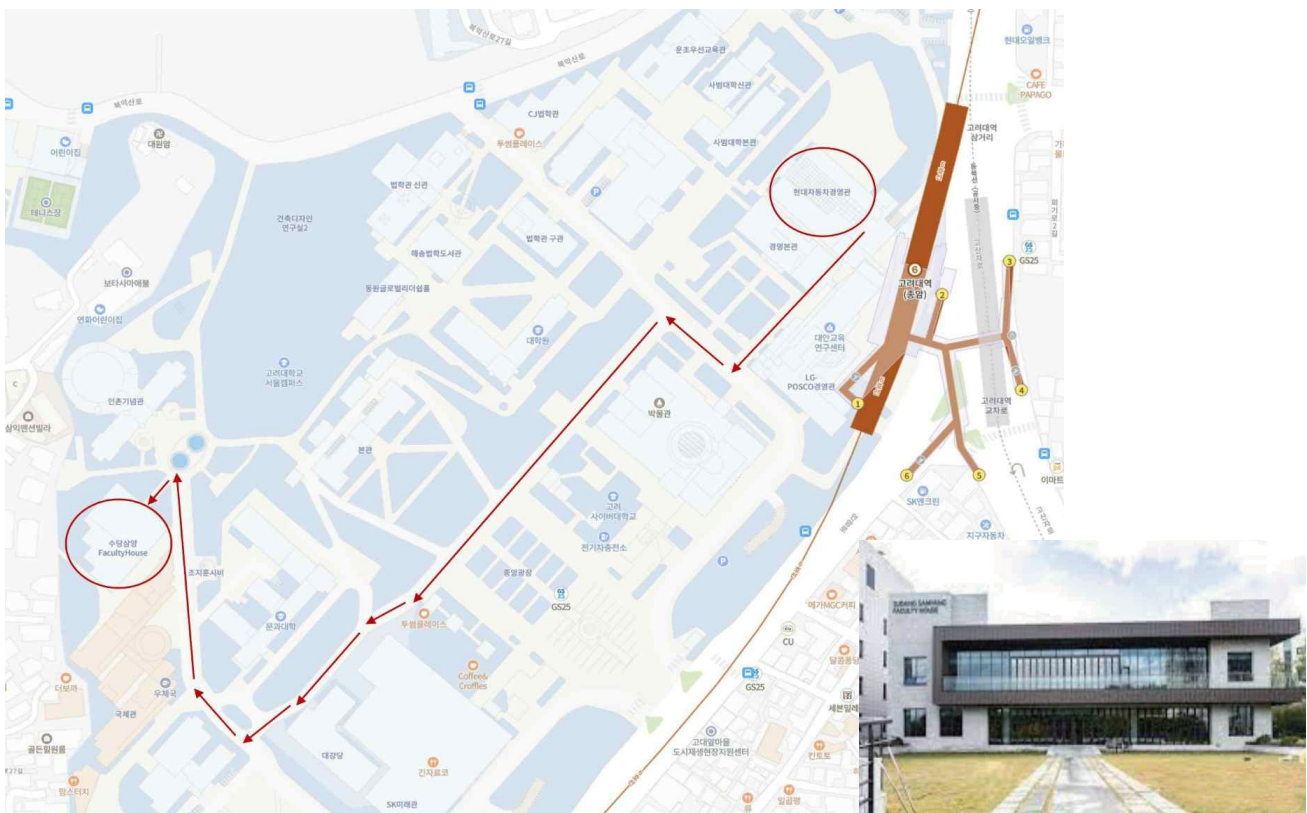
We sincerely hope you will enjoy and take advantage of the workshop!
Warmest regards,

**Chulho Lee, Byungwan Koh, Gene Moo Lee,** and **Jiyong Park**
**Co-Chairs of KrAIS Summer Workshop 2023**

## Past Workshops

2022 Workshop | Copenhagen, Denmark   Co-Chairs: Kyung Jin Cha, Youngseok Thomas Choi & Sunghun Chung

2021 Workshop | Austin, TX & Hybrid   Co-Chairs: Hyeyoung Hah, JaeHong Park & Gene Moo Lee

2020 Workshop | Virtual   Co-Chairs: Hyelim Oh, Jaewon Choi & Kyung Young Lee

2019 Workshop | Munich, Germany   Co-Chairs: DongBack Seo, Min-Seok Pang & Younghoon Chang

2018 Workshop | San Francisco, CA   Co-Chairs: Jinyoung Min, Kyung Young Lee & Mike Tae-In Eom

2017 Workshop | Seoul, Korea   Co-Chairs: Sangmi Chai, Seung Hyun Kim & Sungjune Park

2016 Workshop | Dublin, Ireland   Co-Chairs: Dongmin Kim, Habin Lee & Jae Yun Moon

2015 Workshop | Fort Worth, TX   Co-Chairs: Yongsuk Kim, One-Ki Lee & Dongback Seo

2014 Workshop | Auckland, NZ   Co-Chairs: Jungpil Hahn, Ghiyoung Im & Hyunjeong Kang

2013 Workshop | Milan, Italy   Co-Chairs: Kunsoo Han, Habin Lee & Byungjoon Yoo

2012 Workshop | Orlando, Florida   Co-Chairs: Jahyun Goo & Sang-Yong Tom Lee

2011 Workshop | Shanghai, China   Co-Chairs: Dan J. Kim & Gee-Woo Bock

2010 Workshop | St Louis, Missouri   Co-Chairs: Hee-Woong Kim & Dong-Gil Ko

2007 Workshop | Montreal, Canada   Co-Chairs: J. P. Shim, Youngjin Yoo & Hee-Woong Kim

## Gala Dinner Venue

## KrAIS Doctoral Consortium

### July 4th(Tue) – Doctoral Consortium

| Time | |
|---|---|
| 13:00 pm – 14:00 pm | Welcome & Flash Talk (Short Introduction) |
| 14:00 pm – 15:30 pm | Round Table Talk: Road to Success in Doctoral Program (슬기로운 대학원생활) |
| 15:30 pm – 15:45 pm | Break |
| 15:45 pm – 16:45 pm | Group Mentoring |
| 16:45 pm – 17:00 pm | Break |
| 17:00 pm – 18:00 pm | Talk with Senior Scholars |
| 18:00 pm – | Networking Dinner |

### Confirmed Senior Scholars

| Name | Affiliation | |
|---|---|---|
| Suprateek Sarker | University of Virginia | Editor–in–Chief of Information Systems Research |
| Jungpil Hahn | National University of Singapore | Senior Editor of MIS Quarterly |
| Hee–Woong kim | Yonsei University | Associate Editor of MIS Quarterly |

### Confirmed DC Mentors

| Name | Affiliation | Region |
|---|---|---|
| Kyuhan Lee | Korea University | Korea |
| Sangseok You | Sungkyunkwan University | Korea |
| Jiye Baek | Korea University | Korea |
| Sohyun Lee | Kyunggi University | Korea |
| Junyeong Lee | Chungbuk National University | Korea |
| Dongwon Lee | Hong Kong University of Science and Technology | Asia |
| Hyeokkoo Eric Kwon | Nanyang Technological University | Asia |
| Jonghyuk Cha | University of Westminster | Europe |
| Sang Pil Han | Arizona State University | USA |
| Hyunjung (Elina) Hwang | University of Washington | USA |
| Yun Young Hur | George Mason University | USA |
| Yeongin Kim | Virginia Commonwealth University | USA |
| Jaeung Sim | University of Connecticut | USA |
| Miyeon Jung | University of Nevada, Las Vegas | USA |
| Daehwan Ahn | University of Georgia | USA |

# KrAIS Summer Workshop Program

## Program Outline

### July 5th (Wed)

| Time | Session A (B301) | Session B (B306) |
|---|---|---|
| Combined Sessions (Supex Hall) | | |
| 8:00 am – 8:45 am | Registration | |
| 8:45 am – 10:15 am | Paper Session 1 | Paper Session 2 |
| 10:15 am – 10:30 am | Coffee Break | |
| 10:30 am – 12:00 pm | Paper Session 3 | Paper Session 4 |
| 12:00 pm – 13:30 pm | Lunch Break | |
| 13:30 pm – 14:00 pm | Welcome: Dr. Dong-One Kim (President of Korea University) Award Ceremony | |
| 14:00 pm – 14:30 pm | Keynote: Dr. Suprateek Sarker(Editor-in-Chief of Information Systems Research) | |
| 14:30 pm – 15:30 pm | Panel Discussion | |
| 15:30 pm – 16:00 pm | Coffee Break | |
| 16:00 pm – 17:00 pm | Short Paper Slam 1 | Short Paper Slam 2 |
| 17:00 pm – 17:15 pm | Coffee Break | |
| 17:15 pm – 18:15 pm | Short Paper Slam 3 | Short Paper Slam 4 |
| 18:15 pm – 18:30 pm | | |
| 18:30 pm – | Gala Dinner (All Participants) | |

### July 6th (Thu)

| Time | Session A (B301) | Session B (B306) |
|---|---|---|
| Combined Sessions (Supex Hall) | | |
| 8:00 am – 9:00 am | Registration | |
| 9:00 am – 10:30 am | Paper Session 5 | Paper Session 6 |
| 10:30 am – 10:45 am | Coffee Break | |
| 10:45 am – 12:15 pm | Paper Session 7 | Paper Session 8 |
| 12:15 pm – 14:00 pm | Lunch Break | |
| 14:00 pm – 15:00 pm | Industry–Scholar Matching Forum 1 | |
| 15:00 pm – 15:15 pm | Networking Break | |
| 15:15 pm – 16:15 pm | Industry–Scholar Matching Forum 2 | |
| 16:15 pm – 16:30 pm | Networking Break | |
| 16:30 pm – 18:00 pm | Industry–Scholar Matching Forum 3 | |
| 18:00 pm – 18:15 pm | Networking Break | |
| 18:15 pm – 18:30 pm | | |
| 18:30 pm – | Networking Dinner (Pre-Registered Only) | |

Under the workshop theme of *"The Future of Human-AI Collaboration: Opportunities, Challenges, and Best Practices,"* the featured programs are as follows:

## 1) Paper Session & Academic Panel

Every full paper will be given the opportunity to have a discussant-led in-depth discussion on how to improve it toward publication. There will also be an academic panel discussion by editors in premier IS journals (Editor-in-Chief, Senior Editors, and Associate Editors of Information Systems Research and MIS Quarterly).

## 2) Industry-Scholar Matching Forum

To promote industry collaborations with Korean companies and organizations, a matching forum between organizations and academics will be hosted. Participating organizations will present challenges they are willing to sponsor and collaboration opportunities with researchers. Academics interested in industry collaborations will have opportunities to discuss potential projects to solve real-world problems and publish results. Confirmed participating organizations include:

| | |
|---|---|
| **Companies** | Naver (AI Lab), VAIVcompany, Maum AI, Action Power, Konan Technology |
| **Public organizations** | National Information Society Agency (NIA), Korea Information Society Development Institute (KISDI) |

## 3) Doctoral Consortium

The consortium will provide a platform for doctoral students - both domestic and abroad - to get to know other peers in the IS field. It will also offer an opportunity to discuss academic career development and job markets with early- and mid-career faculty members as well as to meet an esteemed group of senior scholars (see Doctoral Consortium for details).

# KrAIS Summer Workshop – Detailed Program

## Session A (Seminar Room B301)

### Full Paper Session 1
Session Topic: Cryptocurrency        Session Chair: Keumseok Kang (KAIST)

| | Paper Title | Authors | Discussant |
|---|---|---|---|
| 8:45 – 10:15 | From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency | Jaeho Myeong (KAIST), Miyeon Jung (University of Nevada Las Vegas), Seigyoung Auh (Arizona State University), Sang Pil Han (Arizona State University) | Jee-Hae Lim (University of Hawaii) |
| | Leveraging the Predictive Power of Microblog Sentiment for Cryptocurrency Returns | Gisu Kim (Korea University), Dongwon Lee (Korea University), James L. Park (Korea University), | Jaeung Sim (University of Connecticut) |
| | Can Stablecoins Actually Improve Financial Inclusion: Exploring the IT Affordances of Token-Based Digital Currencies | Henry Kim (York University) | Young Bong Chang (SungKyungKwan University) |

### Full Paper Session 3
Session Topic: Security and Societal Impacts of IT        Session Chair: Wooje Cho (Seoul National University)

| | Paper Title | Authors | Discussant |
|---|---|---|---|
| 10:30 – 12:00 | Significant Data Security Breach Impacts on CEOs and CFOs | Jee-Hae Lim (University of Hawaii), Jacob Haislip (Texas Tech University), Robert Pinsker (Florida Atlantic University) | Gun-Woong Lee (Korea University) |
| | Toward Equitable Care Access: The Impact of Telehealth Adoption in Safety-Net Health Centers | Jenny K Rhee (Arizona State University), Xiao Liu (Arizona State University), Tan Lekwijit (Arizona State University), Pei-yu Chen (Arizona State University) | Seokjun Youn (University of Arizona) |
| | Demand Change in Movie Consumption Channels in Response to Outdoor Air Quality | Youngchan Hwang (KAIST), Daegon Cho (KAIST) | Kyung Sun (Melissa) Rhee (University of Florida) |

| 12:00 – 13:30 | Lunch Break |
|---|---|
| 13:30 – 14:00 | Welcome: Dr. Dong-One Kim (President of Korea University)<br>Award Ceremony |
| 14:00 – 14:30 | Keynote: Dr. Suprateek Sarker (Professor at University of Virginia & Editor-in-Chief of Information Systems Research) |
| 14:30 – 15:30 | Panel Discussion<br>Suprateek Sarker (University of Virginia, Editor-in-Chief of Information Systems Research)<br>Youngjin Yoo (Case Western Reserve University, Senior Editor of Information Systems Research)<br>Wonseok Oh (KAIST, Senior Editor of Information Systems Research)<br>Jungpil Hahn (National University of Singapore, Senior Editor of MIS Quarterly)<br>Hee-Woong Kim (Yonsei University, Associate Editor of MIS Quarterly)<br>Moderator: Sang Pil Han (Arizona State University) |

### Short Paper Slam 1
Session Topic: AI        Session Chair: Gene Moo Lee (University of British Columbia)

| | Paper Title | Authors |
|---|---|---|
| 16:00 – 17:00 | ChatGPT's Impact on Job Divide: Comparing Perceptions in Prepared vs. Less-Prepared Occupations | Seung Jong Lee (Arizona State University), Jenny K Rhee (Arizona State University), Joey Choi (Arizona State University), Heejin Jeong (Arizona State University), Donghyuk Shin (Arizona State University), Kyuhan Lee (Arizona State University), Sang Pil Han (Arizona State University) |
| | What if it came from ChatGPT? The moderating role of expertise on programming solution adoption | Ziyi Zhao (Temple University), Kanghyun Cho (Temple University), Aleksi Aaltonen (Temple University) |
| | Human-AI Interaction: Augmenting IT Leader Decision-Making for IT Project Selection | Jarrett Judkins (Fidelity Investments), Yujong Hwang (DePaul University) |
| | What is the Best Expert Intervention for the Explainable Artificial Intelligence? Evidence from a Field Experiment in Online Peer-to-Peer Lending Platform | Daehwan Ahn (University of Georgia), Heeseung Lee (University of Texas at Dallas), Sunghun Chung (George Washington University), Dokyun Lee (Boston University) |
| | Effect of Explainable Artificial Intelligence on Self-regulation Behavior in Healthcare Management: Evidence from A Large-Scale Randomized Field Experiment | Donggyu Min (KAIST), Chul Ho Lee (KAIST), Sunghun Chung (George Washington University), Wendy Duan (George Washington University) |

### Short Paper Slam 3
Session Topic: Multimodal Data Analytics        Session Chair: Sung-Hyuk Park (KAIST)

| | Paper Title | Authors |
|---|---|---|
| 17:15 pm – 18:15 pm | Aha Moments and Non-Verbal Vocal Bursts: Decoding Their Impact on Interpersonal Communication and Success | Donghyuk Shin (Arizona State University), Katsiaryna Siamionava (Arizona State University), Juhyun Kim (Columbia University), Sang Pil Han (Arizona State University) |
| | Does Money Make Creators Work Harder? A Case of Short-Form Video Advertising | Soonjae Kwon (KAIST), Kitae Kim (KAIST), Sung-Hyuk Park (KAIST) |
| | Is Photoshop Worth It?: Assessing the Business Impact of Image Warping on Startup CEO Profile Photos in Talent Recruitment | Yun Young Hur (George Mason University), Elizabeth Han (McGill University) |
| | Virtual YouTubers: Influence of Management Companies on Popularity in Social Media | Seunghoon Woo (Seoul National University), Byungjoon Yoo (Seoul National University) |
| | Is a Picture Worth a Thousand Words? The Role of Faces in Online Reviews Photos | Yan Sun (Kyung Hee University), Sung-Byung Yang (Kyung Hee University) |
| | Economic Implications of Sentiment-Rating Inconsistency in Online Reviews and the Role of User-Generated Photos | Heui Jae Choi (McGill University), Warut Khern-am-nuai (McGill University), Kunsoo Han (McGill University), Hyunji So (McGill University) |

# July 5 (Wed)

## Session B (Seminar Room B308)

### Full Paper Session 2
Session Topic: Social Media and Online Community     Session Chair: Joon Koh (Chonnam National University)

| Paper Title | Authors | Discussant |
|---|---|---|
| How is user−to−user communication satisfied on SNS? | Ahyun Kim (Dongyang Mirae University), Sang Soo Kim (YongIn University), Yong Jin Kim (Sogang University) | Ayoung Suh (SungKyungkwan University) |
| Synergy and Overcoming: How Contradictions Drive the Evolution of Group Norms in Open Online Communities | Habin Lee (Brunel University), Eunhyang Kim (LK Knowledge Engineering) | Yong Suk Kim (SungKyungkwan University) |
| Determinants of digital shadow work awareness in shared mobility services: A mixed−methods approach | Shaoyang Bu (Chonnam National University), Woong−Kyu Lee (Daegu University), Joon Koh (Chonnam National University) | Un−Kon Lee (University of Suwon) |

### Full Paper Session 4
Session Topic: Digital Platforms     Session Chair: Sang Pil Han (Arizona State University)

| Paper Title | Authors | Discussant |
|---|---|---|
| The Role of Status in Launching a Digital Platform by Incumbent Industrial Firms: Empirical Study of Large Firms in China | Mengjin Gao (Korea University), YoungKyu Kim (Korea University), Sungyong Um (National University of Singapore), Jieun Kim (Korea University), Dongwon Lee (Korea University) | Youngsok Bang (Yonsei Universtiy) |
| In−App Payment Regulation and Platform Governance | Jihye Kim (KAIST), Hyeokkoo Eric Kwon (Nanyang Technological University), Wonseok Oh (KAIST), Kun Shin Im (Yonsei University) | Yun Young Hur (George Mason University) |
| StumbleUpon: User Churn Prediction | Sumin Lim (KAIST), Chul Ho Lee (KAIST), Keumseok Kang (KAIST), Yasin Ceran (San Jose State University) | Kyuhan Lee (Korea University) |

Lunch Break

### Short Paper Slam 2
Session Topic: Platforms     Session Chair: Hyelim Oh (Sogang University)

| Paper Title | Authors |
|---|---|
| When the Tortoise Beats the Hare: An Empirical Investigation of the Distributional Effects of Fulfillment by Platform | Euro Bae (KAIST), Yeongwoo Kim (KAIST), Jin Soo Han (KAIST), Daegon Cho (KAIST), Soo−Haeng Cho (Carnegie Mellon University) |
| Mobile Location−based Recommendation Systems and Local Business: Evidence from the Restaurant Industry | Jin Soo Han (KAIST), Gunwoong Lee (Korea University), Keongtae Kim (Chinese University of Hong Kong), Dokyun Lee (Boston University) |
| Extracting Offline Retail Shopping Patterns: Collaborative Filtering with Restricted Boltzmann Machines | Myounggu Lee (KAIST), Jihoon Cho (Kansas State University), Youngju Kim (NEMOA Business School), Hye−Jin Kim (KAIST) |
| Should we follow others when we need? An experimental study of rational herding | Chengnan Jiang (Kyung Hee University), Sung−Byung Yang (Kyung Hee University) |
| The Effect of Person−Environment Misfit of Gamified Applications on Users' Discontinuous Usage Intention | Shuxian Li (Kyung Hee University), Sung−Byung Yang (Kyung Hee University) |
| Why Do We Overlook Shadow Work in the Self−Service Environment?: A Qualitative Exploration by the Dual−System Theory | TingTing Liu (Chonnam National University), Joon Koh (Chonnam National University) |

### Short Paper Slam 4
Session Topic: Societal Impacts of IT     Session Chair: Yeongin Kim (Virginia Commonwealth University)

| Paper Title | Authors |
|---|---|
| Effects of Expert− and User−Generated Evaluations on Food Product Choices via a Food Literacy App | Hyelim Oh (Sogang University), Jieun Shin (Samsung Research), Atreyi Kankanhalli (National University of Singapore), Khim Yong Goh (National University of Singapore) |
| The Role of Data Sharing and Analytics Capabilities in Interoperable Healthcare Services: A Game−Theoretical Approach | Yeongin Kim (Virginia Commonwealth University), Geng Sun (University of Texas Rio Grande Valley), Byung Cho Kim (Korea University) |
| Unmasking Inequity in Metaverse: An Analysis of CryptoPunks | Sungeun Han (Arizona State University), Michael (Zhan) Shi (Arizona State University) |
| Binge−scrolling behavior of short−form video: Negative responses and coping behavior based on the S−O−R model | Joohye Park (Korea University), Yoonhyuk Jung (Korea University) |
| Exploring the Mechanism of Digital Shadow Work in the Music Apps Use: A Longitudinal Approach by the Grounded Theory Method | Haoxi Wu (Chonnam National University), Joon Koh (Chonnam National University) |
| Unlocking Personal Growth and Altruism through Perimutuel Betting Contracts: An Empirical Analysis | Seung Jong Lee (Arizona State University), John Zhang (Arizona State University), Sang Pil Han (Arizona State University) |

# KrAIS Summer Workshop – Detailed Program

## Session A (Seminar Room B301)

### Full Paper Session 5
Session Topic: Artificial Intelligence (1)     Session Chair: Donghyuk Shin (Arizona State University)

| | Paper Title | Authors | Discussant |
|---|---|---|---|
| 9:00 – 10:30 | AI vs. Human Influencers: Comparing Customer Attitude toward Products Mediated by Experience | Jingjing Wu (SungKyungKwan University), Gee-Woo Bock (SungKyunKwan University) | Daehwan Ahn (University of Georgia) |
| | Comparing AI and Human Recommendations: How Technological Self Efficacy Shapes the Way Consumer Perceptions in a Dual Process Model | Sieun Kim (KAIST), Keumseok Kang (KAIST), Inkyoung Hur (Florida Atlantic University) | Sangseok You (SungKyungKwan University) |
| | Modalities and Search Costs: A Case of Autocomplete in Search Engine | Kitae Kim (KAIST), Dongwon Lee (HKUST), Sung-Hyuk Park (KAIST), Jaeung Sim (University of Connecticut) | Taekyung Kim (Kwangwoon University) |

### Full Paper Session 7
Session Topic: Artificial Intelligence (2)     Session Chair: Gene Moo Lee (University of British Columbia)

| | Paper Title | Authors | Discussant |
|---|---|---|---|
| 10:45 – 12:15 | Battle of the AIs: The Impact of Generative Language Models on AI Services | Seung Jong Lee (Arizona State University), Donghyuk Shin (Arizona State University), Sang Pil Han (Arizona State University) | Heeseung Lee (University of Texas at Dallas) |
| | How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok | Xiaoke Zhang (University of British Columbia), Mi Zhou (University of British Columbia), Gene Moo Lee (University of British Columbia) | Sung-Hyuk Park (KAIST) |

| 12:15 – 14:00 | Lunch Break |
|---|---|

| 14:00 – 15:00 | Industry–Scholar Matching Forum 1<br>– 바이브컴퍼니 (https://www.vaiv.kr): 윤준태 인공지능&빅데이터연구소 소장<br>– 코난테크놀로지 (https://www.konantech.com): 최정주 비전AI연구소 소장 |
|---|---|
| 15:15 – 16:1 | Industry–Scholar Matching Forum 2<br>– 한국지능정보사회진흥원 (NIA): 이재원 공공데이터개방활용팀 팀장<br>– 정보통신정책연구원 (KISDI): 윤성욱 디지털경제연구실 실장 |
| 16:30 – 18:00 | Industry–Scholar Matching Forum 3<br>– 액션파워 (https://actionpower.kr): 조홍식 대표<br>– 네이버 클라우드 (https://www.ncloud.com): 하정우 AI Innovation Center 센터장<br>– 마음AI (https://maum.ai): 유태준 대표 |

# July 6 (Thu)

## Session B (Seminar Room B308)

### Full Paper Session 6
Session Topic: Digital Resilience    Session Chair: Sung−Byung Yang (Kyung Hee University)

| Paper Title | Authors | Discussant |
|---|---|---|
| Mobile Resilience: The Effect of Mobile Device Management on Firm Performance during the COVID−19 Pandemic | Jaecheol Park (University of British Columbia), Myunghwan Lee (University of British Columbia), Gene Moo Lee (University of British Columbia) | Jiye Baek (Korea University) |
| From Offline to Online and Small to Big: Stimulus Payments and Spillover Effects | WanGyu H Heo (KAIST); Yoonseock Son (University of Notre Dame), Dongwon Lee (Korea University); Wonseok Oh (KAIST) | Sungyong Um (National University of Singapore) |
| Effects of Work−from−home on Collaborative Task Performance: A Coordination Theory Perspective | Taeyoung Kim (Yonsei University), Youngsok Bang (Yonsei University) Seung Hyun Kim (Yonsei University), Yeolib Kim (UNIST) | Dongwon Lee (HKUST) |

### Full Paper Session 8
Session Topic: Economics of IS    Session Chair: YoungKi Park (George Washington University)

| Paper Title | Authors | Discussant |
|---|---|---|
| The Contingency of Prior Backers' Influences on Subsequent backers' Pledge Decisions | Yuxian Jin (SungKyunKwan University), Yongsuk Kim (SungKyungKwan University), Keongtae Kim (Chinese University of Hong Kong) | Jin Soo Han (KAIST) |
| Who Is Handling My Case? How Identity Disclosure Enhances Customer Service: Evidence from a Large−Scale Field Experiment | Sunghun Chung (George Washington University), Jaehwuen Jung (Temple University), Jooyoung Park (Peking University), Chul Ho Lee (KAIST), Yasin Ceran (San Jose State University) | Hyeokkoo Eric Kwon (Nanyang Technological University) |
| Goal−Setting for On−Demand Learning: A Field Experiment | Jaeung Sim (University of Connecticut), Dongwon Lee (HKUST), Yeolib Kim (UNIST), Jiye Baek (Korea University) | Elina Hwang (University of Washington) |
| Lunch Break | | |