

## Miyeon Jung

Lee Business School

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Google scholar: <https://scholar.google.com/citations?user=VkJ0uMsAAAAJ&hl=en&oi=ao>

### Academic Positions

**Assistant Professor of Business Analytics**

University of Nevada, Las Vegas, Lee Business School

**Las Vegas, NV**

2022 July-

### Education

**PhD of Management Engineering**

**(MS/PhD integrated, Major: IT Management)**

KAIST College of Business

**Seoul, South Korea**

2017 - 2022

**Bachelor of Industrial and Management Engineering**

POSTECH

**Pohang, South Korea**

2011 - 2015

### Research Interests

Digital Marketing, Healthcare and IT, Ethics of AI, Blockchain & Cryptocurrency

### Teaching Interests

R/Python  
Programming,

Business  
Analytics,

Marketing  
Analytics,

Statistics, Econometrics  
and Machine Learning

### Peer Reviewed Research in Business

1. **Miyeon Jung**, Sunghan Ryu, Sang Pil Han & Daegon Cho (2023) "Ask for Reviews at The Right Time: Evidence from Two Field Experiments". *Journal of Marketing*, 87(4): 528–549.
2. **Miyeon Jung**, Daegon Cho & Euncheol Shin (2021) "Repairing a Cracked Mirror: The Heterogeneous Effect of Personalized Digital Nudges Driven by Misperception". *Production and Operations Management*, 30(8): 2586-2607.

### Industry Publications

1. **Miyeon Jung**, Sunghan Ryu, Sang Pil Han & Daegon Cho "When Is the Best Time to Ask Customers for a Review?" *Harvard Business Review* (published online: Feb 21, 2023).

### Peer Reviewed Research in Health and IT

1. **Miyeon Jung\***, Sae Byul Lee\*, Jong Won Lee, Yu Rang Park, Haekwon Chung et al. (2023) "The Impact of a Mobile Support Group on Distress and Physical Activity in Breast Cancer Survivors: Randomized, Parallel-Group, Open-Label, Controlled Trial" *Journal of Medical Internet Research*, 25 (e47158). (\*equally contributed)
2. **Miyeon Jung\***, SaeByul Lee\*, Jisun Kim, HeeJeong Kim, BeomSeok Ko, Byung Ho Son, Sei-Hyun Ahn et al. (2020) "A Mobile Technology for Collecting Patient-Reported Physical Activity and Distress Outcomes: Cross- Sectional Cohort Study" *JMIR mHealth and uHealth*, 8(5): e17320. (\*equally contributed)
3. Il Yong Chung\*, **Miyeon Jung\***, Yu Rang Park, Daegon Cho, Haekwon Chung, Yul Ha Min, Hye Jin Park et al. (2020) "Exercise Promotion and Distress Reduction Using a Mobile App-based Community in Breast Cancer Survivors" *Frontiers in Oncology*, 9(1505). (\*equally contributed)

4. Il Yong Chung\*, **Miyeon Jung\***, Sae Byul Lee, Jong Won Lee, Yu Rang Park, Daegon Cho, Haekwon Chung et al. (2019) "An Assessment of Physical Activity Data Collected via a Smartphone App and a Smart Band in Breast Cancer Survivors: Observational Study" *Journal of Medical Internet Research*, 21(9). (\*equally contributed)
5. **Miyeon Jung**, Daegon Cho & Kwangsoo Shin. (2019) "The Impact of Particulate Matter on Outdoor Activity and Mental Health: A Matching Approach" *International Journal of Environmental Research and Public Health* 16(16): 2983.

#### Conference Proceedings & Workshop Presentations

- Jaeho Myeong, **Miyeon Jung**, Dongwon Lee & Jae Hyeon Ahn. (2023). "Impact of Regulatory Initiatives on Digital Anonymity in the Cryptocurrency Ecosystem" *Post-ICIS KrAIS Research Workshop (KrAIS)*, India. (Best Student Paper Award)
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023). "From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency" *International Conference on Information Systems (ICIS)*, India.
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023). "Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges" *Conference on Information Systems and Technology (CIST)*, Arizona.
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023). "From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency" *Post-ICIS KrAIS Research Workshop (KrAIS)*, Seoul, South Korea, 7/5/2023.
- Jaeho Myeong, **Miyeon Jung** & Sangpil Han. (2023) "Unveiling the Cryptocurrency Scandal: Advocating for Transparency and Investor Activism to Enhance Exchange Performance" *The Business of Blockchain Technology*, Miami, 5/19/2023.
- Jaeho Myeong, **Miyeon Jung** & Jae Hyeon Ahn. (2023) "Anonymous vs. Timely Transactions: Impact of Real Name Regulation in Crypto Investment Market", *INFORMS Annual Meeting*, Arizona.
- Jaeho Myeong, **Miyeon Jung** & Jae Hyeon Ahn. (2023) "The Effect of Market Regulation on the Ecosystem of Cryptocurrency Exchange Platform", *Inaugural INFORMS ISS Paper Development Workshop*, Virtual, 4/29/2023
- Jaeho Myeong & **Miyeon Jung**. (2022) "The Effect of Market Regulation on the Ecosystem of Cryptocurrency Exchange Platform", *The Workshop on Information Technology and Systems (WITS)*, Copenhagen, Denmark.
- **Miyeon Jung\***, IY Chung\* & SB Lee. (2022) "Enhancing Physical Activity and Mental Health Through Mobile-based Peer Support Community: A Randomized Controlled Trial in Cancer Patients", *INFORMS Annual Meeting*, Indianapolis. (\*equally contributed)
- **Miyeon Jung\***, Seungwoo Lee\*, Shiny Ahn\* & Daegon Cho. (2022) "The Heterogeneous Impact of Discount Coupons on Customer In-app Behaviors: Evidence From Field Experiment and Causal Forests", *The 44th Annual ISMS Marketing Science Conference*, Virtual. (\*equally contributed)
- Shiny Ahn\*, **Miyeon Jung\*** & Daegon Cho. (2019) "A Randomized Field Experiment on Customer-Journey-Based Mobile Targeting", *The 29th Workshop on Information Technologies and Systems (WITS)*, Munich, Germany. (\*equally contributed)
- **Miyeon Jung**, Sunghan Ryu & Daegon Cho. (2018) "Encouraging Online Review Posting with Push Notification: Evidence from a Randomized Field Experiment", *International Conference*

on Information Systems (**ICIS**), San Francisco, CA.

- **Miyeon Jung & Daegon Cho.** (2018) “Inattention and Misperception of Smart Metering Services: Evidence from Field Experiment”, International Association for Energy Economics (IAEE) Conference, Groningen, Netherlands.
- **Miyeon Jung & Daegon Cho** (2017) “Tools to Monitor or to Save?: A Field Experiment of Energy Consumption with Smart Metering Services” *Post-ICIS KrAIS Research Workshop (KrAIS)*, Seoul, Korea. (Best Paper Award)

### Works in Progress

- Miyeon Jung\*, Seoungwoo Lee\*, Shiny Ahn & Daegon Cho “Targeted Promotion based on In-app Behaviors: Evidence from Randomized Field Experiment and Causal Forest” (\*equally contributed) In preparation for submission to *Marketing Science*
- Jaeho Myeong, Miyeon Jung, Seigyoung Auh & Sangpil Han “Stakeholder Activism for Transparency on Social Media Amid Governance Disruptions: Evidence from Cryptocurrency Exchanges” Under 1st round review at MIS Quarterly
- Miyeon Jung, Youngdeok Hwang & Daegon Cho “Fairness of AI: Framework and Application of Hiring Process” Under 1st round review at Journal of Management Information Systems
- Miyeon Jung\* & Hemant Bhargava\* “Price transparency in the healthcare field and related IT systems” (\*equally contributed)
- Jaeho Myeong, Miyeon Jung, Dongwon Lee & Jae Hyeon Ahn “The Effect of Real-name Regulation on the Ecosystem of Cryptocurrency and Investor Behaviors” Full-draft available
- Miyeon Jung & Jiyong Park “Safety on Autopilot: An Empirical Investigation of Autonomous Driving and Traffic Safety”
- Miyeon Jung, Y Kim, CH Lee & SJ Yoon “The Effect of No Surprise Act on Healthcare Behaviors”
- Miyeon Jung & Mark J. Tremblay “The Relationship Between Changes in Cryptocurrency Exchange Transaction Fee Policies and Market Dynamics”
- Miyeon Jung & Mark J. Tremblay “The Impact of Stable Coin Offerings in Cryptocurrency Market Dynamics”

### Media Mentions

- “When Is the Best Time to Ask for a Customer Review?” **The Wall Street Journal** – May 30, 2023. Interviewer: Heidi Mitchell, <https://www.wsj.com/articles/customer-reviews-best-timing-31bfd8df>

### Invited Talks and Seminars

- **KAIST**, Seoul, Republic of Korea, June 2023
- **UNLV**, Las Vegas, NV, USA, October 2021
- **UNIST**, Ulsan, Republic of Korea, June 2021

### Teaching

**Information Management Research Methods and Tools**

IS 372 (Undergraduate)

4.56 (2022 Fall), 4.72 (2023 Spring)

**Business Analytics Methods**

MIS 761 (Graduate)

4.57 (2023 Spring)

**University of Nevada, Las Vegas**

2022 Fall -

**University of Nevada, Las Vegas**

2023 Spring -

**Introduction to BA (Graduate)**

4.50 (Online)

**UNIST, South Korea**

2021 Fall

**Advanced Data Mining with Artificial Intelligence (Graduate-level Deep Learning Class) UNIST, South Korea**

4.87 (Online)

2021 Spring

**Statistical Learning (Graduate)****UNIST, South Korea**

4.94 (Online)

2021 Spring

**Student Advising**

Co-author (Jaeho Myeong, KAIST College of Business)

**University Service**

Data Analytics Faculty

University of Nevada, Las Vegas

2023 -

MS in Data Analytics Curriculum committee member

University of Nevada, Las Vegas

2022 -

MS in MIS Curriculum committee member

University of Nevada, Las Vegas

2022 -

IS Curriculum committee member

University of Nevada, Las Vegas

2022 -

**Ad-Hoc Reviewer**

MIS Quarterly (MISQ)

Production and Operations Management (POM)

Journal of Journal of the Association for Information Systems (JAIS)

Decision Support Systems (DSS)

Information and Management (IM)

International Conference on Information Systems (ICIS)

Hawaii International Conference on System Sciences (HICSS)

INFORMS Conference on Information Systems and Technology (CIST)

Pacific Asia Conference on Information Systems (PACIS)

**Course Work Training**

Econometrics &amp; Advanced Econometrics &amp; Micro-economics

Advanced Statistics &amp; Statistical Decision Analysis and Forecasting &amp; Time-series Analysis

Quantitative Models for Marketing Decisions &amp; Choice Modelling in Marketing

Quantitative Research Methods for Management &amp; Research Methods in Behavioral Science

**Conference Organization**

Program Committee Member, Conference on Information Systems and Technology (CIST) in 2023

Mentor, KrAIS Doctoral Consortium in 2023

Program Committee Member, Post-ICIS KrAIS Research Workshop (KrAIS) in 2022, 2023

Student Organizer, Workshop on Information Technologies &amp; Systems (WITS) in 2017

**Professional Recognition, Awards & Grants**

Post-ICIS KrAIS Workshop Best Paper Award

2023

<b>Business and International Education (BIE) Research Expense Award</b>	
University of Nevada, Las Vegas	2023 Fall
<b>Business and International Education (BIE) Summer Grant</b>	
University of Nevada, Las Vegas	2023 Summer
<b>Small Research Grant</b>	
University of Nevada, Las Vegas	2023 Spring
<b>Summer Research Grant</b>	
University of Nevada, Las Vegas	2023 Summer
<b>Ph.D. Research Paper Award</b>	
KAIST College of Business	2022
<b>Research Excellence Award</b>	
KAIST College of Business	2022
<b>Travel Grant Award</b>	
KAIST College of Business	2022
<b>ICIS Doctoral Consortium</b>	2021
Post-ICIS KrAIS Workshop Best Paper Award	2017

### Technical Skills

STATA, R, Python, Latex, MySQL

### Industry Consulting

<b>Consulting Researcher (exclusive data usage contract)</b>	<b>New York, USA</b>
CryptoQuant - Blockchain Analytics	2020 -
<b>Consulting Researcher</b>	<b>Seoul, South Korea</b>
MyFashion (pseudo name) - Mobile Commerce Analytics	2021 - 2023
<b>Consulting Researcher</b>	<b>Seoul, South Korea</b>
Asan Medical Center - Smart Healthcare Research	2018 -
<b>Consulting Researcher</b>	<b>Seoul, South Korea</b>
Brandi - Mobile App and Customer Targeting Research	2019 – 2023
<b>Consulting Researcher</b>	<b>Seoul, South Korea</b>
MyRealTrip - Marketing/Customer Analytics	2017 – 2023