YOUNGSOK BANG

DECISION SCIENCES & MANAGERIAL ECONOMICS • CHINESE UNIVERSITY OF HONG KONG
9/F • CHENG YU TUNG BUILDING • 12 CHAK CHEUNG STREET • SHATIN • N.T. • HONG KONG
PHONE: +852-3943-9799 (EXT. 39799) • EMAIL: bangyoungsok@baf.cuhk.edu.hk

BRIEF BIOGRAPHY

Youngsok Bang is an Assistant Professor in the Department of Decision Sciences and Managerial Economics at the Chinese University of Hong Kong (CUHK). He received his B.S., M.S., and Ph.D. in Management Engineering from Korea Advanced Institute of Science and Technology (KAIST) and his second Ph.D. in Information Systems from McGill University. His current interests lie in the business value of big data, especially in the areas of mobile commerce and social media. His research has appeared in *MIS Quarterly*, *Journal of MIS*, and several other journals.

EDUCATION

Ph.D. in Information Systems (Minor in Economics), 2015

Desautels Faculty of Management, McGill University, Montreal, QC, Canada

Ph.D. in Management Engineering, 2011

Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea

M.S. in Management Engineering, 2005

Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea

B.S. in Management Engineering, 2003

Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea

RESEARCH INTERESTS

- Economics of Information Systems

- Mobile Internet, Mobile Commerce, and Social Media

- Business Value of Big Data

- Information Privacy and Online Security

SELECTED JOURNAL PUBLICATIONS

- **Bang, Y.**, Lee, D-J., Han, K., Hwang, M., and Ahn, J-H., "Channel Capabilities, Product Characteristics, and Impact of Mobile Channel Introduction," ***Journal of MIS***, Vol. 30, No. 2, 2013, pp. 101-125.

- Lee, D-J., Ahn, J-H., and **Bang, Y.**, "Managing Consumer Privacy Concerns in Personalization: A Strategic Analysis of Privacy Protection," ***MIS Quarterly***, Vol. 35, No. 2, 2011, pp. 423-444.

OTHER REFEREED JOURNAL PUBLICATIONS

- **Bang, Y.** and Lee, D-J., "The Role of Application Rank in the Extended Mobile Application Download," *Asia Pacific Journal of Information Systems*, Vol. 25, No. 3, 2015, pp. 211-238.

- **Bang, Y.** and Lee, D-J., "Impact of Price Discount Rate in Social Commerce on Non-Social Commerce Users: The Role of Distributive Justice and Negative Emotion," *Telecommunications Review*, Vol. 23, No. 3, 2013, pp. 366-380.

- **Bang, Y.** and Lee, D-J., "Effects of Transaction Characteristics on Distributive Justice and Purchase Intention in the Social Commerce," *Asia Pacific Journal of Information Systems*, Vol. 23, No. 2, 2013, pp. 1-20.

- **Bang, Y.**, Lee, D-J., Bae, Y-S., and Ahn, J-H., "Improving Information Security Management: An Analysis of ID-Password Usage and a New Login Vulnerability Measure," *International Journal of Information Management*, Vol. 32, No. 5, 2012, pp. 409-418.

- **Bang, Y.**, Lee, D-J., and Bae, Y-S., "The Role of Perceived Personalization and Understanding in the Adoption of Personalization Service" *Korean Management Review*, Vol. 40, No. 2, 2011, pp. 355-382.

- Lee, D-J., **Bang, Y.**, and Bae, Y-S., "Privacy Calculus and the Role of Information Transparency in Personal Information Disclosure," *Informatization Policy*, Vol. 17, No. 2, 2010, pp. 68-85.

- **Bang, Y.**, Lee, D-J., and Ahn, J-H., "Exploratory Research on Privacy Issues and Concerns in the Digital Convergence Environment," *Information Systems Review*, Vol. 11, No. 2, 2009, pp. 91-111.

- Ahn, J-H., **Bang, Y.**, and Han, S-P., "Measuring Consumer Preferences Using Multi-Attribute Utility Theory," *Asia Pacific Journal of Information Systems*, Vol. 18, No. 3, 2008, pp. 1-20. (**Best Published Paper Award**)

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- **Bang, Y.**, Lee, D-J., and Han, K., "The Impact of Mobile Channel Adoption on Purchase Time Dispersion in e-Commerce," *The 17th International Conference on Electronic Commerce* (*ICEC 2015*), Seoul, Korea, August 3-5, 2015.

- **Bang, Y.**, Lee, D-J., and Han, K., "Access Affordance of Mobile Technology in e-Commerce: Change of Purchase Time Dispersion," *The 2014 International Conference on Information Systems* (*ICIS 2014*), Auckland, New Zealand, December 14-17, 2014.

- **Bang, Y.**, Lee, D-J., and Han, K., "Access Affordance of Mobile Technology in e-

Commerce: Change of Purchase Time Dispersion," *The 2014 Conference on Information Systems and Technology* (*CIST 2014*), San Francisco, CA, November 8-9, 2014.

- **Bang, Y.**, Han, K., Animesh, A., and Hwang, M., "Predicting Mobile-Commerce Adoption from Past Browsing and Shopping Behaviors at e-Commerce," *The 36th INFORMS Marketing Science Conference* (*ISMS 2014*), Emory University, Atlanta, GA, USA, June 11-14, 2014.

- **Bang, Y.**, Han, K., Animesh, A., and Hwang, M., "From Online To Mobile: The Impact of Consumers' Online Purchase Behavior on Mobile Commerce Adoption," *The 17th Pacific Asia Conference on Information Systems* (*PACIS 2013*), Jeju island, South Korea, June 18-22, 2013.

- **Bang, Y.**, Lee, D-J., Han, K., Hwang, M., and Ahn, J-H., "Does the Mobile Channel Cannibalize the Online Channel?" *The 47th Hawaii International Conference on System Sciences* (*HICSS 2013*), Maui, HI, USA, January 7-9, 2013.

- Ahn, J-H., **Bang, Y.**, and Skudlark, A., "A Behavioral Study on Internet Users Vulnerability to Identify Theft," *The 18th Biennial Conference of the International Telecommunications Society* (*ITS 2010*), Tokyo, Japan, June 27-30, 2010.

- Skudlark, A., **Bang, Y.**, Lee, D-J., and Ahn, J-H., "Privacy Issues in Digital Media and Their Implications for New Business Models," *The 19th European Regional International Telecommunications Society* (*ITS 2008*) *Conference*, Rome, Italy, September 18-20, 2008.

- Ahn, J-H., and **Bang, Y.**, "How Can We Measure Decision Quality?" *The 2007 INFORMS Annual Meeting*, Seattle, WA, USA, November 4-7, 2007.

- **Bang, Y.**, Ahn, J-H., and Lee, D-J., "Bundling Horizontally Differentiated Products with Complementarity and Substitutability," *The 2006 INFORMS Annual Meeting*, Pittsburgh, PA, USA, November 5-8, 2006.

4

WORKSHOP PROCEEDINGS AND PRESENTATIONS

- **Bang, Y.**, Lee, D-J., and Han, K., "Access Affordance of Mobile Technology in e-Commerce: Change of Purchase Time Dispersion," *The 2014 Post-International Conference on Information Systems* (*ICIS 2014*) *KrAIS Workshop*, Auckland, New Zealand, December 17, 2014.

- **Bang, Y.**, Han, K., Animesh, A., and Hwang, M., "From Online to Mobile: Impact of Consumers' Online Purchase Behaviors on Mobile Commerce Adoption," *Workshop on Analytics for Business, Consumer and Social Insights 2014* (*BCSI 2014*), Singapore Management University, Singapore, August 4-5, 2014.

- **Bang, Y.**, Han, K., Animesh, A., and Hwang, M., "From PC to Mobile: Drivers of Mobile Commerce Adoption," *The 2012 Post-International Conference on Information Systems* (*ICIS 2012*) *KrAIS Workshop*, Orlando, FL, USA, December 19, 2012.

- **Bang, Y.**, Lee, D-J., Han, K., and Hwang, M., "Does the Mobile Channel Cannibalize the Online Channel?" *The 2012 Post-International Conference on Information Systems* (*ICIS 2012*) *KrAIS Workshop*, Orlando, FL, USA, December 19, 2012.

- Lee, D-J., and **Bang, Y.**, "Facilitating Disclosure of Sensitive Personal Information: The Role of Contextual Factors," *The 2011 Post-International Conference on Information Systems* (*ICIS 2011*) *KrAIS Workshop*, Shanghai, China, December 7, 2011.

- Ahn, J-H., **Bang, Y.**, and Han, S-P., "How Can We Support and Provide Value to the Legal Decision-making? Application in Patent Infringement Case," *The 9th Decision Analysis Affinity Group* (*DAAG*) *Meeting*, Palo Alto, CA, USA, March 28-29, 2007.

INVITED TALKS

- "Access Affordance and Search Constraint of Mobile Channel in e-Commerce,"
  - CityU IS Seminar, City University of Hong Kong, September 22, 2015

- IS Faculty Candidate Seminar, University of Illinois Urbana-Champaign, January 26, 2015

- IS Faculty Candidate Seminar, University of Texas - Arlington, January 19, 2015

- IS Faculty Candidate Seminar, Florida State University, January 16, 2015

- IS Faculty Candidate Seminar, Chinese University of Hong Kong, January 14, 2015

HORNORS, AWARDS, AND FELLOWSHIPS

- Best Student Paper Award, The 2014 Post-International Conference on Information Systems (ICIS 2014) KrAIS Workshop, Auckland, New Zealand, December 17, 2014.

- Invited Participant, The 2014 International Conference on Information Systems (ICIS 2014) Doctoral Consortium, Waiuku, New Zealand, December 10-13, 2014.

- National Bank Financial Group PhD Fellowship, National Bank of Canada, March 31, 2014.

- Best Presentation Award, Korea Society for Quality Management (KSQM) Spring Conference 2013, April 19, 2013.

- Best Paper Award, Korea Society of Management Information Systems (KMIS) Fall Conference 2011, November 11, 2011.

- PhD Excellent Research Award, KAIST, October 8, 2010.

- Best Published Paper Award, Korea Society of Management Information Systems (KMIS), June 12, 2009.

TEACHING INTERESTS

- Core Courses in IS

- Business Impacts of IT

- Big Data and Business Analytics

- Quantitative Research Methods

- Database Management

- Information Security

TEACHING EXPERIENCE

- Decision Making System (1 Semester, Graduate)

- Decision Support Systems (2 Semesters / 3 Classes, Undergraduate)

- Mathematical Economics (1 Semester / 2 Classes, Undergraduate)

- Managing Data and Databases (1 Semester / 1 Class, Undergraduate & MBA)

- Managerial Data Processing (1 Semester / 1 Class, Undergraduate)

- Management Information Systems (1 Semester / 1 Class, Undergraduate)

RESEARCH GRANTS

- Principal Investigator, "The Role of Application Rank in the Extended Mobile Application Download and Usage," *National Research Foundation of Korea* (*NRFK*), 2013-2014.

- Principal Investigator, "Effects of Transaction Characteristics on Distributive Justice and Transaction Intention in a Collaborative Shopping Model," *National Research Foundation of Korea* (*NRFK*), 2011-2012.

- Investigator, "Dynamics in Personal Information Disclosure: A Model of Privacy Assurance, Information Characteristics, and Transaction Value," *National Research Foundation of Korea* (*NRFK*), 2009-2010.

- Investigator, "The Role of Personalization in E-commerce Adoption: An Integrated Model of TAM and Information Privacy Theory," *National Research Foundation of*

Korea (*NRFK*), 2008-2009.

INDUSTRY PROJECTS

- Project Leader, "New Webpage Development Based on Physiological Experiments," *Commerce Planet*, 2011.
- Project Leader, "Webpage Evaluation Using Eye-tracking Technique," *Commerce Planet*, 2010.
- Project Participant, "Reassessment of the Feasibility Study on Integrated Command Wireless Communication Network," *Korea Development Institute* (*KDI*), 2009.
- Project Leader, "Scenario-Planning on 4G Telecom Market," *LG Electronics*, 2006.
- Project Participant, "Competitive Advantage Development for WiBro Service," *Electronics and Telecommunications Research Institute* (*ETRI*), 2005.
- Project Participant, "Strategic Analysis for WiBro Service," *Electronics and Telecommunications Research Institute* (*ETRI*), 2004.

SKILLS

- Modeling: Baseline Models (Difference-in-Differences, Instrument Variable, Matching, Regression Discontinuity Design, and Selection Models), Bayesian Models, Discrete Choice Models, Experimental Design, Generalized Linear Models, Hierarchical Models, Latent Class Models, Structural Econometrics, Survival Models, and Time-series Models
- Big Data Analysis Skills: Amazon Elastic Compute Cloud and Apache Spark
- Software: EViews, Matlab, Mplus, R, SAS, SPSS, Stata, and WinBUG

ACADEMIC SERVICE

- Service for Journals

  - **Reviewer:** *Asia Pacific Journal of Information Systems*, *Cyberpsychology, Behavior, and Social Networking*, *Electronic Commerce Research and Applications*, *Information Technology* & *Management*, *International Journal of Electronic Commerce*, *Journal of MIS*, *MIS Quarterly*

- Service for Conferences

  - **Program Committee,** *International Conference on Electronic Business* (*ICEB*), 2015.

  - **Session Chair**, "Electronic and Mobile Businesses," *Pacific Asia Conference on Information Systems* (*PACIS*), 2013.

  - **Reviewer:** *Administrative Sciences Association of Canada* (*ASAC*)**,** *European Conference on Information Systems* (*ECIS*), *Hawaii International Conference on System Sciences* (*HICSS*), *International Conference on Information Systems* (*ICIS*), *Pacific Asia Conference on Information Systems* (*PACIS*)