

## **Keehyung Kim**

CUHK Business School  
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### **ACADEMIC POSITION**

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CUHK Business School, Chinese University of Hong Kong  
Assistant Professor (area: Information Systems), 2016 – present.

### **EDUCATION**

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Wisconsin School of Business, University of Wisconsin-Madison  
Ph.D., Operations and Information Management (area: Information Systems), 2016.

Seoul National University  
M.S., Computer Science (specialization: Machine Learning), 2011.

Korea Advanced Institute of Science and Technology (KAIST)  
B.S., Computer Science & Business Economics (minor), 2009.

### **RESEARCH INTERESTS**

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Online Platforms, Review Systems, Online Contest Design, Crowdfunding, Behavioral Economics, Experimental Economics, Machine Learning

### **JOURNAL PUBLICATION** (\* equal contribution)

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\* Kevin Chung, **Keehyung Kim**, and Noah Lim (2020), "Social Structures and Reputation in Expert Review Systems," *Management Science*, 66 (7), 3249-3276.

\* Jinghui (Jove) Hou, **Keehyung Kim**, Xiao Ma, and Sung S. Kim (2019), "Disrupting Unwanted Habits in Online Gambling Through Information Technology," *Journal of Management Information Systems*, 36 (4), 1213-1247.

\* **Keehyung Kim**, Kevin Chung, and Noah Lim (2019), "Third-Party Reviews and Quality Provision," *Management Science*, 65 (6), 2695-2716.

**Keehyung Kim**, Hyukgeun Choi, and R.I. Bob McKay (2011), "An Integrated Framework for Suspect Investigation," *International Journal on Artificial Intelligence Tools*, 20 (2), 349-366.

### **CONFERENCE PROCEEDINGS**

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Chang Liu and **Keehyung Kim** (2020), "Better Understanding Emotions in Texts: A Cognitive Hybrid Deep Learning Approach," *Proceedings of the 24<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS)*.

Chang Liu and **Keehyung Kim** (2018), "Effect of Displayed Ratings on Provision of Emotional Online Reviews," *Proceedings of the 22<sup>nd</sup> Pacific Asia Conference on Information Systems (PACIS)*.

Youngsok Bang, Dong-Joo Lee, and **Keehyung Kim** (2017), "Predicting Post-adoption Usage of Information Technology: A Large-scale Data Analysis of Mobile App Download and Usage Behavior," *Proceedings of the 21<sup>st</sup> Pacific Asia Conference on Information Systems (PACIS)*.

**Keehyung Kim**, Lara Khansa, and Sung S. Kim (2015), "Does Rich Content Make Online Reviews Better?: An Empirical Study Using a Text Analysis," *Proceedings of the 25<sup>th</sup> Workshop on Information Technologies and Systems (WITS, ICIS)*.

**Keehyung Kim**, Kevin Chung, and Noah Lim (2015), "The Effect of Identity Disclosure on Reliability and Efforts Provision in Online Review Systems," *Proceedings of the 21<sup>st</sup> Americas Conference on Information Systems (AMCIS)*.

Xiao Ma, **Keehyung Kim**, and Khim Yong Goh (2014), "An Empirical Study of Consumer Behavior in Online Pay-to-Bid Auctions," *Proceedings of the 20<sup>th</sup> Americas Conference on Information Systems (AMCIS)*.

**Keehyung Kim**, Xiao Ma, and Sung S. Kim (2013), "Moderating Roles of Review Credibility and Author Popularity on Book Sales," *Proceedings of the 19<sup>th</sup> Americas Conference on Information Systems (AMCIS)*.

**Keehyung Kim**, R.I. Bob McKay, and Byung-Ro Moon (2010), "Multiobjective Evolutionary Algorithms for Dynamic Social Network Clustering," *Proceedings of the 12<sup>th</sup> Annual Conference on Genetic and Evolutionary Computation (GECCO)*, 1179-1186.

**Keehyung Kim** and Byung-Ro Moon (2010), "Malware Detection based on Dependency Graph using Hybrid Genetic Algorithm," *Proceedings of the 12<sup>th</sup> Annual Conference on Genetic and Evolutionary Computation (GECCO)*, 1211-1218.

**Keehyung Kim**, Hyukgeun Choi, R.I. Bob McKay (2010), "Hybrid Integration of Reasoning Techniques in Suspect Investigation," *Lecture Notes in Computer Science*, 6096, 651-660.

Kyunghee Kim, **Keehyung Kim**, Hana Kim, Jiwoo Park, Junghee Sun, Jaehyung Lee, and Jongphil Jung (2006), "Speaking by Using Hands - Wearable PC for the Verbally Handicapped," *Proceedings of the Korea Conference on Human Computer Interaction (Korea HCI)*.

## TEACHING INTERESTS

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Big Data, Business Analytics, Data Visualization, Machine Learning, Text Mining, Info Security

## TEACHING EXPERIENCE (\* teaching evaluation canceled due to social unrest in Hong Kong)

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CUHK Business School, Chinese University of Hong Kong

### **Database and Big Data Management** (Masters core)

Instructor Ratings

- FA 2020: 5.87, 5.80, 5.47 / 6 (N ≈ 70 per section)
- \* FA 2019: 3 sections (N ≈ 70 per section)
- SP 2019: 5.96, 5.78 /6 (N ≈ 70 per section)
- FA 2017: 5.83 /6 (N = 66)

***Business Information Systems*** (Undergraduate core)

Instructor Ratings

- \* FA 2019: 1 section (N = 70)
- SP 2019: 5.81 /6 (N = 64)
- FA 2017: 5.83, 5.73 /6 (N ≈ 70 per section)
- FA 2016: 5.79, 5.76, 5.67 /6 (N ≈ 55 per section)

Wisconsin School of Business, University of Wisconsin-Madison

***Database Management and Applications*** (Undergraduate core & Masters elective)

Instructor Ratings

- SP 2015: 4.64 /5 (N = 28)
- FA 2015: 4.84 /5 (N = 18)
- SP 2014: 4.70 /5 (N = 24)

National Information Society Agency of South Korea

***Web and Database Server Management*** (Summer 2004)

The course was offered to Vietnamese public officials and university students at Vietnam-Korea Technology Cooperation Center (VIKOTECH) in Hanoi, Vietnam.

**AWARDS & GRANTS**

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Teaching

- **Faculty Teaching Excellence Award**, CUHK Business School (for 2017-2018)
  - *Awarded annually to one junior and one senior faculty member in the business school after reviewing the past 3 years of teaching portfolio.*
- Faculty Teaching Merit Award, CUHK Business School (for 2019-2020)
- Faculty Teaching Merit Award, CUHK Business School (for 2018-2019)
- Faculty Teaching Merit Award, CUHK Business School (for 2017-2018)
- Faculty Teaching Merit Award, CUHK Business School (for 2016-2017)
- Distinguished Teaching Award, Wisconsin School of Business (for 2014-2015)
- Distinguished Teaching Award, Wisconsin School of Business (for 2013-2014)

Grants

- **General Research Fund (264,876 HKD), Hong Kong Research Grants Council, 2020-2022.**
- Direct Allocation Research Grant, Chinese University of Hong Kong, 2020-2022.
- Impact Research Project Fund, CUHK Business School, 2019-2021.
- Professional Allowance for Teaching Excellence, CUHK Business School, 2019.
- CUHK Conference Grant, Chinese University of Hong Kong, 2019.
- Faculty Mobility Scheme Award, Chinese University of Hong Kong, 2018.
- Direct Allocation Research Grant, Chinese University of Hong Kong, 2016-2018.
- Departmental Travel Support, CUHK Business School, 2016-present.
- Departmental Surplus Fund, CUHK Business School, 2016-present.
- BRITE Lab Research Grant (\$4,200), University of Wisconsin-Madison, 2013-2015.

## Others

- Wisconsin Distinguished Graduate Fellowship, University of Wisconsin-Madison, 2013-2016.
- Ph.D. Student Travel Award, Wisconsin School of Business, 2013/2015.
- School of Business Fellowship, Wisconsin School of Business, 2011-2015.
- Student Travel Award, Genetic and Evolutionary Computation Conference (GECCO), 2010.
- National Research Fellowship, Korea Student Aid Foundation, 2009-2011.
- Merit-based Scholarship, KAIST, 2006.
- The Ministry of Information and Communication Award (1<sup>st</sup> place), Ubiquitous Fashionable Computer Contest, South Korea, 2005.
- National Scholarship, Korea Student Aid Foundation, 2004-2008.
- Bronze Prize at Korea Olympiad in Informatics, National Information Society Agency of South Korea, 2003.

## INVITED TALKS

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### Academic Institutions

- Yonsei University, School of Business, Spring 2021.
- Chinese University of Hong Kong, CUHK Business School, Summer 2020. (Mini Business Education LIVE Online Class)
- Korea University, Business School, Fall 2019.
- National University of Singapore, Dept of Information Systems and Analytics, Summer 2019.
- San Jose State University, Lucas College of Business, Fall 2018.
- City University of Hong Kong, College of Business, Fall 2018.
- Korea Advanced Institute of Science and Technology, College of Business, Fall 2018.
- Kyung-Hee University, School of Management, Fall 2018.
- University of Wisconsin-Madison, Wisconsin School of Business, Spring 2018.
- Chinese University of Hong Kong, CUHK Business School, Spring 2017.
- California State University-East Bay, College of Business and Economics, Spring 2016.
- University of Nebraska-Omaha, College of Information Science and Technology, Spring 2016.
- University of Denver, Daniels College of Business, Spring 2016.
- Seattle University, Albers School of Business, Spring 2016.
- City University of Hong Kong, College of Business, Spring 2016.
- Chinese University of Hong Kong, CUHK Business School, Spring 2016.
- University of Scranton, Kania School of Management, Spring 2016.
- National University of Singapore, NUS Business School, Spring 2016.
- University of Wisconsin-Madison, Wisconsin School of Business, Fall 2015.
- University of Minnesota, Carlson School of Management, Summer 2013.

### Conferences & Workshops

- INFORMS Annual Meeting, National Harbor, MD, Fall 2020.
- POMS Hong Kong Chapter International Conference, University of Hong Kong, Spring 2020.
- Korea Society of Management Information Systems (KMIS) Fall Conference, Korea University, Fall 2019.

- INFORMS Annual Meeting, Seattle, WA, Fall 2019.
- International Conference on Electronic Commerce (ICEC), Busan, Korea, Summer 2019.
- Mostly OM Workshop, Chinese University of Hong Kong, Shenzhen, Spring 2019.
- Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS), University of Minnesota, Spring 2019. (Discussant)
- Korea Society of Management Information Systems (KMIS) Fall Conference, Yonsei University, Fall 2018. (Doctoral Consortium Panelist)
- Workshop on Information Technologies and Systems (WITS), Dallas, TX, Winter 2015.
- Americas Conference on Information Systems (AMCIS), Puerto Rico, Summer 2015.
- Americas Conference on Information Systems (AMCIS), Chicago, IL, Summer 2013.
- Genetic and Evolutionary Computation Conference (GECCO), Portland, OR, Summer 2010.
- International Conference on Industrial, Engineering & Other Applications of Applied Intelligent Systems (IEA/AIE), Madrid, Spain, 2010.

## ACADEMIC SERVICE

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- CUHK Business School, Chinese University of Hong Kong
  - Elected Member, The Faculty Board of Business Administration, 2019 – present
  - Department Seminar Coordinator, 2016 – present
  - Academic Advisor for IBBA (Undergraduate), 2016 – present
  - Academic Advisor for MSc ITM (Masters), 2017 – present
  - PhD Students Advising: Chang Liu (5<sup>th</sup> year), Jialu Lu (4<sup>th</sup> year)
- Associate Editor: ICIS (2019, 2020, 2021), PACIS (2019, 2020)
- Program Committee: INFORMS CIST (2016-2020), ICIS KrAIS (2017-2020), PACIS (2019, 2020)
- Reviewer: *Information Systems Research*, *MIS Quarterly*, *Organization Science*, *Journal of Management Information Systems*, *Communications of the Association for Information Systems*, *Transactions on Management Information Systems*, *Information & Management*, *Journal of Engineering and Computer Innovations*, *Asia Pacific Journal of Information Systems*, INFORMS CIST, ICIS, AMCIS, PACIS, DIGIT, KrAIS

## PROFESSIONAL EXPERIENCE

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SK Communications, South Korea

Software engineer in Cyworld.com (#1 SNS in Korea) development team, 2007

## OTHERS

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- Language: C, C++, VB.net, C#, Java, Python, Ruby, Scheme, Lisp, shell script, HTML/CSS, javascript, PHP, ASP.net, English, Korean
- Software: Tableau, MS Power BI, Stata, R, Matlab, Weka, RapidMiner, Oracle, MySQL, Apache, Hadoop, MongoDB, SAP, LaTeX, z-Tree