

Keongtae Kim

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ACADEMIC EMPLOYMENT

2017 - **Assistant Professor**, CUHK Business School, Chinese University of Hong Kong
2014 - 2017 **Assistant Professor**, College of Business, City University of Hong Kong
2009 - 2014 **Instructor/Research Assistant**, Robert H. Smith School of Business,
University of Maryland at College park

EDUCATION

Ph.D., Information Systems (Minor: Economics), University of Maryland, 2014
M.S., Management Engineering, KAIST Business School, Korea, 2006
B.S., Mechanical & Aerospace Engineering, Seoul National University, Korea, 2000

RESEARCH INTERESTS

Crowdfunding/Crowdsourcing; IT and Innovation/Entrepreneurship; IT and Labor Market; IT
Business Value; Applied Microeconometrics

PEER-REVIEWED JOURNAL PUBLICATIONS

Kim, Keongtae and Il-Horn Hann, "Housing Prices, Collateral, and Online Crowdfunding",
Forthcoming at Information Systems Research

Kim, Keongtae and Siva Viswanathan, "The Experts in the Crowd: The Role of Experienced
Investors in a Crowdfunding Market", *Forthcoming at MIS Quarterly*

Kim, Keongtae, Sunil Mithas, and Michael Kimbrough (2017), "IT Investments and Firm Risk
Across Industries: Evidence from the Bond Market", *MIS Quarterly* 41(4)

Kim, Keongtae, Anand Gopal, and Gerard Hoberg (2016), "Does Product Market Competition Drive
CVC Investment? Evidence from the U.S. IT Industry", *Information Systems Research* 27(2)

Kim, Keongtae, Sunil Mithas, Jonathan Whitaker, and Prasanto K. Roy (2014), "Industry-Specific
Human Capital and Wages: Evidence from the Business Process Outsourcing Industry", *Information
Systems Research* 25(3)

MANUSCRIPTS UNDER REVIEW

Ryu, Sunghan, Jooyoung Park, **Keongtae Kim**, and Young-Gul Kim, "When and How Much to
Pledge: The Role of Reward versus Altruistic Motivations in Predicting Crowdfunding Pledges",
Under 1st round review at *JAIS*

Ryu, Sunghan, **Keongtae Kim**, and Jungpil Hahn, “The Effect of Crowdfunding Success on Subsequent Financing Outcomes of Start-ups”, Under 1st round review at *Information Systems Research*

WORKING PAPERS

Kim, Keongtae, Jeongsik “Jay” Lee, and Anand Gopal, “Soft but Strong: Software-based Innovation, Product Market Competition, and Value Creation in the IT Hardware Industry”

Kim, Keongtae, Jooyoung Park, Yang Pan, Kunpeng Zhang, and Michael Zhang, “Disclosure of Project Risk in Crowdfunding”

Mithas, Sunil, Hank Lucas, and **Keongtae Kim**, “Information Technology and Baumol’s “Disease” How Information Technology Influences Productivity of Service Activities”

Park, Jooyoung, **Keongtae Kim**, and Ying-yi Hong, “Beauty Premium versus Beauty Discount in Crowdfunding Platforms”

Chung, Sunghun and **Keongtae Kim**, “Complements Rather Than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Markets”

WORK IN PROGRESS

VC and IT start-up success
Image in crowdfunding
Spatiotemporal variation in crowdfunding adoption
Gender bias in crowdfunding
Facebook marketing with field experiments

HONORS, GRANTS, AND AWARDS

Hong Kong GRF (General Research Fund) Research Grant (2019-2021), “Disclosure of Project Risk and Crowdfunding”, Principal Investigator, HKD 338,400

Hong Kong GRF (General Research Fund) Research Grant (2016-2018), “How Does Software-Based Innovation in IT Industry Impact Firm Performance and Market Structure”, Principal Investigator, HKD 423,500

Certificate for the Case Teaching & Writing Workshop of the Ivey Business School at Western Univ. (2016)

Hong Kong Early Career Scheme Research Grant (2015-2017), “A Spatiotemporal Analysis of Crowdfunding Adoption”, Principal Investigator, HKD 430,000

City University of Hong Kong Startup Grant (2014-2016), “Research on Economics of Online Crowdfunding Market”, Principal Investigator, HKD 300,000

ICIS Doctoral Consortium, Invited Participant (2013)

INFORMS CIST Best Student Paper Award (2013)

NBER Entrepreneurship Research Boot Camp, Invited Participant (2013)

TPRC Student Paper Competition Winner (2013)

Academy of Management TIM Doctoral Consortium, Invited Participant (2013)

Post-ICIS LG CNS/KrAIS Workshop Best Paper Runner Up (2012)

Smith School of Business, Dean's Research Fellowship (2009-2014)

KAIST Business School, Research Fellowship (2004-2005)

REFERRED PROCEEDINGS

Kim, Keongtae, Anand Gopal, and Gerard Hoberg, “Product Market Competition and Corporate Venture Capital Investments: Evidence from the US IT Industry” (2012). *Academy of Management (TIM) Best Paper Proceedings*

Kim, Keongtae and Sunil Mithas, “How Does Bond Market View IT Investments of Firms? An Empirical Analysis of Bond Ratings and Yield Spread” (2011), *Proceedings of the 32th International Conference on Information Systems (ICIS)*

TEACHING INTERESTS

Business Analytics and Intelligence; E-Business and Platforms; Technology Innovation and Entrepreneurship; IT Management and Strategy; Introduction to Information Systems

TEACHING EXPERIENCE

CHINESE UNIVERSITY OF HONG KONG

Business Intelligence Techniques and Applications, Master
Business Information Systems, Undergraduate

Spring 2018, 2019
Fall 2017

CITY UNIVERSITY OF HONG KONG

E-Business, Undergraduate
Business Intelligence and Analytics, Undergraduate
Management Support and Business Intelligence Systems, Master
Business Analytics for Marketing, Undergraduate

Fall 2016/Spring 2016
Spring 2016
Summer 2015
Spring 2015/2016

UNIVERSITY OF MARYLAND

Introduction to Information Systems, Undergraduate

Spring 2012/2013

ACADEMIC SUPERVISION

Post-doctoral advising

Dr. Sunghan Ryu (first placement: Shanghai Jiao Tong University)

CONFERENCE PRESENTATIONS AND INVITED TALKS (* presented by a coauthor)

Software-based Innovation and Value Creation in the IT Hardware Industry

DRUID 2018, Jun 2018, Copenhagen, Denmark*
Chinese University of Hong Kong IS Seminar, Dec 2017, Hong Kong

Spatiotemporal Analysis of Crowdfunding Adoption

Pre-ICIS SIGGIS 2017 Workshop on Location Analytics, Dec 2017, Seoul, Korea

Information Disclosure and Crowdfunding

KAIST Business School IS Seminar, Apr 2018, Seoul, Korea
AIEA-NBER Conference on Innovation and Entrepreneurship, Aug 2017, Hong Kong
Academy of Management Meetings, Aug 2017, Atlanta, GA*

Statistical Challenges in Electronic Commerce, Jun 2017, Ho Chi Minh, Vietnam
ZEW Conference on the Economics of Information and Communication Technologies, Jun 2017, Mannheim, Germany
City University of Hong Kong IS Summer Workshop, May 2017, Hong Kong
Kyungpook National University Business School IS Seminar, May 2017, Daegu, Korea
Korea University Business School IS Seminar, May 2017, Seoul, Korea
Winter Conference on Business Analytics, Mar 2017, Snowbird, UT*
Chinese University of Hong Kong IS Seminar, Jan 2017, Hong Kong
University of Hong Kong IS Seminar, Jan 2017, Hong Kong
Peking University HSBC Business School, Dec 2016, Shenzhen, China
INFORMS Annual Meeting, Nov 2016, Nashville, TN
INFORMS Conference on Information Systems and Technology, Nov 2016, Nashville, TN
Open and User Innovation Conference, Aug 2016, Boston, MA
City University of Hong Kong IS Seminar, Apr 2016, Hong Kong

Crowdfunding and Venture Capital

KAIST Business School, Mar 2017, Seoul, Korea*
Post-ICIS KrAIS workshop, Dec 2016, Dublin, Ireland*
Americas Conference on Information Systems, Aug 2016, San Diego, CA*
City University of Hong Kong IS Summer Workshop, Jun 2016, Hong Kong*

Contributor Motivation in Crowdfunding

Pacific Asian Conference on Information Systems, Jun 2016, Chiayi, Taiwan*

The Differential Effects of Social Media Engagements on Funding Performance of Crowdfunded Projects

Workshop on Information Technology and Systems, Dec 2015, Dallas, TX
City University of Hong Kong IS Summer Workshop, Jun 2015, Hong Kong*

The Experts in the Crowd: The Role of Experience Investors in a Crowdfunding Market

Hong Kong University of Science and Technology IS Seminar, Sep 2016, Hong Kong
Chinese University of Hong Kong IS Seminar, Jul 2016, Hong Kong
Yonsei University IS Seminar, Apr 2016, Seoul, Korea
Seoul National University IS Seminar, Aug 2015, Seoul, Korea
Yonsei University School of Information Seminar, May 2015, Seoul, Korea
Workshop on Information Systems and Economics, Dec 2014, Auckland, NZ
TPRC Research Conference on Communication, Information, and Internet Policy (Student Paper Competition Winner), Sep 2013, Arlington, VA
ZEW SEEK Workshop on Social Network Formation and Peer Effects, Jun 2013, Mannheim, Germany

Housing Prices, Collateral, and Online Crowdfunding (formerly circulated by ‘Does Crowdfunding Democratize Access to Finance? A Geographical Analysis of Technology Projects’)

Annual Academic Symposium on Crowdfunding, Sep 2014, UC Berkeley, CA
ZEW Conference on the Economics of Information and Communication Technologies, Jun 2014, Mannheim, Germany*
New York University IS Seminar, Feb 2014, NY
Singapore Management University IS Seminar, Feb 2014, Singapore

Johns Hopkins University IS Seminar, Feb 2014, Baltimore, MD
Fordham University IS Seminar, Jan 2014, NY
University of Calgary IS Seminar, Jan 2014, Calgary, Canada
Hong Kong University of Science and Technology IS Seminar, Jan 2014, Hong Kong
City University of Hong Kong IS Seminar, Jan 2014, Hong Kong
Temple University IS Seminar, Dec 2013, Philadelphia, PA
INFORMS Conference on Information Systems and Technology (Best Student Paper Award), Nov 2013, Minneapolis, MN

Does Product Market Competition Drive CVC Investment? Evidence from the U.S. IT Industry

Darden & Judge Entrepreneurship and Innovation Research Conference, May 2013, Charlottesville, VA

INFORMS Conference on Information Systems and Technology, Oct 2012, Phoenix, AZ

Academy of Management Meetings (Included in Best Paper Proceedings (top 10% of accepted papers)), Aug 2012, Boston, MA

Statistical Challenges in eCommerce Research, Jun 2012, Montreal, Canada

IT Investments and Firm Risk Across Industries: Evidence from the Bond Market (formerly circulated by 'How Do Bondholders View Risks Associated with IT Investments across Industries')

International Conference on Information Systems, Dec 2011, Shanghai, China

INFORMS Conference on Information Systems and Technology, Nov 2011, Charlotte, NC

Information Technology and Baumol's "Disease" How Information Technology Influences Productivity of Service Activities

INFORMS Conference on Information Systems and Technology, Nov 2010, Austin, TX*

EXTERNAL SERVICE

- Associate editor for *Asia Pacific Journal of Information Systems* (2018-)
- Track chair for conferences including the *Pacific Asia Conference on Information Systems* (2019)
- Associate editor for conferences including the *International Conference on Information Systems* (2014-2018)
- Program committee member for conferences including the *INFORMS Conference on Information Systems* (2015-2017), *Digital Innovation, Transformations, and Society Conference* (2018), *International Conference on Electronic Commerce* (2015-2017), *International Summit on Smart Finance* (2016, 2017), and *KRAIS Research workshop* (2015-2018)
- Session chair for conferences including the *International Conference on Information Systems* (2017)
- Referee for journals including the *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Journal of MIS*, *Journal of Association for Information Systems*, *Decision Sciences*, *Journal of Business Venturing*, *Asian-Pacific Journal of Information Systems*, *Electronic Commerce Research and Applications*, and *IT Professionals*
- Referee for conferences including the *International Conference on Information Systems* (2010-2017), *Academy of Management* (2012, 2017), *American Conference on Information Systems* (2012), *European Conference on Information Systems* (2015), *Hawaii International Conference on System Sciences* (2016), and *Pacific Asia Conference on Information Systems* (2013, 2015, 2017)

- Discussant for conferences including the *AIEA-NBER Conference on Innovation and Entrepreneurship* (2017, 2018), *Workshop on Information Systems and Economics* (2015, 2017), Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference (2018), *ZEW Conference on Economics of Information and Communication Technologies* (2017), and *Workshop on Health Information Technology and Economics* (2013)
- KrAIS (Association for Information Systems Korean Chapter) communication director and newsletter editor (2017-2019)

UNIVERSITY SERVICE

CHINESE UNIVERSITY OF HONG KONG

a) CUHK Business School

- Member for faculty lab & LAN management committee (2017-2018)
- Interviewer for CUHK Business School JUPAS admission (2018)

b) Department of Decision Sciences and Managerial Economics

- Interviewer for PhD/MPhil applicants (2018)

CITY UNIVERSITY OF HONG KONG

a) College of Business

- Interviewer for CB JUPAS admission (2015)

b) Department of Information Systems

- Organizer for departmental research seminar series (2016-2017)

PROFESSIONAL EXPERIENCE

2007 - 2009

Junior Research Fellow, Samsung Research Institute of Finance

2005 – 2007

Actuarial Specialist, Korean Reinsurance Company

MEMBERSHIP

Association for Information Systems (AIS)

Institute for Operations Research and the Management Science (INFORMS)