

JAEWON YOO

National Tsing Hua University (國立清華大學)
Institute of Service Science, College of Technology Management
Rm 828B, TSMC Bldg., No. 101, Sect. 2, Kuang-Fu Rd.
Hsinchu, Taiwan 30013

Assistant Professor
Email: jaewon.yoo@iss.nthu.edu.tw
Homepage: j1yoo.github.io
Phone: +886-03-5162543

ACADEMIC APPOINTMENTS

National Tsing Hua University **August 2021 -**
Assistant Professor
Institute of Service Science, College of Technology Management.
• Committee member, International Master of Business Administration Program (iMBA) March 2022 -
• Committee member, International Bachelor of Business Administration Program (iBBA) March 2022 -

New York University (NYU) Shanghai **March 2020 - October 2020**
Visiting Postdoc Fellow
Center of Business Education and Research.
• Advised by Dr. Yuxin Chen

EDUCATION

Korea Advanced Institute of Science and Technology (KAIST) **September 2013 - February 2020**
Ph.D. in Business and Technology Management
• Dissertation: "Studies on the Impacts of Innovation and Emerging Technologies on Marketing"
• Committee: Wonjoon Kim (Chair), Yuxin Chen (NYU), Minki Kim, Dukhee Lee, Hyejin Kim
• Visiting scholar at NYU Center for Business Education and Research (2018)

Korea Advanced Institute of Science and Technology (KAIST) **September 2011 - August 2013**
M.Eng. in Management Science
• Thesis: "Exploring the Influence of Social Recommendation on Choice Overload Phenomenon: Focusing on Cognitive Conflict and Ideal Point Availability"
• Committee: Wonjoon Kim (Chair), Hangjung Zo, Youngyim Doh

University of Arizona **August 2006 - December 2010**
B.A. in Economics
• Minor in Japanese
• Honorable mention (2008-2009), Dean's list (2009)

RESEARCH

*The corresponding author is denoted by *.*

Manuscripts Under Review

1. Comment Sections and News Consumption: Evidence of Complementarity from Platform Self-Regulation. Hee Mok Park, Jaewon Yoo*, Minki Kim. *Under review, Information Systems Research (UTD24, FT50).*
2. Why Do Direct-to-Physician Promotions by Pharmaceutical Firms Increase Over Time? Evidence from 464 Drugs. Sungjoon Nam, Minki Kim, Jaewon Yoo*. *Under 1st Revise & Resubmit, Journal of Business Research (SSCI/NSTC Mgmt. II Top Journal List).*

3. Interactive Blind Lead-In Ads and Purchase Conversion: The Roles of Completion and Creative Design Features. Seokjoon Yoon, Jaewon Yoo*, Minki Kim, Wonjoon Kim, Min Sok Lee. *Under 1st Revise & Resubmit, Journal of Interactive Marketing (SSCI/NSTC Mgmt. II Top Journal List)*.
4. Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, Others Reduce Choice Difficulty. **Jaewon Yoo**, Wonjoon Kim*, Joshua Ackerman. *Revision invited, Journal of Marketing (UTD24, FT50)*.

Working Papers

1. From What Ifs to Insights: Counterfactuals in Causal Inference vs. Explainable AI. Galit Shmueli, David Martens, **Jaewon Yoo**, Travis Greene.
2. Exploring Apps with Mixed Ratings: Examining How Users Find Regulatory Fit in Making Purchase Decision. Edgar A. Duron, Soumya Ray, **Jaewon Yoo**.
3. Navigating the New Retail Landscape: Mobile Scan-and-Go and the Impact of Mobile Payment Adoption. **Jaewon Yoo**, Yuxin Chen, Minki Kim, Wonjoon Kim.

Publications

1. Compromise Effect and Consideration Set Size in Consumer Decision-Making. **Jaewon Yoo**, Hyunsik Park, Wonjoon Kim*. *Applied Economics Letters*, 2018.
2. The Effect of Alliance Activity on Patent Litigation: In the Case of Printed Electronics. Minjeong Kang, **Jaewon Yoo**, Wonjoon Kim*, Namil Kim. *Journal of Korea Technology Innovation Society*, 2018.

ACADEMIC TALKS AND CONFERENCES

Exploring the Stars: Regulatory Fit from App Store Exploration 2024
 DIGIT workshop (Special Interest Group on Adoption and Diffusion of Information Technology), 2024 International Conference on Information Systems (ICIS), Bangkok, Thailand, December 14, 2024.

Empirical Causal Studies in IS 2024
 Institute of Information Management, National Yangming-Chiaotung University (NYCU), Hsinchu, Taiwan, October 16, 2024.

Empirical Causal Studies in IS 2024
 College of Management, National Sun Yat-Sen University (NSYSU), Kaoshung, Taiwan, May 20, 2024.

Does Engagement Marketing Drive Sales Conversion? An Empirical Investigation of Marketing Strategies for Retail Operations Efficacy 2024
 2024 AMA Winter Academic Conference, St. Pete Beach, Florida, February 23, 2024.

Empirical Causal Studies in IS 2023
 College of Technology Management, National Tsing Hua University (NTHU), Hsinchu, Taiwan, November 29, 2023.

Media Self-Regulation and Online Flaming on News Consumption Behavior 2023
 2023 National Science and Technology Council (NSTC) IS Workshop on Emerging Topics in Digital Economy Services, Hsinchu, Taiwan, July 25, 2023.

Mobile Payment and In-Store Mobile Purchase Behavior 2022
 PACIS 2022 Information Systems Research (ISR) Author Development Workshop at National Taiwan University, Taipei, Taiwan, July 04, 2022.

held virtually due to COVID-19

Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World 2021

The 2021 Korean Association for Information Society--Korea Media Management Association Conference, Seoul, Republic of Korea, July 03, 2021.

Presented by Prof. Minki Kim

Mobile Payment and In-Store Mobile Purchase Behavior 2020

Institute of Service Science, National Tsing Hua University, Hsinchu, Taiwan, December 24, 2020.

held virtually due to COVID-19

Mobile Payment and In-Store Mobile Purchase Behavior 2020

The KAIS-KMMA Joint Conference on the Life in the Age of Digital Dynamics at Korea U., Seoul, Republic of Korea, August 14, 2020.

Third-Party Mobile Payments and Customer Mobile Purchase Behavior 2020

42nd Annual INFORMS Marketing Science Conference at Duke University, Durham, NC, June 11, 2020.

held virtually due to COVID-19

Mobile Payment and In-Store Mobile Purchase Behavior 2020

The 2020 Korea's Allied Economic Associations Annual Meeting at Korea U., Seoul, Republic of Korea, February 13, 2020.

Presented by Prof. Minki Kim

Studies on the Impacts of Innovation and Emerging Technologies on Marketing 2019

The 1st Joint Conference on Distribution, Marketing, Advertising, and Consumer Behavior (DMAC), Seoul, Republic of Korea, December 20, 2019.

KMA doctoral dissertation competition best paper award

Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World 2019

Research Seminar at UNIST School of Business Administration, Ulsan, Republic of Korea, November 20, 2019.

Presented by Prof. Minki Kim

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase Behavior 2019

2019 KSMS International Conference, Seoul, Republic of Korea, November 16, 2019.

Mobile Payments Revolution: The Impact of Mobile Payments on Customer Mobile Purchase Behavior 2019

The 11th Yale China India Consumer Insights Conference at MIT, Boston, MA, September 20, 2019.

Recipient of the doctoral student support from Yale School of Management

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase Behavior 2019

Erasmus School of Economics, Erasmus University Rotterdam, Rotterdam, Netherlands, September 12, 2019.

Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted World 2019

The 2019 Korean Marketing Association--Korean MIS Association Conference, Jungseon, Republic of Korea, August 21, 2019.

Presented by Prof. Minki Kim

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile 2019 Purchase Behavior

The 3rd CEIBS Marketing Symposium at CEIBS, Shanghai, China, April 26, 2019.

Presented by Prof. Yuxin Chen

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile 2019 Purchase Behavior

KAIST College of Business, KAIST, Seoul, Republic of Korea, April 18, 2019.

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile 2019 Purchase Behavior

The 2019 Spring Conference of the Korean Marketing Association at Korea U., Seoul, Republic of Korea, March 08, 2019.

Curiosity Evocation and Resolution in Ads: Empirical Investigation in Large-Scale Randomized 2018 Controlled Trials

40th Annual ISMS Marketing Science Conference at Temple U., Philadelphia, PA, June 13, 2018.

Presented by Prof. Minki Kim

Overcoming the Challenges of Mobile Marketing: Mobile Content Marketing in a Distracted 2018 World

Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference at HKU, Hong Kong, China, May 09, 2018.

Presented by Prof. Minki Kim

Digital Ads Apathy? Content Marketing in a Mobile and Distracted World 2017

NYU-Temple 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics at NYU, New York, NY, December 08, 2017.

Exclusive by invitation only

Digital Ads Apathy? Content Marketing in a Mobile and Distracted World 2017

The 2017 Conference of Korea Association for Telecommunications Policies in Seoul, Republic of Korea, November 17, 2017.

Presented by Prof. Seokjoon Yoon

Digital Ads Apathy? Content Marketing in a Mobile and Distracted World 2017

The 2017 Fall Conference of the Korean Marketing Association in Daejeon, Republic of Korea, November 03, 2017.

Presented by Prof. Minki Kim

Helping Hands to Bear the Burden of Choice: Recommendations from Similar, but Not Close, 2013 Others Reduce Choice Difficulty

International Conference on Information, Operations Management, and Statistics in Kuala Lumpur, Malaysia, September 01, 2013.

To What Extent does Social Effect has Influence on Choice Overload? 2013

International Symposium on Education, Psychology, Society and Tourism in Seoul, Republic of Korea, June 27, 2013.

TEACHING

Experiments and Causal Inference

Spring 2022 -

ISS5096 · A deep dive into experimental and quasi experimental designs and causal inference methods for business analytics.

Programming for Business Analytics

Fall 2021 -

SUPERVISION

John Loui Santiago iMBA, National Tsing Hua University (NTHU)	2025-current
Mave Kimara Alexander iMBA, National Tsing Hua University (NTHU)	2025-current
Young Shin Department of Computer Science, National Tsing Hua University (NTHU) <i>Note:</i> Undergraduate research assistant	2025-current
Zhan-Yi Liao Institute of Information Management, National Yang Ming Chiao Tung University (NYCU) <i>Thesis:</i> Structure-Aware Robust Counterfactual Explanations via Conditional Gaussian Network Classifiers <i>Note:</i> Co-advised with Po-An Chen (NYCU)	2023-25
Pei-Jou (Pearl) Lin Institute of Service Science, National Tsing Hua University (NTHU) <i>Thesis:</i> Effects of Paid Family Leave Policy on Firm Risk-Taking: A Quasi-Experimental Approach	2023-25
Natasha Carissa Tedjasukmana iMBA, National Tsing Hua University (NTHU) <i>Thesis:</i> Unintended Consequences of Sales Ban: Empirical Analysis of the Book Retailing Industry	2023-25
Medjine Nestant iMBA, National Tsing Hua University (NTHU) <i>Thesis:</i> When Algorithms Go Silent: Effects of Trending Topic Suspension on Political Information Consumption	2023-25
Sin-Yu (Celine) Lin Institute of Service Science, National Tsing Hua University (NTHU) <i>Thesis:</i> Influence of Message Framing on Consumer Adoption of AI Services: Evidence from the Financial Sector	2022-24
Yu-Chen (Amy) Hsiao Institute of Service Science, National Tsing Hua University (NTHU) <i>Thesis:</i> Examining the Impact of Paid Family and Medical Leave Policy on Firm Innovation: Evidence from Quasi-Experiments	2022-24
Daniel Vinicio Gonzalez de Leon iMBA, National Tsing Hua University (NTHU) <i>Thesis:</i> Evaluating Risk-Reducing Incentives to Influence Consumers' Purchase Decision of Private-Label Products	2021-23
Yichun (Jean) Liu Institute of Service Science, National Tsing Hua University (NTHU) <i>Thesis:</i> Does CSR Visibility Lead to Superior Financial Performance? Evidence from a Regression Discontinuity Design	2021-23

Updated on January 13, 2026.

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