

November 2019

## **Yun Young Hur**

Scheller College of Business, Georgia Institute of Technology  
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### **EDUCATION**

Georgia Institute of Technology, Scheller College of Business Atlanta, GA  
Ph.D. in Information Technology Management 2016-2021 (expected)  
Advisor: Jeffrey (Yu) Hu

Seoul National University, College of Business Seoul, South Korea  
M.S. in Business Administration - Management Information Systems 2014 - 2016  
Advisor: Byungjoon Yoo

University of California, Los Angeles Los Angeles, CA  
B.A. in Economics and Communication Studies 2010-2013

### **RESEARCH**

#### **Active Working Papers**

Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li, and Jeffrey Hu, "Sympathy to the Seemingly Needy: A Large-Scale Field Experiment on Social Influence and Non-Social Signals in Medical Crowdfunding". To be submitted to Information Systems Research

Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li, and Jeffrey Hu, "Battle of Genders: A Large-Scale Empirical Analysis on Emotions, Gender, and Donations in Medical Crowdfunding". Preliminary Analysis Completed

Yun Young Hur, Hailiang Chen, Jeffrey Hu and Saby Mitra, "Information Technology Acquisitions, Social Media Coverage and Stock Market Efficiency". Preliminary Analysis Completed

#### **Conference Proceedings and Presentations**

Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li, and Jeffrey Hu, "Sympathy to the Seemingly Needy: A Large-Scale Field Experiment on Social Influence and Non-Social Signals in Medical

Crowdfunding” (in a different title: “Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?”)

- Presented at the 2019 *INFORMS Annual Meeting*. Seattle, WA, October 2019
- Presented at the 2019 *Conference on Information Systems and Technology (CIST)*. Seattle, WA, October 2019
- Presented at the 2018 *Workshop on Information Systems and Economics (WISE)*. San Francisco, CA, December 2018
- Presented at the 2018 *Conference on Digital Experimentation (CODE)*. Cambridge, MA, October 2018

Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li, and Jeffrey Hu, “Battle of Genders: A Large-Scale Empirical Analysis on Emotions, Gender, and Donations in Medical Crowdfunding”

- To be presented at the 2019 *Workshop on Information Systems and Economics (WISE)*. Munich, Germany, December 2019

### **Conference Proceedings and Presentation before Georgia Tech Ph.D. Program**

Yun Young Hur, Seongmin Jeon, Byungjoon Yoo, “Investigation into the Market Viability of Bitcoin: Measuring the Digital Currency’s Speculative Nature”

- Presented at the 2015 International Conference on Information Systems (ICIS), Fort Worth, TX, December 2015
- Presented at the 2015 *China Summer Workshop on Information Management (CSWIM)*, Hefei, China, June 2015

### **AWARDS AND HONORS**

- First Place award at 2019 *INFORMS Social Media Analytics Best Student Paper Contest*  
Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li, and Jeffrey Hu, “Sympathy to the Seemingly Needy: A Large-Scale Field Experiment on Social Influence and Non-Social Signals in Medical Crowdfunding”  
(in a different title: “Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?”)
- CIBER Doctoral Research Award (2019-2020), Center for International Business Education and Research at Georgia Tech
- National Research Fellowship (2015-2016), Korea Student Aid Foundation

- Teaching Assistant Scholarship (2014-2015), Seoul National University

## **TEACHING**

### **Courses Taught**

Business Analytics (undergraduate)	Summer 2019
Business Analytics (undergraduate)	Fall 2019

### **Teaching Assistance**

Information Systems and Digital Transformation (undergraduate)	Fall 2019
Business Analytics (undergraduate)	Spring 2019, Fall 2017
Data Analytics Business (MBA)	Spring 2019, Fall 2018, Spring 2018
Electronic Commerce (undergraduate)	Spring 2017

### **Reviewing Activities**

Ad-hoc reviewer for Journal of Electronic Commerce Research

## **TECHNICAL SKILLS**

Stata, R, Python, Matlab