

ABSTRACT

The integration of Artificial Intelligence (AI) and mobile IT into workplace is transforming how businesses operate. Despite the increasing prevalence and importance of AI and mobile IT, there is limited research on how firms can strategically manage these emerging technologies to achieve competitive advantage and enhance performance. This dissertation consists of two large-scale empirical studies on U.S. public firms, aiming to provide new theoretical and managerial insights into how firms can harness the power of these technologies to drive success.

The first essay investigates the effect of AI strategic orientation on firm performance. By dissecting firms' AI orientation into product and process orientation across industries, the research enriches the understanding of AI's strategic implications for firm performance. These findings provide new insights into how firms can strategically deploy AI to enhance performance and drive competitive advantage.

The second essay investigates mobile device management (MDM), a new IT system for managing mobile devices at work. The research examines the impact of MDM on firm performance during the pandemic, highlighting the importance of MDM in work-from-home. The study further demonstrates the moderating roles of external environmental munificence and internal IT capability of a firm. These findings provide guidance to firms on managing mobile device usage for work purposes and demonstrate the business value of MDM.

The findings of the dissertation offer valuable insights for academics, practitioners, and policymakers seeking to understand and leverage these emerging technologies' full potential. From an academic perspective, this dissertation contributes to the literature on the business value of IT and AI by empirically demonstrating the business value of MDM and AI strategies. From an industry perspective, this research provides actionable guidance for businesses looking to leverage the power of MDM and AI to achieve strategic goals and drive success in the digital age.

BIOGRAPHICAL NOTES

Place of Birth: Seoul, Republic of Korea
Academic Studies: M.S., Yonsei University, 2019
B.B.A. & B.A., Yonsei University, 2017
Current Position: Ph.D. Candidate, UBC

GRADUATE STUDIES

Field of Study: Strategies and Management of Information Systems

Courses (500 level and above)

		Instructors
COMM 525	Introduction to Behavioural Research Methods for Business	Dr. Dale Griffin
COMM 590B	Topics in Business Administration	Dr. Ronald T. Cenfetelli
COMM 633	Modelling Methods in the Research and Practice of Information Systems	Dr. Ning Nan & Dr. Carson Woo
COMM 634	Empirical Research Methods in Information Systems	Dr. Ronald T. Cenfetelli
COMM 634 (A)	Empirical Research Methods in Information Systems	Dr. Gene Moo Lee
COMM 635	Advanced Topics in Management Information Systems	Dr. Hasan Cavusoglu & Dr. Gene Moo Lee
COMM 635	Advanced Topics in Management Information Systems	Dr. Ning Nan
COMM 693	Seminar in Research Methodology I	Dr. Keith Head
ECON 500	Microeconomics	Dr. Hao Li
ECON 527	Econometric Methods of Economic Research	Dr. Vadim Marmer
ECON 626	Econometric Theory I	Dr. Kevin Song
ECON 627	Econometric Theory II	Dr. Vadim Marmer
CPSC 340	Machine Learning and Data Mining	Mr. Nam Hee Lee

AWARDS

Best Student Paper Award, Post-ICIS KrAIS Research Workshop	2024
Best Paper Award, Bright Internet Global Symposium	2024
Best Paper Nominee, Workshop on e-Business	2023
Doctoral Consortium Participant, KrAIS Summer Workshop	2023
Best Student Paper Runner-up, Post-ICIS KrAIS Research Workshop	2022
Best Paper Award, Korea Society of IT Services Fall Conference	2022
Doctoral Recruitment Fellowship	2020 – 2025
Doctoral Recruitment Fellowship Tuition Award	2020 – 2025
President's Academic Excellence Initiative PhD Award	2020 – 2025
International Tuition Award	2020 – 2025
Dean Earle D MacPhee Memorial Fellowship	2020, 2023 – 2025

PUBLICATIONS

Park, J., Lee, M., & Lee, G. M. (2024). The Effect of Mobile Device Management on Work-From-Home Productivity: Insights from US Public Firms. *Academy of Management Proceedings*, 2024(1), 18070.

PRESENTATIONS (* denotes coauthor presentations)

Wharton's AI and the Future of Work conference	2025*
Artificial Intelligence in Management (AIM)	2025
Academy of Management (AOM) Annual Meeting	2024
INFORMS Annual Meeting	2024
Workshop on e-Business (WeB)	2023
KrAIS Summer Workshop	2023
Montreal Symposium on Information Systems Research (MSISR)	2023
Bright Internet Global Symposium (BIGS)	2022 – 2024
Conference on Information Systems and Technologies (CIST)	2022, 2024
Statistical Challenges in Electronic Commerce Research (SCECR)	2022*
Pacific Asia Conference on Information Systems (PACIS)	2022
BU Platform Strategy Research Symposium	2022
Workshop on Information Systems and Economics (WISE)	2021
Post-ICIS KrAIS Research Workshop	2021, 2024*

SUPERVISORY COMMITTEE

Prof. Gene Moo Lee (Supervisor)
Prof. J. Frank Li (Committee Member)
Prof. Jiyong Park (Committee Member)

UNIVERSITY OF BRITISH COLUMBIA EXAMINATION PROGRAMME

The Final Oral Examination
For the Degree of

DOCTOR OF PHILOSOPHY
(Business Administration)

JAECHOL PARK

M.S., Yonsei University, 2019
B.B.A. & B.A., Yonsei University, 2017

Exam Date & Time: Tuesday, May 6, 2025, 9:00 am
Exam Location: Room 969, Henry Angus Building
Latecomers will not be admitted

**“Strategic Roles of AI and Mobile Management on Performance:
Evidence from U.S. Public Firms”**

EXAMINING COMMITTEE

Chair:

Prof. Michael Devereux (Economics)

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