



**KrAIS**  
Korean Chapter of the Association  
for Information Systems



ASSOCIATION FOR  
INFORMATION SYSTEMS

# 2021 Post-ICIS KrAIS Research Workshop

*Wednesday, December 15, 2021 3:30-7:30 pm (Texas time)*

*Thursday, December 16, 2021 6:30-10:30 am (Korea time)*

*Hybrid Workshop in Austin, Texas and Zoom*



## Past Workshops

2020 Workshop: Virtual – Co-Chairs: HyeLim Oh, Jaewon Choi, & Kyung Young Lee  
 2019 Workshop: Munich, Germany – Co-Chairs: DongBack Seo, Min-Seok Pang, & Younghoon Chang  
 2018 Workshop: San Francisco, CA – Co-Chairs: Jinyoung Min, Kyung Young Lee, & Mike Tae-In Eom  
 2017 Workshop: Seoul, Korea – Co-Chairs: Sangmi Chai, Seung Hyun Kim, & Sungjune Park  
 2016 Workshop: Dublin, Ireland – Co-Chairs: Dongmin Kim, Habin Lee, & Jae Yun Moon  
 2015 Workshop: Fort Worth, TX – Co-Chairs: Yongsuk Kim, One-Ki Lee, & Dongback Seo  
 2014 Workshop: Auckland, NZ – Co-Chairs: Jungpil Hahn, Ghiyoung Im, & Hyunjeong Kang  
 2013 Workshop: Milan, Italy – Co-Chairs: Kunsoo Han, Habin Lee, & Byungjoon Yoo  
 2012 Workshop: Orlando, Florida – Co-Chairs: Jahyun Goo, & Sang-Yong Tom Lee  
 2011 Workshop: Shanghai, China – Co-Chairs: Dan J. Kim, & Gee-Woo Bock  
 2010 Workshop: St Louis, Missouri – Co-Chairs: Hee-Woong Kim, & Dong-Gil Ko  
 2007 Workshop: Montreal, Canada – Co-Chairs: J. P. Shim, Youngjin Yoo, & Hee-Woong Kim



## Workshop Session

Zoom Link for online sessions	<a href="https://tinyurl.com/KrAIS2021ZoomLink">https://tinyurl.com/KrAIS2021ZoomLink</a> Meeting ID: 652 6766 9463 Passcode: 666465  Each virtual session (Sessions 4, 5, 6, 7, 8) will be held in the respective breakout room. Participants can self-select the room.
EventBrite for Registration (Free)	<a href="https://tinyurl.com/KrAIS2021EventBrite">https://tinyurl.com/KrAIS2021EventBrite</a>
Social Event Fee (in-person only)	Professor: \$100 (USD), Student \$20 (USD)  Default Option: Cash on site  Korean Credit Card Only: <a href="https://kmis.or.kr/kmis/sub03/sub03_02.asp">https://kmis.or.kr/kmis/sub03/sub03_02.asp</a>

## For More Information

WWW: <http://www.krais.org/>  
 Facebook: <https://www.facebook.com/groups/KrAIS/>

## Welcome!

### From the Co-Presidents of KrAIS:



Dear colleagues and honored guests,

As Co-Presidents of KrAIS, we would like to welcome you to join us for the Post ICIS KrAIS Research Workshop.

The main goal of KrAIS is to help its members like you to succeed in your career by providing venues to exchange ideas and experiences. Among many activities of KrAIS, the workshop is the most significant event to achieve such a goal. A variety of programs are being offered: Round Table Presentations, and Panel Discussion. We hope you enjoy the programs and take this opportunity to meet colleagues who will be your co-authors,

mentors/mentees, and life-long friends in the future.

There are a couple of things special in this year's workshop. First of all, we come to have this workshop in hybrid format and participants from Austin, Texas and all over the worlds. Even though it would be better to see you all in person, it is still better than the pure online workshop last year. Second, we come to have the offline part of the workshop, even though it is a little far from ICIS venue, at a nice place called the OASIS which is next to Lake Travis, a scenery lake in Austin, Texas.

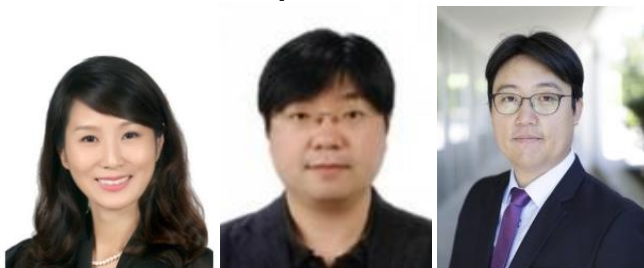
Many colleagues' dedication and effort made this workshop possible. First, we would like to thank KMIS which continues to support us from the start. Our current KMIS president will greet you at the start of our workshop. We also thank the workshop co-chairs for their amazing contribution to the success of this workshop. We are also very grateful to those who volunteered to serve as a round table session chair, a panelist, or a program committee member. Without your help, it could not have been possible to have this wonderful workshop. Thank you so much!

As this is the first year to serve as co-presidents of KrAIS, we would like to take this opportunity to ask all KrAIS members to see again next year in Copenhagen, Denmark in person. Thank you very much from our hearts! We hope you enjoy the workshop and have happy holidays.

Warmest regards,

Habin Lee and Byungjoon Yoo, Co-Presidents of KrAIS

### From the Workshop Co-chairs:



Welcome to the 13<sup>th</sup> Annual KrAIS Research Workshop! As a chapter of the AIS serving members with Korean heritage, the Korean Chapter of the Association for Information Systems (KrAIS) aims to promote the scholarship of its members. The mission of the KrAIS Workshop is to provide a forum where its members can exchange ideas and information and promote

possible collaboration among its members.

The KrAIS workshop this year will be a half-day hybrid workshop due to COVID-19. In the research discussion session, 27 papers will be presented in 3 in-person sessions and in 5 virtual sessions. This year, we have planned a panel discussion session on the diversity, equity, and inclusion (DEI) and social justice. In addition, we have a dedicated paper session on sustainability and societal impact of IS.

We thank the program committee members, session chairs, panelists, and authors, who volunteered their time and energy to make this exciting program a wonderful reality. We also want to express our special thanks to the KrAIS co-chairs, workshop advisory members, corporate sponsors and former workshop co-chairs for their wonderful advice and support in preparing this year's workshop. We hope you will enjoy your time in the special hybrid workshop.

Hyeyoung Hah, JaeHong Park, and Gene Moo Lee, Workshop Co-chairs of KrAIS

## 2021 Workshop Committee

### **KrAIS Co-Presidents:**

Byungjoon Yoo, Seoul National University  
Habin Lee, Brunel University London

### **Workshop Program Co-Chairs:**

Hyeyoung Hah, Florida International University  
JaeHong Park, Kyung Hee University  
Gene Moo Lee, University of British Columbia

### **Workshop Program Committee:**

Baek, Jiye, Korea University  
Chang, Younghoon, Beijing Institute of Technology  
Cheong, Arion, California State University at Fullerton  
Choi, Jaewon, Soonchunhyang University  
Chung, Sunghun, Santa Clara University  
Ham, Juyeon, Beijing Institute of Technology  
Han, Sang Pil, Arizona State University  
Han, Yoon, Harbin Institute of Technology  
Hong, Soo Jeong, Pepperdine University  
Hur, Inkyoung, Florida Atlantic University  
Hwang, Elina, University of Washington  
Jin, Simon, Metropolitan State University  
Jung, Eun Ju, George Mason University  
Jung, Jaehwuen, Temple University  
Kang, Keumseok, KAIST  
Kim, Antino, Indiana University  
Kim, Inchan, University of New Hampshire  
Kim, Jonathan, University of Massachusetts Boston  
Kim, Joo Baek, University of Tampa  
Kim, Keehyung, Chinese University of Hong Kong  
Kim, Keongtae, Chinese University of Hong Kong  
Kim, Namil, Harbin Institute of Technology  
Kim, Seung Hyun, Yonsei University  
Kim, Yeongjin, Virginia Commonwealth University  
Kim, Yong Suk, Sungkyunkwan University  
Koh, Byungwan, Korea University  
Kwak, Dong-Heon, Kent State University  
Kwon, Hyeokkoo Eric, Nanyang Technological University  
Kwon, YoungOk, Sookmyung Women's University  
Lee, Daniel, University of Massachusetts Boston  
Lee, Dokyun, Boston University

### **Workshop Advisory Committee:**

Gee-Woo Bock, Sungkyunkwan University  
Dongmin Kim, University of New Brunswick  
Juyoung Kang, Ajou University  
Seung Hyun Kim, Yonsei University  
Dongwon Lee, Korea University  
Sung-Byung Yang, Kyung Hee University  
Yong Jin Kim, Sogang University

### **KrAIS Committee:**

Wooje Cho, Secretary, Seoul National University  
Kyung Young Lee, Treasurer, Dalhousie University  
Youngsok Bang, Communication, Yonsei University

Lee, Dongwon, HKUST  
Lee, Gunwoong, Korea University  
Lee, Hyung Koo, HEC Montreal  
Lee, Jae Ung (Jake), Louisiana Tech University  
Lee, Jong Seok, University of Tennessee  
Lee, Jongtae, Seoul Women's University  
Lee, Jung, Hankuk University of Foreign Studies  
Lee, Junyeong, Chungbuk National University  
Lee, Kyung Young, Dalhousie University  
Lee, Minwoo, University of Houston  
Lee, Saerom, Kyungpook National University  
Lee, Seongwon, Ajou University  
Lee, Stephanie, University of Washington Seattle  
Lee, YoungJin, University of Denver  
Min, Jinyoung, Chosun University  
Oh, Hyelim, Sogang University  
Oh, Onook, University of Colorado Denver  
Pang, Min-Seok, Temple University  
Park, Jiyong, KAIST  
Park, Yongjin, City University of Hong Kong  
Park, YoungKi, George Washington University  
Rhee, Kyung Sun (Melissa), University of Florida  
Ryu, Sunghan, Shanghai Jiao Tong University  
Shin, Donghyuk, Arizona State University  
Shin, Soo Il, Kennesaw State University  
Son, Yoonseock, University of Notre Dame  
Yang, Kyung Hoon, University of Wisconsin-La Crosse  
You, Sangseok, Sungkyunkwan University  
Youn, Seokjun, University of Arizona  
Yun, Haejung, Ewha Woman's University

## Hybrid Workshop Program

<p>Hybrid 15:30-16:00 (Texas) 06:30-07:00 (Korea) <a href="#">Zoom Link</a></p>	<p><b>Opening Remarks</b> <i>Moderator: JaeHong Park (Kyung Hee University)</i></p> <p>Greetings from Prof. Byungjoon Yoo, Co-President of KrAIS Greetings from Prof. Jaehoon Whang, President of Korea Society of MIS</p> <p>In Memory of Prof. J. P. Shim</p>
<p>Hybrid 16:00-16:30 (Texas) 07:00-07:30 (Korea) <a href="#">Zoom Link</a></p>	<p><b>Panel Discussion: Diversity, Equity, Inclusion (DEI) &amp; Social Justice</b> Panelists: <i>Victoria Y. Yoon (Virginia Commonwealth University), Byungjoon Yoo (Seoul National University), Min-Seok Pang (Temple University)</i> <i>Moderator: Dokyun Lee (Boston University)</i></p>
<p>In-person Paper Sessions</p> <p>16:30-18:00 (Texas) 07:30-09:00 (Korea)</p>	<p><b>Session 1: Behavioral IS (1)</b> <i>Chair: Dong-Heon Kwak (Kent State University)</i></p> <ol style="list-style-type: none"> <li>1. Will You Sacrifice Privacy for Your Nation? The Role of National Identity in Online Privacy Decisions for Public Safety, <i>Youngjin Kwon, Christy Cheung, and Jason Thatcher</i></li> <li>2. Solving the Social Dilemma with Equilibrium Data Harvesting Strategies: A Game Theoretic Approach, <i>Hyeonsik Shin, Leila Hosseini, and Subodha Kumar</i></li> <li>3. Effect of Blockability on Confrontation against SNS Bullying, <i>Dong-Heon Kwak, Deborah Knapp, Saerom Lee, and Martin Kang</i></li> </ol> <p><b>Session 2: Economics of IS (1)</b> <i>Chair: Yun Young Hur (George Mason University)</i></p> <ol style="list-style-type: none"> <li>4. Do Incentivized Reviews Poison the Well? Evidence from a Natural Experiment on Amazon.com, <i>Jaechol Park, Arslan Aziz, and Gene Moo Lee</i></li> <li>5. Learning Faces to Predict Matching Probability in an Online Dating Market, <i>Soonjae Kwon, Sung-Hyuk Park, Gene Moo Lee, and Dongwon Lee</i></li> <li>6. Beauty is Truth? The Impact of Physical Attractiveness on Medical Crowdfunding Performance from a Large-Scale Randomized Field Experiment, <i>Yun Young Hur, Jeffrey Hu, Fujie Jin, Xitong Li, and Yuan Cheng</i></li> </ol> <p><b>Session 3: Organizational IS (1)</b> <i>Chair: Ghiyoung Im (University of Louisville)</i></p> <ol style="list-style-type: none"> <li>7. SME and Big tech's Mutual Relationship: Does DSS improve revenue of SME? <i>Kyeongmin Yum, Jaesang Park, and Byungjoon Yoo</i></li> <li>8. The Impact of M&amp;A on the Value of Tech Giants, <i>Jiwon Choi and Wooje Cho</i></li> <li>9. The Impact of IT Connectivity on Supply Chain Strategic Flexibility and Performance, <i>Ghiyoung Im</i></li> </ol>

<p style="text-align: center;">Zoom Paper Sessions</p> <p style="text-align: center;">16:30-18:00 (Texas)</p> <p style="text-align: center;">07:30-09:00 (Korea)</p> <p style="text-align: center;"><a href="#">Zoom Link</a></p> <p style="text-align: center;">Each virtual session will be held in the respective breakout room. Participants can self-select the room.</p>	<p><b>Session 4: Sustainability and Societal Impact of IS</b> <i>Chair: Dongwon Lee (HKUST)</i></p> <p>10. Hate Pollution but Love to Shop? On the Effects of Air Pollution and Promotions on Online and Offline Retail Sales, <i>Jaehoon Jeong, Dongwon Lee, and Anandasivam Gopal</i></p> <p>11. Advocates of Civil Disobedience: A Cross-Country Analysis of the Role of Ride-sharing Apps in Facilitating Protest Participation, <i>Nam Ji Eum and Seung Hyun Kim</i></p> <p>12. Towards Designing Sustainable Electric Vehicle Industry: Complex Networks Approach, <i>Kyu-Min Lee, Seonghyun Cho, Byung Cho Kim, and Dongwon Lee</i></p> <p><b>Session 5: Behavioral IS (2)</b> <i>Chair: Sung-Byung Yang (Kyung Hee University)</i></p> <p>13. Using Choco Points to Encourage Class Participation, <i>Dongmin Kim</i></p> <p>14. Do other people's social cues affect engagement in live commerce? An IT affordance perspective, <i>Eunji Choi and Seongmin Jeon</i></p> <p>15. A Testimony Tournament in Teaching Computer Forensics, <i>Jongwook Kim, Richard Baskerville, and Yoongi Kim</i></p> <p>16. What Makes People Purchase Used-Products Online? Focusing on the Roles of Consumption Value, Platform Attachment, and Consumer Engagement, <i>Henry Ofori, Sung-Byung Yang, and Juyoung Kang</i></p> <p><b>Session 6: Economics of IS (2)</b> <i>Chair: JaeHong Park (Kyung Hee University)</i></p> <p>17. The Impact of Influencer-Product Fit on Sales via Social Media, <i>Su Lim Kim, HanByeol Choi, Minhyung Lee, Hee-Dong Yang, and Hee-Seok Lee</i></p> <p>18. Where Do You Want to Buy a Game Item? Empirical Study of The Price Fluctuation of a Random Game Item at Used Market, <i>Ga Hyeon Jeong and JaeHong Park</i></p> <p>19. Who Guards the Home? An Empirical Analysis of Online P2P Home Services Platform and Burglary, <i>Doehun Kim, Jiyong Park, Chul Ho Lee, and Hangjung Zo</i></p> <p>20. Can YouTubers Predict Stock Market? Empirical Study on The Impact of YouTubers' Recommendation on The Market, <i>Jae Min Kim and JaeHong Park</i></p> <p><b>Session 7: Economics of IS (3)</b> <i>Chair: Sung-Hyuk Park (KAIST)</i></p> <p>21. Structural Hole-based Measures of Firm's Strategic Competitive Positioning, <i>Myunghwan Lee, Gene Moo Lee, Hasan Cavusoglu, and Marc-David Seidel</i></p> <p>22. Your movement in a city reveals your credit: A new credit default model based on geolocation information, <i>Jialu Liu and Youngsok Bang</i></p> <p>23. Investigating the Relationship between Mobile-Based Self-Monitoring and Weight Loss Dynamics, <i>Hyelim Oh, Taekyung Kim, Ji Yeh Choi, and Atreyi Kankanhall</i></p> <p>24. A Positive Spiral Effect of M-health App Videos, <i>Hyunsung Kim, Sanghwa Kim, and Byungwan Koh</i></p> <p><b>Session 8: Organizational IS (2)</b> <i>Chair: Jongwook Woo (California State University Los Angeles)</i></p> <p>25. The Differential Impact of IT Investments in the Long-Term: A Long-Horizon Event Study, <i>Chae-Lin Lim, Woo-Jin Jung, and Sang-Yong Tom Lee</i></p> <p>26. Building Community Norms: The Dynamics of Social Moderation in Online Communities, <i>Habin Lee, Youngseok Thomas Choi, Zhewei Zhang, and Youngjin Yoo</i></p> <p>27. The Sentiment and Correlation of COVID-19 Vaccination and Confirmed Cases, <i>Jae Hoon Lee and Jongwook Woo</i></p>
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<p>Hybrid 18:00-18:30 (Texas) 09:00-09:30 (Korea) <a href="#">Zoom Link</a></p>	<p><b>Award Announcement and Closing Remarks</b> Concluding Remarks by Prof. Habin Lee, Co-President of KrAIS</p>
<p>In-person 18:30-19:30 (Texas) 09:30-10:30 (Korea)</p>	<p><b>Social Event</b></p>

**Location and Transportation**

**The OASIS on Lake Travis**

Address: 6550 Comanche Trail, Austin TX, 78732  
(30 minutes drive from ICIS 2021 Hotel Venue)  
Phone: 512-266-2442  
URL: <https://www.oasis-austin.com/>

