

Sojung Yoon

PhD Candidate, Information & Decision Sciences
Carlson School of Management
University of Minnesota

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EDUCATION

2021 – 27	University of Minnesota Ph.D. in Business Administration, Information & Decision Sciences Dissertation: <i>AI and the Reconfiguration of Work</i>	Minneapolis, MN
2019 – 21	Yonsei University M.S. in Business Administration, Information Systems	Seoul, Korea
2015 – 16	Ludwig-Maximilian University of Munich Exchange Student, College of Business Administration	Munich, Germany
2014 – 19	Yonsei University B.A. in Culture and Design Management	Seoul, Korea

RESEARCH INTERESTS

Topics	Future of Work, Labor Market, Algorithmic Management, Human-AI Interaction
Methods	Field Experiments, Econometrics, Causal Inference

HONORS & AWARDS

2025	Carlson School of Management Doctoral Dissertation Fellowship (\$35,000) <i>Selectively award to top PhD students in Carlson School of Management</i>
2025	Selected Fellow for ICIS Doctoral Consortium
2025	Ph.D. Student Teaching Award
2023	ICIS Best Overall Paper Nomination
2022 – 26	Ph.D. Student International Travel Fellowship
2022 – 26	Ph.D. Summer Research Fellowship
2021	Willoughby IDS PhD Fellowship
2021	Dissertation Fellowship, Yonsei University
2020 – 21	Research Fellowship, BK (Brain Korea) 21 Plus
2020	1 st Place, AI Application Competition

WORKING PAPERS

Algorithm as Boss or Coworker? Randomized Field Experiment on Algorithmic Control and Collaboration in Gig Platform (second-round revision at *Management Science*)

Sojung Yoon, Nakyung Kyung, Jason Chan, Yeonsoo Kim

Driving the Skill Shift: The Impact of Generative AI Adoption on Skill Demand in the Labor Market (under review at *Management Science*)

Sojung Yoon, Wen Wen, Zixi Lei and Jason Chan

Random Numbers, Real Impact: AI's Influence on Human Productivity Without True Performance Gains

Sojung Yoon, Weiguang Wang, Xiaodong Li, Chengyuan Wang, Jason Chan

Communicating AI-Driven Moral Judgments: A Randomized Field Experiment on LLMs as a "Voice" for Enhancing Procedural Justice

Sojung Yoon, Haoze Wu, Weiguang Wang and Jason Chan

The Value of Remote Work in the Post-COVID Era: An Empirical Assessment of Employee Turnover and Wage

Sojung Yoon, Jason Chan, Jinan Lin and Tingting Nian

The Effect of Peer-to-Peer Tangible Donation on Donors and Receivers' Participation in Online Community Platform

Sojung Yoon, Gauri Subramani, Mani Subramani and Mochen Yang

#MeToo Hits Online Dating, too: An Empirical Analysis of the Effect of the Me-Too Movement on Online Dating Users

Sojung Yoon, Jin Seon Choe, Yoon Han and Seung Hyun Kim

JOURNAL PUBLICATIONS

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|------|---|
| 2025 | Message is All About You: The Effect of Message Elements on Successful Communication Outcomes on Digital Platforms , <i>Journal of Business Research</i>
Jin Seon Choe, Sojung Yoon, Seung Hyun Kim, Yoon Han |
| 2023 | The Roles of Digital Exhibition in Enhancing Immersive Experience and Purchase Intention , <i>Asia Pacific Journal of Information Systems</i>
Sojung Yoon, Namji Eum, Jai-Yeol Son |
| 2020 | COVID-19, Social Distancing, and Social Media: Evidence from Twitter and Facebook Users in Korea , <i>Asia Pacific Journal of Information Systems</i>
Jin Seon Choe, Jaecheol Park, Sojung Yoon |

CONFERENCES AND WORKSHOPS

Algorithm as Boss or Coworker? Randomized Field Experiment on Algorithmic Control and Collaboration in Gig Platform

2026 / 05	POMS Annual Meeting	Reno, NV
2025 / 11	Conference on Digital Experimentation @MIT	Cambridge, MA
2025 / 09	NYU-TAU Workshop on AI and the Future of Collaborative Innovation	Manhattan, NY
2025 / 06	ISA Annual Conference	Cambridge, MA
2025 / 05	AI and the Future of Work Conference @Wharton	Philadelphia, PA
2024 / 03	Biz AI Conference: AI Applications in Business Research	Dallas, TX
2023 / 12	International Conference on Information Systems (ICIS)	Hyderabad, India
	(Best Conference Paper Nominee)	
2023 / 10	Conference on Information Systems and Technology (CIST)	Phoenix, AZ

Driving the Skill Shift: The Impact of Generative AI Adoption on Skill Demand in the Labor Market

2026 / 11	INFORMS Annual Meeting	San Francisco, CA
2026 / 10	Business and Generative AI conference @Wharton	San Francisco, CA
2026 / 09	NYU Workshop on AI and the Future of Collaborative Innovation	Manhattan, NY
2026 / 06	ISA Annual Conference	Washington D.C
2026 / 05	ECR Paper Development Workshop	Chicago, IL
2026 / 03	BizAI Conference: AI Applications in Business Research	Dallas, TX

Communicating AI-Driven Moral Judgments: A Randomized Field Experiment on LLMs as a “Voice” for Enhancing Procedural Justice

2025 / 03	BizAI Conference: AI Applications in Business Research	Dallas, TX
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The Value of Remote Work In The Post-covid Era: An Empirical Assessment of Employee Turnover And Wage

2023 / 12	Workshop on Information Technologies and Systems (WITS)	Hyderabad, India
2023 / 12	International Conference on Information Systems (ICIS)	Hyderabad, India
2023 / 10	INFORMS Annual Meeting	Phoenix, AZ

The Effect of Peer-to-Peer Tangible Donation on Donors and Receivers Participation in Online Community Platform

2022 / 12	International Conference on Information Systems (ICIS)	Copenhagen, Denmark
2022 / 10	INFORMS Annual Meeting 2022	Indianapolis, IN
2022 / 06	Statistical Challenges in Electronic Commerce Research (SCECR)	Madrid, Spain

The Roles of Digital Exhibition in Enhancing Immersive Experience and Purchase Intention

2021 / 01	Hawaii International Conference on System Sciences (HICSS)	Manoa, HI
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#MeToo Hits Online Dating, too: An Empirical Analysis of the Effect of the Me-Too Movement on Online Dating Users

2020 / 12	International Conference on Information Systems (ICIS)	(Online) Hyderabad, India
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TEACHING

INSTRUCTOR

2023 – 24 **IDSC 4444** Descriptive and Predictive Analytics
Student Rating of Teaching: 5.6/6 (response ratio: 93.55%, 31 students)

TEACHING ASSISTANT

2025 **IDSC 6446** Business Analytics for Managers II
2025 **MABA 6341** Data Visualization
2024 **IDSC 4110** Data Engineering for Business Analytics
2024 **IDSC 6444** Business Analytics for Managers I
2024 **IDSC 4444** Descriptive and Predictive Analytics
2023 **MSBA 6431** Advanced Topics on Business Analytics
2022 **IDSC 4110** Data Engineering for Business Analytics
2021 **IDSC 4444** Descriptive and Predictive Analytics
2021 **MSBA 6040** Information Technology Management

INVITED LECTURES

2025 / 11 **The Impact of Algorithmic Management on Workers**
INS 4101 Employee Benefits
2025 / 10 **How to Survive (and Enjoy) Your First Teaching**
PhD Student Brownbag Meeting

SERVICES

JOURNAL REVIEWER

2024 – 26 Information Systems Research (9 reviews)
2026 Management Science (1 review)

CONFERENCE REVIEWER

2022 – 23 Pacific Asia Conference on Information Systems (2 reviews)
2022 – 26 International Conference on Information Systems (6 reviews)

OTHER

2024 – 25 Organizer of *PhD Student Brownbag Meeting*
2024 – 25 Coordinator of *MISQ Insider* (MISQ-affiliated student-led initiative)

SKILLS

- **Python, R** for Machine Learning, Text Mining, Web Scraping
- **STATA, R, SPSS, Tableau** for Statistical Analysis and Data Visualization
- **SmartPLS** for Structural Equation Modeling
- **MATLAB** for Linear Programming Optimization
- **Prompt Engineering** for Unstructured Data Classification

REFERENCES

Jason Chan

Professor, Lawrence Fellow

Information & Decision Sciences

Carlson School of Management, University of Minnesota

jchancf@umn.edu

Seung Hyun Kim

Professor

Information Systems (IS)

School of Business, Yonsei University

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