

SOJUNG YOON

Information and Decision Sciences, Carlson School of Management
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EDUCATION

University of Minnesota, Carlson School of Management	Minneapolis, MN
Ph.D., Information and Decision Sciences	Expected 2027
<i>Dissertation: The Implications of Artificial Intelligence for the Workforce</i>	
Yonsei University	Seoul, Korea
M.S., Business Administration (Information Systems)	2021
Ludwig Maximilian University	Munich, Germany
Exchange Student, Business Administration	2016
Yonsei University	Seoul, Korea
B.S., Culture and Design Management	2014-2019

RESEARCH AREAS AND METHODS

Topics: AI and the Future of Work, Labor Markets, Algorithmic Management
Methods: Randomized Field Experiments, Econometrics, Machine Learning

HONORS AND AWARDS

1. Selected Fellow, ISS Doctoral Consortium	2026
2. Doctoral Dissertation Fellowship (\$35,000), Carlson School of Management	2025
<i>Selectively awarded to top doctoral students within the Carlson School</i>	
3. Selected Fellow, ICIS Doctoral Consortium	2025
<i>Represents the University of Minnesota as its sole nominee in the field of Information Systems</i>	
4. Ph.D. Student Teaching Award, Carlson School of Management	2023
5. Best Overall Paper Nomination, ICIS	2023
6. Ph.D. Travel and Summer Research Fellowships, Carlson School of Management	2022–2026
7. Willoughby IDS Ph.D. Fellowship, Carlson School of Management	2021

MANUSCRIPTS UNDER REVIEW

1. “The Impact of Generative AI on Skill Demand” (Job-Market Paper)
Sojung Yoon, Wen Wen, Zixi Lei, and Jason Chan
Under Review at *Management Science*
2. “Algorithm as Boss or Coworker? Randomized Field Experiment on Algorithmic Control and Collaboration in Gig Platform”
Sojung Yoon, Nakyung Kyung, Yeonso Kim, and Jason Chan
2nd Round Revision at *Management Science*
Best Overall Paper Nominee, ICIS 2023

MANUSCRIPTS IN PREPARATION

1. “Random Numbers, Real Impact: AI Expectations and Sequential Dynamics in Worker Productivity”
Weiguang Wang, Xiaodong Li, Chengyuan Wang, Sojung Yoon, and Jason Chan
Stage: Finalizing Manuscript, Target Journal: *Management Science*
2. “When Listening Matters: Using LLMs to Improve Working Conditions in Supply Chains” (tentative title)
Karthik Natarajan, Sojung Yoon, and Jason Chan
Stage: Data Analysis, Target Journal: *Management Science*

OTHER PUBLICATIONS

1. “Message Is All About You: The Effect of Message Elements on Successful Communication Outcomes on Digital Platforms”
Jin Seon Choe, Sojung Yoon, Seung Hyun Kim, and Yoon Han
Journal of Business Research, 2025
2. “The Roles of Digital Exhibition in Enhancing Immersive Experience and Purchase Intention”
(pre-doctoral publication)
Sojung Yoon, Namji Eum, Jai-Yeol Son
Asia Pacific Journal of Information Systems, 2023
3. “COVID-19, Social Distancing, and Social Media: Evidence from Twitter and Facebook Users in Korea”
(pre-doctoral publication)
Jin Seon Choe, Jaecheol Park, Sojung Yoon
Asia Pacific Journal of Information Systems, 2020

CONFERENCE AND WORKSHOP PRESENTATIONS

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

with Nakyung Kyung, Yeonsoo Kim, and Jason Chan

POMS Annual Meeting, Reno, NV	May 2026
Conference on Digital Experimentation (CODE@MIT), Cambridge, MA	Nov 2025
NYU-TAU Workshop on AI and the Future of Collaborative Innovation, New York, NY	Sep 2025
Industry Studies Association Annual Conference, Cambridge, MA	Jun 2025
AI and the Future of Work Conference @Wharton, Philadelphia, PA	May 2025
BizAI Conference, Dallas, TX	Mar 2024
International Conference on Information Systems (ICIS), Hyderabad, India	Dec 2023
Conference on Information Systems and Technology (CIST), Phoenix, AZ	Oct 2023

The Impact of Generative AI on Skill Demand

with Wen Wen, Zixi Lei, and Jason Chan

Workshop on Information Technologies and Systems (WITS), Lisbon, Portugal	Dec 2026 (forthcoming)
INFORMS Annual Meeting, San Francisco, CA	Nov 2026 (forthcoming)
Conference on Information Systems and Technology (CIST), San Francisco, CA	Oct 2026 (forthcoming)
AI in Business Conference, Columbus, OH	Oct 2026
NYU Workshop on AI and the Future of Collaborative Innovation, New York, NY	Oct 2026
Business and Generative AI Conference @Wharton, San Francisco, CA	Sep 2026
Industry Studies Association Annual Conference, Washington, DC	Jun 2026
Early Career Researcher Paper Development Workshop, Chicago, IL	May 2026
BizAI Conference, Dallas, TX	Mar 2026

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

with Namji Eum, Jai-Yeol Son

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

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

International Conference on Information Systems (ICIS), Hyderabad, India (online)	Dec 2020
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TEACHING

Instructor of Record, University of Minnesota

IDSC 4444 Descriptive and Predictive Analytics (Undergraduate)	Fall 2024
<i>Evaluation 5.67 / 6.00; 31 students; 93.55% response rate</i>	

Teaching Assistant, University of Minnesota

Graduate

IDSC 6446 Business Analytics for Managers II	2025
MABA 6341 Data Visualization	2025
IDSC 6444 Business Analytics for Managers I	2024
MSBA 6431 Advanced Topics in Business Analytics	2023
MSBA 6040 Information Technology Management	2021
<i>Undergraduate</i>	
IDSC 4110 Data Engineering for Business Analytics	2022, 2024
IDSC 4444 Descriptive and Predictive Analytics	2021, 2024

INVITED LECTURES

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| 1. The Impact of Generative AI on Skill Demand
<i>Seagate AI Virtual Speaker Series</i> | Dec 2026 (forthcoming) |
| 2. The Impact of Algorithmic Management on Workers
<i>INS 4101 Employee Benefits</i> | Nov 2025 |
| 3. How to Survive (and Enjoy) Your First Teaching
<i>Ph.D. Student Brownbag Meeting</i> | Oct 2025 |

SERVICE

Journal Reviewer

<i>Information Systems Research</i> (9 reviews)	2024–2026
<i>Management Science</i> (1 review)	2026

Conference Reviewer

International Conference on Information Systems (6 reviews)	2022–2026
Pacific Asia Conference on Information Systems (2 reviews)	2022–2023

Departmental and Community

Organizer, Ph.D. Student Brownbag Meeting	2024–2025
Coordinator, MISQ Insider (MISQ-affiliated student-led initiative)	2024–2025
Department Representative, Minnesota Korean Graduate Students Association	2022–2026

REFERENCES

Jason Chan

Professor and Lawrence Fellow, University of Minnesota
jchancf@umn.edu

Ravi Bapna

Dean of the Leavey School of Business, Santa Clara University
ravi.bapna@gmail.com

Wen Wen

Associate Professor, University of Texas at Austin
Wen.Wen@mcombs.utexas.edu

Karthik Natarajan

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