

Seyoung Seol

PhD Candidate
Operations and Decision Technologies Department
Kelley School of Business
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EDUCATION

Kelley School of Business, Indiana University Bloomington

PhD in Business, 2021 (expected)

Major: Information Systems; Minor: Business Economics and Public Policy

Dissertation: “Social Media Effects on News Consumption”

Committee: Alan Dennis (Chair), Jorge Mejia, Lucy Yan, Boyoung Seo

Primary Interests: Fake news, social contagion dynamics, econometrics, experiments

Secondary Interests: Online healthcare platform

Korea Advanced Institute of Science and Technology (KAIST)

MS in Management Science, 2013

BA in Management Science, Magna cum laude, 2011

RESEARCH

Publications

Seol S, Lee H, Yu J, Zo H (2016) “Continuance Usage of Corporate SNS Pages: A Communicative Ecology Perspective,” *Information & Management*, 53(6), pp. 740-751.

<https://doi.org/10.1016/j.im.2016.02.010>

Seol S, Lee H, Zo H (2016) “Exploring Factors Affecting the Adoption of Mobile Office in Business: An Integration of TPB with Perceived Value,” *International Journal of Mobile Communications*, 14(1), pp. 1-25. <https://doi.org/10.1504/IJMC.2016.073341>

Under Review or Revision

Seol S, Mejia J, Dennis AR. “Lying for Profit: News Video Viewership in the Era of Fake News” (being revised for 2nd round resubmission at *Information Systems Research*)

Seol S, Yan L, Zhang J, Bala H, Wang L. “Incentive Schemes and Physician Engagement in Online Healthcare Community: A Regression Discontinuity Approach” (being revised for 2nd round resubmission at *Management Science*)

Work in Progress

Seol S, Mejia J, Dennis AR. “Social Media Effect on TV Markets: Sharing TV Experience on Social Media in Real-Time, Social Contagion, and Viewership”

Seol S, Mejia J, Dennis AR. “Divided News Media and Echo Chambers during the COVID-19 Pandemic: Persuasive Effect of Cable News Exposure and Social Media Amplification on Individual and Small Business Decision”

Seol S, Mejia J, Dennis AR. “Temporal Dynamics and Corrective Effect of FactCheck Sharing on Social Media”

AWARDS AND SCHOLARSHIPS

Kelley School of Business *Doctoral Student Research Productivity Award*, 2019
Kelley School of Business *Doctoral Student Research Productivity Award*, 2018
Kelley School of Business *Dean's Fellowship*, 2016
KAIST *Full Tuition Scholarship*, 2005-2013

PRESENTATIONS

Invited Presentations

INFORMS, Session: Digital Economics, Virtual Conference, 2020
“False Statements and Viewership of Political News Videos: Experimental Evidence and Theoretical Mechanisms”
POMS, Session: Prediction and Policy Problems in Healthcare, Washington, D.C., 2019
“Pricing Schemes and Physician Engagement in Physician-Oriented Online Healthcare Community: A Regression Discontinuity Approach”

Conference Presentations

International Conference on Information Systems (ICIS), Virtual Conference, 2020
“Economics of Social TV and False News: Social TV Effect on News Show Viewership and its Interaction with False News”
Conference on Health IT and Analytics (CHITA), Washington, D.C., 2018
“The Hidden Cost of Transitioning to a Paid Service: The Effect of Unexpected Revealing of New Patient Prospects on Physicians' Service Quality in Online Healthcare Communities”
International Conference on Information Systems (ICIS), Seoul, Korea, 2017
“Does Lying Lead to More Viewers? The Effects of Lying on TV Ratings”
Pacific Asia Conference on Information Systems (PACIS), Jeju, Korea, 2013
“User Acceptance of the Next Generation Digital Signage: A Perspective of Perceived Value”
International Conference on Convergence Content (ICCC), Saga, Japan, 2012
“A Multi-Dimensional Interactivity-based Approach for Analyzing the State-of-the-Art Tele-Screen Services”
Pacific Asia Conference on Information Systems (PACIS), Ho Chi Minh City, Vietnam, 2012
“Determinants of the Successful Usage of a Firm's SNS Page”

TEACHING EXPERIENCE

Instructor

K303 Technology & Business Analysis, Kelley School of Business, Spring 2020
Class: 40 undergraduate students
Content: Stat basics, data preparation, data visualization, spreadsheet modeling for decision making
Evaluation: 6.5/7 (administered informally under departmental guidance since university did not conduct formal evaluations due to the pandemic)
S400 Integration of Systems and the Business, Kelley School of Business, Spring 2019
Class: 40 undergraduate students
Content: Business cycles, ERP software, internal controls, IT development and management
Evaluation: 4.2/7

Teaching Assistant

S326 Web and Social Media Analytics, Kelley School of Business, Fall 2020
MSB 481 Engineering Economy: Economics for Engineers, KAIST, Fall 2011, Fall 2012
MSB 200 Introduction to Business Management, KAIST, Spring 2012

PROFESSIONAL EXPERIENCE

Full-Time Employment

LG CNS Entru Consulting (Management and IT Consulting), *Consultant*, 2013-2016

Areas of Expertise: IT strategy, IT governance

Projects: Business strategy, IT master plan, future workplace design, IT capability diagnosis and enhancement, business process re-engineering, project management, etc.

Professional Certifications

Certified Information Systems Auditor (CISA) (non-practicing), ISACA

ITIL V3 Foundation, EXIN

Information Processing Engineer, HR Development Service of Korea

Internships

Accenture Korea (Management and IT Consulting)

SK C&C Consulting (Management and IT Consulting)

Fairchild Semiconductor Korea (Semiconductor Manufacturer)

SERVICE

Ad-Hoc Reviewer, *Journal of the Association for Information Systems*, 2019

Ad-Hoc Reviewer, *Group Decision and Negotiation*, 2020

Reviewer, International Conference on Information Systems (ICIS), 2018-2020

Reviewer, European Conference on Information Systems (ECIS), 2021

Reviewer, Conference on Information Systems and Technology (CIST), 2018-2019

SKILLS

Data Analytics

Proficient in programming and statistical software (R, Python, Stata, SPSS)

Proficient in machine learning, web data extraction, social network analysis, spreadsheet modeling, database management

Language

English (Fluent), Korean (Native)

Certification: Level C2 in the Test of English Proficiency for Associate Instructor Candidates (TEPAIC), 2017, Indiana University Bloomington <https://dsis.indiana.edu/programs/tepaic.html>

REFERENCES

Alan Dennis (Advisor)

Professor and John T. Chambers Chair of Internet Systems
Kelley School of Business, Indiana University Bloomington
ardennis@indiana.edu

Jorge Mejia (Coauthor and Committee Member)

Assistant Professor and Grant Thornton Scholar
Kelley School of Business, Indiana University Bloomington
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Lucy Yan (Coauthor and Committee Member)

Associate Professor and Grant Thornton Scholar
Kelley School of Business, Indiana University Bloomington
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