

Eunae Yoo

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ACADEMIC POSITIONS

- 2021 - **Indiana University, Kelley School of Business, Bloomington, IN**
Assistant Professor, Operations and Decision Technologies Department
Grant Thornton Scholar
- 2018-2021 **University of Tennessee, Haslam College of Business, Knoxville, TN**
Assistant Professor, Department of Supply Chain Management

EDUCATION

- 2018 **Arizona State University, W. P. Carey School of Business, Tempe, AZ**
Ph.D. in Supply Chain Management
- 2013 **Arizona State University, W. P. Carey School of Business, Tempe, AZ**
B.S. in Accountancy and Supply Chain Management

RESEARCH INTERESTS

Humanitarian operations management
Social media
Online volunteering
Software supply chains

RESEARCH PAPERS

Publications

- [1] Yoo, C.*, **Yoo, E.***, Yan, L., Pedraza-Martinez, A (2023). "Speak with one voice? Examining content coordination and social media engagement during disasters." *Information Systems Research*, forthcoming.
- *Best Paper Award Finalist*, Humanitarian Operations Track, POMS 2023
- [2] Urrea, G.*, **Yoo, E*** (2023). "The role of experience on performance on online volunteering platforms." *Production and Operations Management*, 32 (2), 416-433.
- *Best Paper Award Winner*, Humanitarian Operations Track, POMS 2021
- [3] **Yoo, E.**, Rabinovich, E., Gu, B (2020). "The growth of follower networks on social media platforms for humanitarian operations." *Production and Operations Management*, 29 (12), 2696-2715.
- *Finalist for the Chan Hahn Best Paper Award*, Academy of Management, 2019
- [4] **Yoo, E.**, Gu, B., Rabinovich, E. (2019). "Diffusion on social media platforms: A point process model for interaction among similar content." *Journal of Management Information Systems*, 36 (4), 1105-1141.
- [5] **Yoo, E.**, Rand, W., Eftekhari, M., Rabinovich, E. (2016). "Evaluating information diffusion speed and its determinants in social media networks during humanitarian crises." *Journal of Operations Management*, 45, 123-133.

Papers Under Review

- [1] **Yoo, E.**, Craighead, C., Samtani, S. "Dependency network complexity and security vulnerabilities in software supply chains." Under second-round review at *Journal of Management Information Systems*.
- [2] Jeong, S.*, **Yoo, E.*** "Improving software supply chain security with AI: Evidence from Dependabot." Under review at *Management Science*.
- [3] Urrea, G., Villa, S., **Yoo, E.**, Burtch, G. "Cognitive biases in cryptocurrency donations: The influence of market changes and urgency." Under review at *Manufacturing & Service Operations Management*.

Work in Progress

- [1] **Yoo, E.***, Urrea, G.* "Financial incentives and online volunteer productivity."
- [2] Tipnis, V., **Yoo, E.**, Gao, F. "Losing the title: How symbolic statuses affect online volunteer performance."

REFEREED CONFERENCE PROCEEDINGS

- **Yoo, E.**, Rabinovich, E., Gu, B. (2019). "Scalability of follower bases on social media platforms for humanitarian operations." In *Academy of Management Best Paper Proceedings*, Boston, MA.
- **Yoo, E.**, Gu, B., Rabinovich, E. (2019). "Competition and co-competition among social media content". In *Proceedings of the 52nd Hawaii Intl. Conference on System Sciences*, Maui, HI.

AWARDS AND GRANTS

2023	Best Paper Award Finalist, Humanitarian Operations Track, POMS 2023
2023	Trustees Teaching Award
2022	CESR Highest Impact Paper Award Winner, Leeds School of Business
2022	Finalist for the Trustees Teaching Award
2021	Best Paper Award, Humanitarian Operations Track, POMS 2021
2019	Finalist for the Chan Hahn Best Paper Award, AOM 2019
2019	AWS Cloud Credits for Research (\$18,000)
2017	AWS Cloud Credits for Research (\$10,000)
2015	Graduate Research and Support Program, Arizona State University (\$2,000)
2015	Dissertation Grant, Center for Services Leadership (\$4,000)

CONFERENCE PRESENTATIONS

Cognitive biases in cryptocurrency donations: The influence of market changes and urgency
(with Gloria Urrea, Sebastian Villa, and Gordon Burtch)

- POMS Conference, Orlando, FL, 2023

Speak with one voice? Examining content coordination and social media engagement during disasters
(with Changseung (Chang) Yoo, Lu (Lucy) Yan, and Alfonso Pedraza-Martinez)

- POMS Conference, Orlando, FL, 2023
- CIST, Indianapolis, IN, 2022
- INFORMS Annual Meeting, Indianapolis, IN, 2022
- POMS Conference, virtual, 2022
- INFORMS Annual Meeting, virtual, 2021

The role of experience on performance on online volunteering platforms (with Gloria Urrea)

- POMS Conference, virtual, 2022
- INFORMS Annual Meeting, virtual, 2021
- MSOM Conference, virtual, 2021
- POMS Conference, virtual, 2021
- DSI Annual Conference, virtual, 2020

Scalability of follower bases on social media platforms for humanitarian operations (with Elliot Rabinovich and Bin Gu)

- Symposium on Statistical Challenges in eCommerce Research (SCECR), virtual, 2020
- Academy of Management Annual Meeting, Boston, MA, 2019
- POMS Conference, Washington, D.C., 2019
- INFORMS Annual Meeting, Phoenix, AZ, 2018

Competition and cooperation among social media content (with Bin Gu and Elliot Rabinovich)

- Hawaii International Conference on System Sciences, Maui, HI, 2019
- DSI Annual Conference, Chicago, IL, 2018
- INFORMS Annual Meeting, Phoenix, AZ, 2018
- CIST, Phoenix, AZ, 2018

TEACHING

Indiana University

2021- K353 – Business Analytics and Modeling

University of Tennessee

2020 SCM 309 – Supply Chain Analytics and Decision Making

2018-2019 SCM 312 – Supply Chain Analytics

Arizona State University

2017 SCM 300 – Global Supply Operations (online and hybrid)

2016 SCM 300 – Global Supply Operations

PROFESSIONAL SERVICE

Administrative Positions

- Treasurer, POMS College of Humanitarian Operations and Crisis Management, 2021-2023

Conferences

- Workshop Chair, Social Media Research Workshop, DSI, 2021
- Session Chair, INFORMS Annual Meeting, 2022
- Session Chair, POMS Conference, 2023

Editorial Review Board

- *Production and Operations Management*
- *Decision Sciences Journal*

Ad-hoc Journal Referee

- *Manufacturing & Service Operations Management*
- *Journal of Operations Management*
- *Information Systems Research*
- *Journal of Management Information Systems*

SERVICE TO UNIVERSITY

- 2023- Member of the Kelley School of Business DEIB Committee
- 2022-2023 Member of the Kelley School of Business Academic Fairness Committee
- 2020-2021 Member of the University of Tennessee Provost's Junior Faculty Fellows
- 2018-2021 Member of the Haslam College of Business Recognition Committee

OTHER PROFESSIONAL EXPERIENCE

- 2015-17 Research Fellow, Medic Mobile, San Francisco, CA
- 2015 Summer Associate, RAND Corporation, Santa Monica, CA