

## Eunae Yoo

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### ACADEMIC POSITIONS

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- 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

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- 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

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Humanitarian and non-profit operations  
Volunteer management  
Online platforms  
Software supply chains

### RESEARCH PAPERS

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#### Publications

- [1] Yoo, C.\*, **Yoo, E.\***, Yan, L., Pedraza-Martinez, A (2024). "Speak with one voice? Examining content coordination and social media engagement during disasters." *Information Systems Research*, 35 (2), 551-569.  
- *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.  
- *Chan Hahn Best Paper Award Finalist*, 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.

\* Equal contribution

† Ph.D. student at the time the research started

## Papers Under Review

- [6] **Yoo, E.**, Craighead, C., Samtani, S. "Dependency network complexity and security vulnerabilities in software supply chains." Under fourth-round review at *Journal of Management Information Systems*.
- [7] Jeong, S.\*, **Yoo, E.\*** "Improving software supply chain security with AI: Evidence from Dependabot." Major revision at *Manufacturing & Service Operations Management*.
- [8] Tipnis, V.<sup>†</sup>, **Yoo, E.**, Urrea, G., Gao, F. "AI-powered philanthropy: Effects on volunteer performance." Major revision at *Manufacturing & Service Operations Management*.
  - *Best Paper Award Runner-Up*, Humanitarian Operations Track, POMS 2024
  - *Service Science Best Student Paper Competition Finalist*, INFORMS 2024
- [9] **Yoo, E.\***, Urrea, G.\* "A little goes a long way: How investments boost volunteer productivity." Under review at *Management Science*.

## Work in Progress

- [10] Jeong, S., Lakhiwal, A., **Yoo, E.**, Ball, G. "Product recall ramifications of relaxing software approval standards at the FDA." To be submitted to *Management Science*.
- [11] Urrea, G., Villa, S., **Yoo, E.**, Burtch, G. "Cognitive biases in cryptocurrency donations: The influence of market changes and urgency." To be submitted to *Journal of Operations Management*.
  - *Best Paper Award Winner*, Humanitarian Operations Track, POMS 2024
- [12] Villa, S., Moravec, P., **Yoo, E.**, Yan, L., Pedraza-Martinez, A. "Information management for disaster response: Emotional and behavioral consequences of operational updates." To be submitted to *Management Science*.
- [13] Yoo, C., **Yoo, E.**, Pedraza-Martinez, A., Yan, L. "Social media and donations during disasters." To be submitted to *Management Science*.

## BOOK CHAPTERS

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- [1] Urrea, G.\*, **Yoo, E.\*** Forthcoming. "Exploring the landscape of online volunteering." In *Nonprofit operations and supply chain management: Theory and practice*. Edited by G. Berenguer and M. Sohoni.

## REFEREED CONFERENCE PROCEEDINGS

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- **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 coopetition among social media content". In *Proceedings of the 52<sup>nd</sup> Hawaii Intl. Conference on System Sciences*, Maui, HI.

## AWARDS AND GRANTS

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2023	Best Paper Award Winner, Humanitarian Operations Track, POMS 2024
2023	Best Paper Award Runner-Up, Humanitarian Operations Track, POMS 2024
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

\* Equal contribution

<sup>†</sup> Ph.D. student at the time the research started

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	Dissertation Grant, Center for Services Leadership (\$4,000)

## CONFERENCE PRESENTATIONS

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**Improving software supply chain security with AI: Evidence from Dependabot** (with Seongkyoon Jeong)

- CIST, Phoenix, AZ, 2023

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

- INFORMS Conference, Phoenix, AZ, 2023
- 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 coopetition 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

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### Indiana University

2025-	K573 – Web, Text, and Social Media Analytics
2022	K635 – Empirical Models and Applications
2021-2023	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**

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**Administrative Positions**

- VP of Awards, INFORMS PSOR Cluster, 2024-
- Treasurer, POMS College of Humanitarian Operations and Crisis Management, 2021-2023

**Conferences**

- Track Chair, Humanitarian Operations Track, POMS 2024
- 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**

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2024-            Member of the Kelley School of Business MBA Policy Committee  
2023-2024    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**

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