

Miyeon Jung

Weatherhead School of Management
Case Western Reserve University
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Academic Positions

Assistant Professor of Marketing

Weatherhead School of Management, Case Western Reserve University
Department of Design & Innovation

Cleveland, OH

2025 January –

Assistant Professor of Business Analytics

Lee Business School, University of Nevada, Las Vegas

Las Vegas, NV

2022 July – 2024 December

Education

Ph.D. in Management Engineering

(MS/PhD integrated, Major: IT Management)

KAIST College of Business

Seoul, South Korea

2017 – 2022

Bachelor of Industrial and Management Engineering

POSTECH

Pohang, South Korea

2011 – 2015

Research Interests

Digital Marketing and Field Experiments, Human–AI Interaction, Healthcare Analytics, AI Fairness, Digital Platforms and Regulation

Teaching Interests

R/Python Programming, Business Analytics, Marketing Analytics, Statistics, Econometrics and Machine Learning

Peer Reviewed Research in Business

1. **Miyeon Jung**, Sunghan Ryu, Sang Pil Han & Daegon Cho (2023) “Ask for Reviews at The Right Time: Evidence from Two Field Experiments”. *Journal of Marketing*, 87(4): 528–549.
2. **Miyeon Jung**, Daegon Cho & Euncheol Shin (2021) “Repairing a Cracked Mirror: The Heterogeneous Effect of Personalized Digital Nudges Driven by Misperception”. *Production and Operations Management*, 30(8): 2586–2607.

Industry Publications

1. **Miyeon Jung**, Sunghan Ryu, Sang Pil Han & Daegon Cho “When Is the Best Time to Ask Customers for a Review?” *Harvard Business Review* (published: February 2023).
2. **Miyeon Jung**, Sunghan Ryu, Sang Pil Han & Daegon Cho “Wait Just a Minute: When to Ask for Online Reviews?” *Keller Center Research Report* (published: June 2024).

Peer Reviewed Research in Digital Health

1. **Miyeon Jung***, Sae Byul Lee*, Jong Won Lee, Yu Rang Park, Haekwon Chung et al. (2023) “The Impact of a Mobile Support Group on Distress and Physical Activity in Breast Cancer Survivors: Randomized, Parallel-Group, Open-Label, Controlled Trial” *Journal of Medical Internet Research*, 25 (e47158). (*equally contributed)
2. **Miyeon Jung***, SaeByul Lee*, Jisun Kim, HeeJeong Kim, BeomSeok Ko, Byung Ho Son, Sei-Hyun Ahn et al. (2020) “A Mobile Technology for Collecting Patient-Reported Physical Activity and Distress Outcomes: Cross-Sectional Cohort Study” *JMIR mHealth and uHealth*, 8(5): e17320. (*equally contributed)

3. Il Yong Chung*, **Miyeon Jung***, Yu Rang Park, Daegon Cho, Haekwon Chung, Yul Ha Min, Hye Jin Park et al. (2020) "Exercise Promotion and Distress Reduction Using a Mobile App-based Community in Breast Cancer Survivors" *Frontiers in Oncology*, 9(1505). (*equally contributed)
4. Il Yong Chung*, **Miyeon Jung***, Sae Byul Lee, Jong Won Lee, Yu Rang Park, Daegon Cho, Haekwon Chung et al. (2019) "An Assessment of Physical Activity Data Collected via a Smartphone App and a Smart Band in Breast Cancer Survivors: Observational Study" *Journal of Medical Internet Research*, 21(9). (*equally contributed)
5. **Miyeon Jung**, Daegon Cho & Kwangsoo Shin. (2019) "The Impact of Particulate Matter on Outdoor Activity and Mental Health: A Matching Approach" *International Journal of Environmental Research and Public Health* 16(16): 2983.

Manuscripts under Review and Revision

1. **Miyeon Jung**, Seoungwoo Lee, Shiny Ahn & Daegon Cho "The Untapped Power of Wishlists: A Field Experiment on Funnel-Based Coupon Targeting". *International Journal of Research in Marketing* — **Conditionally accepted**; final revision submitted (October 2026).
2. **Miyeon Jung**, Jiyong Park & Min-Seok Pang "Human–AI Interaction and Traffic Safety in Semi-Autonomous Driving: Evidence from Tesla’s Autopilot". *Information Systems Research* — **Major revision** (revision plan approved, October 2026).
3. **Miyeon Jung** "Digital Access Restrictions and Creator Responses: Creator Guidance and Shifts in Content Function". *Journal of Business Research* — **Major revision** (September 2026).
4. **Miyeon Jung**, Jaeho Myeong, Seigyoung Auh & Sang Pil Han "Social Media Activism and the Legitimization of Cryptocurrency Exchanges: Evidence from the FTX Bankruptcy". *Journal of Business Research* — **Under review** (submitted September 2026).

Working Papers

1. Hemant Bhargava* & **Miyeon Jung*** "A Goldilocks Effect in Recommendation Novelty: Adoption and Adaptation in Prescription Drug Decisions" (*equally contributed). To be presented at WISE 2026.
2. **Miyeon Jung**, "How Promotions Compete inside the Wallet: Evidence from a Randomized Field Experiment". Target: *Manufacturing & Service Operations Management*.
3. **Miyeon Jung**, "Starting Farther from the Goal" (field study of membership goal pursuit). Target: *Journal of Marketing Research*.
4. Junha Baek, **Miyeon Jung**, Daegon Cho & Youngdeok Hwang "Fair Algorithms, Fair Decisions? Examining Gender Bias Mitigation in AI-Assisted Hiring" (pre-registered experiment).
5. **Miyeon Jung**, Jaeho Myeong, Dongwon Lee, Jongsub Lee & Jae Hyeon Ahn "The Effect of Real-Name Regulation on the Ecosystem of Cryptocurrency and Investor Behaviors".
6. **Miyeon Jung** "Relief without Restoration: Blockchain Participation Dynamics after the Tornado Cash Sanctions Relief".

Conference Proceedings & Workshop Presentations

- Hemant Bhargava & **Miyeon Jung**. (2026) "A Goldilocks Effect in Recommendation Novelty: Adoption and Adaptation in Prescription Drug Decisions" *Workshop on Information Systems and Economics (WISE)*, Lisbon, Portugal, 12/16–18/2026 (forthcoming).
- Ben Wixson, Kalle Lyytinen & **Miyeon Jung**. (2026) "Readiness Pathway: How Implementation Intensity Shapes Technology Integration and Efficiency in I4.0" *Academy of Management Annual Meeting (AOM)*, 2026.
- **Miyeon Jung**, Seoungwoo Lee, Daegon Cho & Shiny Ahn. (2026) "The Untapped Power of Wishlists: A Field Experiment on Funnel-Based Coupon Targeting" *The 48th Annual ISMS Marketing Science Conference*, June 2026.
- **Miyeon Jung**, Jiyong Park & Min-Seok Pang. (2024) "Safety on Autopilot: An Empirical Investigation of Autonomous Driving and Traffic Safety" *4th AIS SIG DITE Paper Development Workshop on Digital Innovation, Transformation, and Entrepreneurship*, Cleveland, 9/27/2024.

- **Miyeon Jung**, Jiyong Park & Min-Seok Pang. (2024) "Safety on Autopilot: An Empirical Investigation of Autonomous Driving and Traffic Safety" *KrAIS Research Workshop (KrAIS)*, Seoul, South Korea, 7/12/2024. (**Best Paper Runner-Up Award**)
- Jaeho Myeong, **Miyeon Jung**, Dongwon Lee & Jae Hyeon Ahn. (2023) "Impact of Regulatory Initiatives on Digital Anonymity in the Cryptocurrency Ecosystem" *Post-ICIS KrAIS Research Workshop (KrAIS)*, India, 12/13/2023. (**Best Student Paper Runner-up**)
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023) "From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency" *International Conference on Information Systems (ICIS)*, India.
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023) "Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges" *Conference on Information Systems and Technology (CIST)*, Arizona.
- Jaeho Myeong, **Miyeon Jung**, Seigyoung Auh & Sangpil Han. (2023) "From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency" *KrAIS Research Workshop (KrAIS)*, Seoul, South Korea, 7/5/2023.
- Jaeho Myeong, **Miyeon Jung** & Sangpil Han. (2023) "Unveiling the Cryptocurrency Scandal: Advocating for Transparency and Investor Activism to Enhance Exchange Performance" *The Business of Blockchain Technology*, Miami, 5/19/2023.
- Jaeho Myeong, **Miyeon Jung** & Jae Hyeon Ahn. (2023) "Anonymous vs. Timely Transactions: Impact of Real Name Regulation in Crypto Investment Market", *INFORMS Annual Meeting*, Arizona.
- Jaeho Myeong, **Miyeon Jung** & Jae Hyeon Ahn. (2023) "The Effect of Market Regulation on the Ecosystem of Cryptocurrency Exchange Platform", *Inaugural INFORMS ISS Paper Development Workshop*, Virtual, 4/29/2023.
- Jaeho Myeong & **Miyeon Jung**. (2022) "The Effect of Market Regulation on the Ecosystem of Cryptocurrency Exchange Platform", *The Workshop on Information Technology and Systems (WITS)*, Copenhagen, Denmark.
- **Miyeon Jung***, IY Chung* & SB Lee. (2022) "Enhancing Physical Activity and Mental Health Through Mobile-based Peer Support Community: A Randomized Controlled Trial in Cancer Patients", *INFORMS Annual Meeting*, Indianapolis. (*equally contributed)
- **Miyeon Jung***, Seoungwoo Lee*, Shiny Ahn* & Daegon Cho. (2022) "The Heterogeneous Impact of Discount Coupons on Customer In-app Behaviors: Evidence From Field Experiment and Causal Forests", *The 44th Annual ISMS Marketing Science Conference*, Virtual. (*equally contributed)
- Shiny Ahn*, **Miyeon Jung*** & Daegon Cho. (2019) "A Randomized Field Experiment on Customer-Journey-Based Mobile Targeting", *The 29th Workshop on Information Technologies and Systems (WITS)*, Munich, Germany. (*equally contributed)
- **Miyeon Jung**, Sunghan Ryu & Daegon Cho. (2018) "Encouraging Online Review Posting with Push Notification: Evidence from a Randomized Field Experiment", *International Conference on Information Systems (ICIS)*, San Francisco, CA.
- **Miyeon Jung** & Daegon Cho. (2018) "Inattention and Misperception of Smart Metering Services: Evidence from Field Experiment", *International Association for Energy Economics (IAEE) Conference*, Groningen, Netherlands.
- **Miyeon Jung** & Daegon Cho (2017) "Tools to Monitor or to Save?: A Field Experiment of Energy Consumption with Smart Metering Services" *Post-ICIS KrAIS Research Workshop (KrAIS)*, Seoul, Korea. (**Best Paper Runner-Up Award**)

Media Mentions

- "When Is the Best Time to Ask for a Customer Review?" *The Wall Street Journal* – May 30, 2023. Interviewer: Heidi Mitchell, <https://www.wsj.com/articles/customer-reviews-best-timing-31bfd8df>

Invited Talks and Seminars

- Case Western Reserve University, Cleveland, OH, USA, April 2024

- KAIST, Seoul, Republic of Korea, June 2023
- UNLV, Las Vegas, NV, USA, October 2021
- UNIST, Ulsan, Republic of Korea, June 2021

Teaching

Marketing Models and Digital Analytics
BUAI 435 (MBAI, Graduate; Python)

Case Western Reserve University
2025 Fall, 2026 Fall

Introduction to Programming for Business
DESN 210 / BTEC 420 (Undergraduate)

Case Western Reserve University
2026 Spring

Quantitative Research Methods (DBA)
DBAP/MGMT 649

Case Western Reserve University
2026 Spring

Information Management Research Methods and Tools
IS 372 (Undergraduate)
4.56 (2022 Fall), 4.72 (2023 Spring), 4.31 (2023 Fall)

University of Nevada, Las Vegas
2022 Fall – 2024 Fall

Business Analytics Methods
MIS 761 (Graduate)
4.57 (2023 Spring)

University of Nevada, Las Vegas
2023 Spring – 2024 Fall

Introduction to BA (Graduate)
4.50 (Online)

UNIST, South Korea
2021 Fall

Advanced Data Mining with Artificial Intelligence (Graduate-level Deep Learning Class)
4.87 (Online)

UNIST, South Korea
2021 Spring

Statistical Learning (Graduate)
4.94 (Online)

UNIST, South Korea
2021 Spring

Student Advising

Dissertation Committees — Case Western Reserve University

- Mei Li (PhD, Marketing), committee member, 2026 – ; dissertation proposal defense scheduled December 2026
- Anita Kpentey, committee member, 2026 – ; proposal defended October 2026, final defense scheduled February 2027
- Ben Wixson, committee member, 2026 – ; proposal defended September 2026; co-author (AOM 2026)

Comprehensive Examination Committees — Case Western Reserve University (2026)

- Mei Li (Marketing), Nengbo Wang (Marketing), Anita Kpentey, Ben Wixson

DBA Capstone Reviewer — Case Western Reserve University (2026)

- Second reviewer for five DBA capstone projects

Undergraduate Advising — Case Western Reserve University

- Independent Study supervisor, Nia Brahmhatt (Fall 2025); summer research assistant supervision (2025)
- Pre-Major Faculty Advisor (2026 –); Major Advisor, Business Information Technology (2026 –)

KAIST College of Business

- Co-author & Dissertation Committee (Jaeho Myeong, KAIST College of Business)

University Service

Marketing Academic Representative, Weatherhead Choices Fair
Doctoral (DBA/PhD) Methods Sequence Working Group
DBA Quantitative Methods Team
MBAI Program Faculty

Case Western Reserve University, 2026
Case Western Reserve University, 2026
Case Western Reserve University, 2025 – 2026
Case Western Reserve University, 2025 –

Roundtable Moderator, MBS × Weatherhead DBA Conference
 Data Analytics Faculty
 MS in Data Analytics Curriculum committee member
 MS in MIS Curriculum committee member
 IS Curriculum committee member

Case Western Reserve University, 2026
 University of Nevada, Las Vegas, 2023 – 2024
 University of Nevada, Las Vegas, 2022 – 2024
 University of Nevada, Las Vegas, 2022 – 2024
 University of Nevada, Las Vegas, 2022 – 2024

Ad-Hoc Reviewer

MIS Quarterly (MISQ)
 Information Systems Research (ISR)
 Production and Operations Management (POM)
 Journal of the Association for Information Systems (JAIS)
 Decision Support Systems (DSS)
 Information and Management (IM)
 Asia-Pacific Journal of Financial Studies (AJFS)
 International Conference on Information Systems (ICIS)
 Hawaii International Conference on System Sciences (HICSS)
 INFORMS Conference on Information Systems and Technology (CIST)
 Pacific Asia Conference on Information Systems (PACIS)
 Decision Sciences Institute Annual Conference (DSI)

Conference Organization

Session Organizer & Chair, Healthcare Analytics Track, POMS 2027 Annual Conference, Orlando, FL (April 2027)
 Track Co-Chair, Information Technology/Information Systems Track, Decision Sciences Institute (DSI) 56th Annual Conference, 2025
 Track Chair, DSI Annual Conference, Information Technology/Information Systems Track in 2024
 Associate Editor, International Conference on Information Systems (ICIS), Digital Innovation, Transformation and Entrepreneurship Track in 2024
 Program Committee Member, Conference on Information Systems and Technology (CIST) in 2023, 2024
 Mentor, KrAIS Doctoral Consortium in 2023
 Program Committee Member, Post-ICIS KrAIS Research Workshop (KrAIS) in 2022, 2023, 2024
 Student Organizer, Workshop on Information Technologies & Systems (WITS) in 2017

Professional Recognition, Awards & Grants

KrAIS Workshop Best Paper Runner-up Award	2024 Summer
2024 UFTC Travel Award	
University of Nevada, Las Vegas	2024 Spring
RMCI BER 2024 Faculty Grant	
Center for International Business Education and Research, University of Colorado, Denver	2024
Small Research Grant	
University of Nevada, Las Vegas	2024 Spring
KrAIS Workshop Best Student Paper Runner-Up Award	2023
Business and International Education (BIE) Research Expense Award	
University of Nevada, Las Vegas	2023 Fall
Business and International Education (BIE) Summer Grant	
University of Nevada, Las Vegas	2023 Summer
Small Research Grant	
University of Nevada, Las Vegas	2023 Spring
Summer Research Grant	
University of Nevada, Las Vegas	2023 Summer
Ph.D. Research Paper Award	
KAIST College of Business	2022

Research Excellence Award

KAIST College of Business	2022
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Travel Grant Award

KAIST College of Business	2022
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ICIS Doctoral Consortium	2021
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KrAIS Workshop Best Paper Runner-Up Award	2017
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External Grant Proposals Submitted (under review)

- Amazon Research Awards, Spring 2026 cycle (PI) — submitted May 2026
- Russell Sage Foundation, Core Research Grant — Letter of Inquiry submitted June 2026
- Marketing Science Institute Research Grant — pre-proposal submitted March 2026
- National Research Foundation of Korea, International Mobility Program (U.S. Co-PI, with Kwangwoon University) — submitted September 2026
- AI and Mental Health Grant Program (PI) — submitted November 2025

Professional Memberships

AMA (2026 -); American Finance Association (2026 -); Production and Operations Management Society (2026 -)

Industry Consulting & Research Collaborations

Collaborative Research (membership & purchase optimization field experiments)	Seoul, South Korea
Kolon FnC	2025 – 2026
Collaborative Research (driving-simulator study on partial driving automation)	Seoul, South Korea
Kwangwoon University, AI Interaction Technology Institute	2026 –
Consulting Researcher	Sausalito, California, USA
GeminiHealth – Healthcare Analytics	2023 –
Consulting Researcher (exclusive data usage contract)	New York, USA
CryptoQuant – Blockchain Analytics	2020 –
Consulting Researcher	Seoul, South Korea
MyFashion (pseudo name) – Mobile Commerce Analytics	2021 – 2023
Consulting Researcher	Seoul, South Korea
Asan Medical Center – Smart Healthcare Research	2018 – 2023
Consulting Researcher	Seoul, South Korea
Brandi – Mobile App and Customer Targeting Research	2019 – 2023
Consulting Researcher	Seoul, South Korea
MyRealTrip – Marketing/Customer Analytics	2017 – 2023

Last updated: October 2026