

Sang-Pil Han

Department of Information Systems,
W. P. Carey School of Business,
Arizona State University, Tempe, AZ 85257
Email: shan73@asu.edu

Academic Experience

W. P. Carey School of Business, Arizona State University, Tempe, AZ

Associate Professor of Information Systems (with tenure), Aug 2018 – Present

Faculty Director of Master of Science in Business Analytics, Aug 2019 – Dec 2020

Assistant Professor of Information Systems, Dec 2014 – Jun 2018

College of Business, City University of Hong Kong, Hong Kong

Assistant Professor of Information Systems, Sep 2011 – Aug 2014

Stern School of Business, New York University, New York, NY

Postdoctoral Researcher, Sep 2008 – Aug 2011

Industry Experience

AT&T Labs Research, New Jersey, USA

Research Intern, Jun 2007 – Aug 2007

Mathpresso, Seoul, Korea

AI-powered education platform, provider of popular apps like QANDA with over 9 million monthly active users (MAU) and more than 92 million downloads

Advisor, Nov 2020 – Present

RoundIn, Seoul, Korea

Online golf lesson platform

Advisor, Apr 2022 – Mar 2023

Simple Steps, Palo Alto, CA

Non-profit organization supporting female immigrants' professional goals

Career Advisor, September 2022 – August 2023

Education

Korea Advanced Institute of Science and Technology (KAIST), Korea

Ph.D., Management Engineering, 2008

M.S., Management Engineering, 2002

B.A., Industrial Management, 2000

Honors and Awards

- Best Division Paper and Dexter Award Nominee, Academy of Management, 2024
- Summer Research Grant Award, AI and Data Analytics (AIDA) Initiative, 2023, 2025 (US\$10,000)
- Summer Research Grant Award, New Governance Lab, 2023 (US\$15,000)

- Sponsored Research Fund, Mathpresso, Inc., 2021 (US\$68,973)
- Associate Editor Service Award, Information Systems Research, 2020
- Sponsored Research Fund, Naver, Inc., 2018 (US\$87,833)
- Outstanding Teaching Award, Department of Information Systems Graduate Programs, 2017
- Finalist, Best Paper Award in Workshop on Information Systems and Economics, 2016
- General Research Fund Grants, Hong Kong Research Grant Council, 2013 (US\$35,000)
- General Research Fund Grants, Hong Kong Research Grant Council, 2012 (US\$38,000)
- Grant on Innovative Approaches to Measuring Advertising Effectiveness, Wharton Customer Analytics Initiative, 2012 (US\$6,000)
- Marketing Science Institute and Wharton Interactive Media Initiative Grant, 2010 (US\$10,000)
- Marketing Science Institute and Wharton Interactive Media Initiative Grant, 2009 (US\$6,500)
- NET (Network, Electronic Commerce, and Telecommunications) Institute Grant, 2009 (US\$3,000)
- Korea Research Foundation Grant, 2008 (US\$20,000)
- Best Paper Award, KAIST Graduate School of Management Doctoral Student Conference, 2005

Research Interests

AI, LLM Applications, AI Safety, Mobile Analytics, Digital Platforms, Business Intelligence

Publications in Referred Journals

16 UTD Journal Papers, 17 FT Journal Papers, Google Citation Count: 3,905 as of Apr 28, 2026

(*: papers in collaboration with PhD students; §: authors by alphabetical order)

- [1] Anindya Ghose and Sang Pil Han (2011), “An Empirical Analysis of User Content Generation and Usage Behavior on the Mobile Internet,” *Management Science*, 57(9), 1671-1691.[§]
- [2] Sung-Hyuk Park, Soonyoung Huh, Wonseok Oh, and Sang Pil Han (2012), “A Social Network-Based Inference Model for Validating Customer Profile Data,” *Management Information Systems Quarterly*, 36(4), 1217-1237.
- [3] Anindya Ghose, Avi Goldfarb, and Sang Pil Han (2013), “How is the Mobile Internet Different? Search Costs and Local Activities,” *Information Systems Research*, 24(3), 613-631.[§]
- [4] Anindya Ghose and Sang Pil Han (2014), “Estimating Demand for Mobile Apps in the New Economy,” *Management Science*, 60(6), 1470-1488.[§]
- [5] Sang Pil Han, Sungho Park, and Wonseok Oh (2016), “Mobile App Analytics: A Multiple Discrete-Continuous Choice Framework,” *Management Information Systems Quarterly*, 40(4), 2016, 983-1008.
- [6] Hyeokkoo Eric Kwon, Hyunji So, Sang Pil Han, and Wonseok Oh (2016), “Is Digital Addiction Rational? Investigating Excessive Dependence on Mobile Social Apps,” *Information Systems Research*, 27(4), 919-939.*
- [7] Kaiquan Xu, Jason Chan, Anindya Ghose, Sang Pil Han (2017), “Battle of the Channels: The Impact of Tablets on Digital Commerce,” *Management Science*, 63(5), 1469-1492.
- [8] Yoon Seok Son, Sang Pil Han, Sungho Park, and Wonseok Oh (2020), “When Loyalty Goes Mobile: Effects of Mobile Loyalty Apps on Purchase, Redemption, and Competition,” *Information Systems Research*. 31(3), 835–847.*

- [9] Ranjit Christopher, Sungho Park, Sang Pil Han, Min-Kyu Kim (2022), “Bypassing Performance Optimizers of Real Time Bidding Systems in Display Ad Valuation,” *Information Systems Research*, 33(2), 399-412.*
- [10] Mihyun Lee, Sang Pil Han, Sungho Park, and Wonseok Oh (2023), “Positive Demand Spillover of Popular App Adoption: Implications for Platform Owners’ Management of Complements,” *Information Systems Research*, 34(3), 961-995.*
- [11] K. Hazel Kwon, Mihyun Lee, Sang Pil Han, and Sungho Park (2024), “Fake Thumbs in Play: A Large-Scale Exploration of Opinion Manipulation in User Comments Space in South Korea,” *New Media & Society*, 26(6), 3252-3272.
- [12] Ka Young Ko, Donghyuk Shin, Seigyoung Auh, Yeonjung Lee, and Sang Pil Han, (2022) “Learning outside the Classroom during a Pandemic: Evidence from an Artificial Intelligence-Based Education App,” *Management Science*, 69(9), 3616-3649.*
- [13] Miyeon Jung, Sunghan Ryu, Sang-Pil Han and Daegon Cho (2023), “The Effect of Mobile Review Reminder Timing on Product Reviews: Evidence from Two Field Experiments,” *Journal of Marketing*, 87(4), 528-549.*
- This piece was featured in the *Wall Street Journal* on May 27, 2023.
- [14] Jingchuan Pu, Young Kwark, Sang Pil Han, Ye Qiang, and Bin Gu (2023), “Uncertainty Reduction vs. Reciprocity: Understanding the Effect of a Platform-Initiated Reviewer Incentive Program on Regular Ratings,” *Information Systems Research*, 35(3), 1363-1381.
- [15] Miyeon Jung, Sunghan Ryu, Sang-Pil Han, and Daegon Cho (2023), “When Is the Best Time to Ask Customers for a Review?” February 2023. *Harvard Business Review*.
- [16] Kyungmin Choi, Jaeung Sim, Daegon Cho, Sang-Pil Han (2024), “In-Consumption Information Cues and Online Video Consumption,” *Management Information Systems Quarterly*, 48(2), 645-678.*
- [17] Sanghak Lee, Donghyuk Shin, Seok Kee Lee, K. Hazel Kwon, and Sang Pil Han (2024), “Disinformation Spillover: Uncovering the Ripple Effect of Bot-Assisted Fake Social Engagement on Public Attention,” *Management Information Systems Quarterly*, 48(3), 847-872. (A lead article)
- [18] Hyunji So, Jinpyo Hong, Sang Pil Han, and Wonseok Oh, “Curbing Excessive Smartphone Use through Precommitment Apps: A Multiple Discrete-Continuous Extreme Value Approach,” Forthcoming at *Management Information Systems Quarterly*.

Papers under 1st Round Review (*: papers with PhD students, §: authors by alphabetical order)

- [19] Donghyuk Shin, Sean Park, Julian Lehmann, Heewon Chae, Seigyoung Auh, and Sang Pil Han, “Behavioral Spillovers from Generative AI: Evidence of Complementarity in Multi-AI Service Platforms,” Under 1st round review at *Management Information Systems Quarterly*.
- [20] Juwon Hong, Young Mie Kim, Sungho Park, and Sang Pil Han, “The Variance-Convergence Paradox : Generative AI Broadens Ideological Search but Funnels Users to Popular Terms,” Under revision for 2nd round review at *Communications AI & Computing*. (*Nature Portfolio’s Communications* series)

Papers in Preparation for Journal Submission (*: papers with PhD students)

- [21] Taheyon An, Juwon Hong, Donghyuk Shin, Seigyoung Auh and Sang Pil Han, “Upstream Accountability in Agentic AI Workflows: How Design Framing Shapes Human Oversight,” In preparation to submit to *Information Systems Research*.
- [22] Jaeho Myung, Miyeon Jung, Seigyoung Auh, and Sang Pil Han, “Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges,” Working paper available *
- [23] Myunghwan Lee, Gene Moo Lee, Donghyuk Shin, Wooje Cho, and Sang Pil Han, “Service Robots and Workforce Transformation: Evidence from Restaurant Operations,” Working paper available.
- [24] Juwon Hong, Sungwook Yoon, Sungho Park, and Sang Pil Han, “How User Adoption of ChatGPT Influences Commercial Search Behavior in Traditional Search Engines,” Working paper available *
- [25] WanGyu Henry Heo, Hyunji So, Wonseok Oh, and Sang Pil Han, “Consumption Analytics for Digital Content: Effects of Monetary Incentives on the Consumption, Evaluation, and Repurchase of E-Books,” Working paper available.
- [26] Kyuhan Lee, Buomsoo Kim, Sudha Ram, Donghyuk Shin, and Sang Pil Han, “Graph Representation Learning for Reciprocal Recommendation on Online Matching Platforms,” In preparation to submit to *Information Systems Research*.
- [27] Donghyuk Shin and Sang Pil Han, “Battle of the AIs: Generative AI’s Impact on AI Businesses,” In preparation to submit to *Information Systems Research*.*
- [28] Donghyuk Shin, Seigyoung Auh, and Sang Pil Han, “Educational Leapfrogging: Achieving AI for Good by Combatting Global Educational Disparities,” In preparation to submit to *Decision Support Systems*.

Research in Progress (*: papers in collaboration with PhD students)

- [29] Donghyuk Shin, Ka Young Ko, Seigyoung Auh, and Sang Pil Han, “AI vs. Gig Workers: An Empirical Analysis from a Service Versioning Lens,” In preparation for journal submission.
- [30] Sungho Park, Gene Moo Lee, Donghyuk Shin, and Sang Pil Han, “When Does Congruence Matter for Pre-roll Video Ads? The Effect of Multimodal, Ad-Content Congruence on the Ad Completion,” In preparation for journal submission.
- [31] Ka Young Ko, Donghyuk Shin, Seigyoung Auh, and Sang Pil Han, “The Gender Gap and Impact on Customer Satisfaction and Financial Outcome: Evidence from Student Evaluations of Tutors,” In preparation for journal submission.

Other Publications

- [1] Ki-Kwang Lee, Sang Pil Han, YoungKi Park, and Hyun Cheol Kim (2020), “The Alerting Effect from Rising Public Awareness of Air Quality on the Outdoor Activities of Megacity Residents,” *Sustainability*, 12(3), 1-12.
- [2] Jae-Hyeon Ahn, Sang Pil Han, and Yung-Seop Lee (2006), “Customer churn analysis: Churn determinants and mediation effects of partial defection in the Korean mobile telecommunications service industry,” *Telecommunications Policy*, 30(10-11), 552-568.

Published Book Chapters

- [1] Anindya Ghose and Sang Pil Han (2013), “Marketing in the New Mobile Economy,” in K. Coussement, K.W. De Bock and Scott A. Neslin (Editors.), *Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships*, Gower Publishing, London, United Kingdom.
- [2] Jae-Hyeon Ahn, Sang Pil Han, Kyung-Yong Jee, and Moon-Koo Kim (2006), “Consumer Preference for New Wireless Data Services,” *The Economics of Online Markets and ICT Networks*, R. Cooper, G. Madden, A. Lloyd, M. Schipp (Editors) Physica-Verlag.
- [3] Sang Pil Han, Jae-Hyeon Ahn and Ann Skudlark (2004), “Convergence Phenomenon and New Service Development in the Telecommunications Industry,” *Global Economy and Digital Society*, E. Bohlin, S. Levin, N. Sung, and C-H. Yoon (Editors) Elsevier.

Invited Research Seminar Presentations

- “How User Adoption of ChatGPT Influences Search Volume and Variety in Traditional Search Engines”
McGill University, September 2024
- “Threats or Opportunities? Enhancing Firm Performance in the Era of Generative AI”
University of Connecticut, March 2024
- “Generative AI: Disrupting AI Business Strategies”
University of Washington at Seattle, January 2024
- “Battle of the AIs: How Generative AI Impacts the Demand for Traditional AI Services”
University of Arizona, September 2023
Chinese University of Hong Kong September 2023
Hong Kong University of Science and Technology, September 2023
University of Wisconsin at Madison, January 2024
- “AI Effectiveness, Task Difficulty, and Employee Income in the Gig Economy: When AI is the Default Service Provider Rather than Humans”
Temple University, March 2023
- “Achieving the Double Bottom Line with Artificial Intelligence by Addressing Inequity: A Global Comparative Analysis of an Educational Technology Firm”
KAIST, May 2022
- “Disruption and Resilience of Learning during a Pandemic: Evidence from an AI-based Learning Platform”
Temple University, April 2021
Korea Advanced Institute of Science and Technology, April 2021
Korea University, April 2021
George Mason University, November 2020
- “Gone in 5 Seconds: Matching Skippable Pre-Roll Ads to Relevant Video and Audience using Video Analytics with Deep Learning”
Southern Methodist University, April 2020
- “Fighting Abuse while Promoting Free Speech: The Impact of an Abuser Deterrence Policy in an Online Platform”
University of British Columbia, October 2019
University of Texas at Dallas, October 2019

ASU Thunderbird School of School of Global Management, September 2019

Temple University, August 2019

- “Assessing the Impact of Public Opinion Manipulation by Bot-Assisted Abusers in an Online Commenting Platform”
Georgia State University, February 2020
University of Florida, March 2019
- “The Effects of Mobile Use in Online Higher Education: Evidence from Massive Open Online Courses”
University of California San Diego, May 2018
Michigan State University, October 2017
George Washington University, February 2017
Yonsei University, June 2016
Korea University, May 2016
- “Economics of Consumption and Addiction on Mobile Apps”
Kyunghee University, June 2016
University of Maryland, October 2015
University of Arizona, April 2015
Korea Advanced Institute of Science and Technology, September 2014
- “Battle of the Channels: The Impact of Tablets on Digital Commerce”
Erasmus University, June 2013
Nanjing University, November 2012
Yonsei University, October 2012
- “An Empirical Analysis of Digital Advertising”
Arizona State University, December 2013
Temple University, September 2013
University of Maryland at Baltimore County, December 2012
York University, December 2012
Nanjing University, November 2012
- “An Empirical Analysis of User Content Generation and Usage Behavior on the Mobile Internet”
City University of Hong Kong, February 2011
University of Calgary, February 2011
University of Texas at Dallas, January 2010
University of Minnesota, February 2010
University of Maryland, February 2010

Invited Conferences and Workshops Presentations

- “Redefining Search: The Impact of ChatGPT on Commercial Search Patterns in Traditional Search Engines”
Korean Association for Information Systems Summer Workshop, July 2024
Conference on Information Systems and Technology, October 2024
- “Battle of the AIs: The Impact of Large Language Models on AI Services”
Conference on Information Systems and Technology, October 2023
- “When the Human–Algorithm Voice Connection Fails: Effects of Attribution Responses on User

Engagement with AI-Enabled Smart Speakers”

Conference on Information Systems and Technology, October 2023

- “Stakeholder Activism on Social Media for Transparency amid Governance Disruptions: Evidence from Cryptocurrency Exchanges”
Conference on Information Systems and Technology, October 2023
International Conference on Information Systems, December 2023
- “Skipping to the Good Part: An Empirical Study on Engagement Graphs in the Live Streaming Platform”
Conference on Information Systems and Technology, November 2020
- “Gone in 5 Seconds: Matching Skippable Pre-Roll Ads to Relevant Video and Audience using Video Analytics with Deep Learning”
Winter Conference on Business Analytics, March 2020
- “Fighting Abuse while Promoting Free Speech: The Impact of an Abuser Deterrence Policy in an Online Platform”
Hawaii International Conference on System Sciences, January 2020
Conference on Information Systems and Technology, October 2019
- “The Boy Who Cried Wolf: The Long-Term Perils of Rating Manipulation in Product Reviews”
Conference on Information Systems and Technology, October 2019
- “Assessing the Impact of Public Opinion Manipulation by Bot-Assisted Abusers in an Online Commenting Platform”
Winter Conference on Business Analytics, March 2019
- “Digital Gentrification: Do People Vote with their Clicks in Response to Online Opinion Rigging?”
Winter Conference on Business Analytics, March 2019
- “The Effects of Mobile Use in Online Higher Education: Evidence from Massive Open Online Courses”
Conference on Information Systems and Technology, October 2017
Winter Conference on Business Analytics, March 2017
Conference on Information Systems and Technology, November 2016
- “Assessing the Impact of Ad Frequency in Programmatic Online Display Retargeting: A Large-Scale Randomized Field Experiment”
Winter Conference on Business Analytics, March 2019
Workshop on Information Systems and Economics, December 2017
Conference on Information Systems and Technology, October 2017
Winter Conference on Business Analytics, March 2017
Open Data Science Conference East, May 2017
- “Air Matters: The Impact of Searching Air Quality Information”
INFORMS e-Business Cluster, October 2017
- “What Happens When Reviewers Start to Get Free Products? The Effects of Online Retailer’s Reviewer Incentive Program on Reviews Generation for Purchased Products”
International Conference on Information Systems, December 2017
- “Conflict between Two Selves: Mobile Temptation and Self-Control through Precommitment”
International Conference on Information Systems, December 2016
Conference on Information Systems and Technology, November 2016

- Winter Conference on Business Analytics, March 2016
- “Mining E-Book Reading Patterns: Applications in Segmentation and Recommendation System”
Workshop on Information Systems and Economics, December 2016 (Nominated for Best Paper)
Winter Conference on Business Analytics, March 2016
 - “Towards Improved Mobile App Engagement: Popular App Adoption as a Stimulus”
Hawaii International Conference on System Sciences, January 2016
ZEW Conference on the Economics of Information and Communication Technologies, June 2016
Conference on Information Systems and Technology, October 2015
 - “The Digitalization of Loyalty: Capitalizing on Mobile Loyalty Programs to Encourage Offline Purchase”
International Conference on Information Systems, December 2016
 - “The Economics of All-You-Can-Read E-Book Pricing: An Empirical Analysis”
Conference on Information Systems and Technology, October 2015
International Conference on Information Systems, December 2015
 - “Is Digital Addiction Rational? Investigating Excessive Dependence on Mobile Social Apps”
International Conference on Information Systems, December 2014; SCRCR, June 2014
 - “Mobile App Analytics: A Multiple Discrete-Continuous Choice Framework”
International Conference on Information Systems, December 2014
Statistical Challenges in Electronic Commerce Research, June 2014
INFORMS Marketing Science Conference, June 2014
 - “Battle of the Channels: The Impact of Tablets on Digital Commerce”
International Conference on Information Systems, December 2013
Conference on Information Systems and Technology, October 2013
ZEW Conference on the Economics of Information and Communication Technologies, June 2014
INFORMS Annual Meeting IS Cluster, October 2013
Statistical Challenges in Electronic Commerce Research, June 2013
 - “Estimating Demand for Mobile Apps in the New Economy”
International Conference on Information Systems, December 2012
INFORMS Annual Meeting IS Cluster, October 2012
INFORMS Marketing Science Conference, June 2012
Statistical Challenges in Electronic Commerce Research, June 2012
Application of the Web Workshop, April 2012
International Industrial Organization Conference, March 2012
 - “An Empirical Analysis of Digital Advertising”
Workshop on Information Systems and Economics, December 2013
Workshop on Analytics for Business, Consumer and Social Insights, August 2013
ZEW Conference on the Economics of Information and Communication Technologies, June 2013
INFORMS Annual Meeting IS Cluster, October 2012
 - “How is the Mobile Internet Different? Search Costs and Local Activities”
International Conference on Information Systems, December 2011

- Conference on Information Systems and Technology, November 2010
- Summer Institute in Competitive Strategy, July 2011
- Annual Conference on Internet Search and Innovation, June 2011
- INFORMS Marketing Science Conference, June 2011
- Statistical Challenges in Electronic Commerce Research, June 2011
- Workshop on Information Systems and Economics, December 2010
- Marketing Science Institute and Wharton Interactive Media Initiative Conference on the Modeling Cross-Platform and Multi-channel Customer Behavior, December 2010
- “Network Stability and Social Contagion: An Empirical Analysis in the Mobile Internet”
 - International Conference on Information Systems, December 2011
 - INFORMS Marketing Science Conference, June 2012
 - Workshop on Information Systems and Economics, December 2011
- “A Structural Model of User Learning and Dynamics in Mobile Phone Content Services”
 - International Industrial Organization Conference, May 2010
 - NET Institute Conference, April 2010
 - Workshop on Information Systems and Economics, December 2009
 - Workshop on Information in Networks, September 2009
 - Marketing Dynamics Conference, August 2009
- “An Empirical Analysis of User Content Generation and Usage Behavior on the Mobile Internet”
 - Workshop on Information Technologies and Systems, December 2010
 - Marketing Science Institute and Wharton Interactive Media Initiative Conference on the Emergence and Impact of User-Generated Content, December 2009
 - ZEW Workshop on the Potential of Social Software for Knowledge Creation and Economic Performance, November 2009
 - Statistical Challenges in Electronic Commerce Research, May 2009
 - Conference on Information Systems and Technology, December 2009
- “A Social Network-Based Inference Model for Validating Customer Profile Data”
 - Advanced Information Networking and Applications, May 2009
 - IEEE International Conference on Data Engineering, March 2009

Professional Services

- Associate Editor
 - Information Systems Research**, 2019 – 2020.
 - International Conference on Information Systems, 2012 – 2019
- Program Chairs
 - Korean the Association for Information Systems Summer Workshop, 2024
- Program Committee Member
 - Conference on Information Systems and Technology, 2009, 2011, 2013 – 2024
 - ACM Conference on Electronic Commerce, 2012 – 2013
 - Korean Chapter of AIS Summer Workshop, 2023
 - Hawaii International Conference on System Sciences, 2021 – 2025
- Ad Hoc Journal Reviewer
 - Management Science

Management Information Systems Quarterly
Information Systems Research
Journal of Marketing Research
ACM Transactions on Management Information Systems
Academy of Management

- Internal Service
MS-AIB Faculty Co-Director, 2025- Present
MSBA Curriculum Committee, 2024 – 2025
Faculty Recruiting Committee, 2018 – 2019, 2016 – 2018
Undergraduate ADBA Certificate Committee, 2015 – 2016
Ph.D. Program Committee, 2015 – 2016, 2020 – 2023
Research Workshop Committee, 2015 – 2017
Faculty Recruiting Committee, 2016 – 2017
UG BDA Committee, 2016 – 2018
Honors Committee, Spring 2016, Spring 2017, Fall 2017

Courses Taught at ASU

- Undergraduate (*: online)
CIS 375 Business Data Mining
84296 (Fall 2022), 17832 (Spring 2022), 86702, 86689, 96827 (Fall 2021),
81579, 84741 (Fall 2018), 83393, 88497 (Fall 2017), 26743, 26744 (Spring
2017), 87971 (Fall 2016), 21942 (Spring 2016), 89544 (Fall 2015), 92473 (Fall
2015) *
- Graduate
CIS 593 Applied Project
88662, 88675 (Fall 2024), 14565, 31619 (Spring 2023), 15984, 20695 (Spring
2020), 22321 (Spring 2019)
CIS 791 Topic: Research Methods
98343 (Fall 2022), 10705 (Spring 2018)
CIS 508 Data Mining I (now Machine Learning in Business)
32696 (Spring 2025), 86693 (Fall 2025), 88611 (Fall 2024), 75341, 90470 (Fall
2023), 23491 (Spring 2021), 93791, 93790, 94600 (Fall 2020), 26091 (Spring
2020), 93860, 93337, 81780, 77793, 95001, 95103 (Fall 2019), 30575 (Spring
2019), 83844 (Fall 2018), 86968 (Fall 2017), 93154 (Fall 2016), 28482 (Spring
2015)

Graduate Students Committee (*: co-chair; §: chair)

- Mihyun Lee (Marketing, ASU), graduated in Summer 2018 (first placement: Northwestern University)*
- Bradley Fay (Marketing, ASU), graduated in Summer 2018 (first placement: Wayfair Inc.)
- Feng Cheng (SCM, ASU), graduated in Summer 2020 (first placement: Minnesota State University).

- Miyeon Jung (IS, KAIST), graduated in 2022 (first placement: University of Nevada in Las Vegas)
- Jaeung Sim (IS, KAIST), graduated in Summer 2022 (first placement: University of Connecticut in Stamford)
- Dahae Jeong (Marketing, ASU), graduated in Summer 2023 (first placement: Thompson Rivers University).*
- Myunghwan Henry Lee (IS, UBC), graduated in Summer 2024 (first placement: Chinese University of Hong Kong).
- Wangyu Henry Heo (IS, KAIST), graduated in Summer 2025 (first placement: American University).
- Juwon Jean Hong (Marketing, SNU), anticipated to graduate in Summer 2026