

# Seung Jong (Victor) Lee

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## Education

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<b>Ph.D.</b>	Information Systems, Arizona State University	Aug 2021 – Present
<b>M.S.</b>	Management Information Systems, Kyung Hee University	Sept 2018 – Aug 2020
<b>B.B.A. &amp; B.A.</b>	Business Administration and Interpretation & Translation, Kyung Hee University	Mar 2012 – Aug 2018

## Research Interests

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My research interests lie in the societal and ethical impact of AI and digital technologies, specifically how these systems influence human behavior, privacy, and equity.

## Works-in-Progress

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1. Seung Jong Lee and Pei-yu Chen, “From Performance to Authenticity: The Effects of Social Media Disengagement on Face-Keeping and Diversifying Interests,” under data analysis stage.
2. Seung Jong Lee and Pei-yu Chen, “Nudging Safer Sharing: Safety Filters and Self-Disclosure in Medical Information Sharing,” under data analysis stage.
3. Seung Jong Lee, Wen Ya Shen, and Zenan Zhou, “Go Touch Grass: Shared Active Mobility and the Elasticity of Excessive Smartphone Use,” under data analysis stage.
4. Seung Jong Lee and Pei-yu Chen, “Intended and Unintended Consequences of Auditory Mobile Camera Regulation: On Rights to Likeness and Content Creation,” under data analysis stage.
5. Wen Ya Shen, Seung Jong Lee, and Pei-yu Chen, “Shared Micromobility Meets Participatory Governance: How Bike-Sharing Systems Shape Civic Participation In Public Nuisance Monitoring,” under preparation for journal submission.

## Teaching Experience

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### Arizona State University, Tempe, AZ

- **Instructor**, CIS 404: Programming Analytics & AI in Business Spring 2026
- **Lab TA**, CIS 508: Machine Learning in Business Fall 2023

### Kyung Hee University, Seoul, Korea

- **TA**, MGMT7048 Econometrics Approach to Management Fall 2020
- **TA**, MGMT3023 Data Analytics in Business Spring 2019
- **TA**, MGMT3023 Data Analytics in Business Fall 2018

## Conferences

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1. Seung Jong Lee, Julian Lehmann, Heewon Chae, Donghyuk Shin, Seigyoung Auh, and Sang Pil Han, "Threats or Opportunities? Enhancing Firm Performance in the Era of Generative AI," Academy of Management (CTO Division-wide Best Paper, Dexter Award Nominee).
2. Lee, Seung Jong, Sungwook Yoon, Sungho Park, and Sang Pil Han, "Are LLMs Disruptors or Facilitators of Information Search? An Empirical Analysis of Users' Commercial Intent Search Patterns," 2024 Biz AI Conference: AI Applications in Business Research.
3. Lee, Seung Jong, Donghyuk Shin, and Sang Pil Han, "Battle of the AIs: The Impact of Large Language Models on AI Services," Conference on Information Systems and Technology (CIST) 2023 (Best Student Paper Award Nominee).
4. Lee, Seung Jong, Donghyuk Shin, Seigyoung Auh, and Sang Pil Han, "Coopetition in Search Engines between Existing AI and Emergent LLMs," Conference on Digital Experimentation @ MIT (CODE@MIT) 2023.
5. Lee, Seung Jong, Kyung Pyo Kang, Junghee Lee, Vish Krishnan, and Jae Hong Park, "Making Charity Crowdfunding Work: An Empirical Study of Project Promotion for Improving Donor Contributions," International Conference on Information Systems (ICIS) 2021, Austin, TX (Kauffman Student Best Paper Award).
6. Lee, Seung Jong, JaeHong Park, Junghee Lee, and Vish Krishnan, "Timing of Promotion for Charity Crowdfunding Projects: An Empirical Study of the Role of Mid-Period Momentum," Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2020.
7. Kim, Cho I, Seung Jong Lee, and JaeHong Park, "Overcoming the Hurdle of Self Improvement: Empirical Research on Procrastination Patterns and Goal Type," Workshop on e-Business (WeB) 2019, Munich, Germany.
8. Lee, Seung Jong, JaeHong Park, and Junghee Lee, "Are Similar Charity Crowdfunding Projects Substitutes or Complements? The Effect of Image Similarity on Neighboring Projects' Performance," Workshop on e-Business (WeB) 2019, Munich, Germany.
9. Lee, Seung Jong, and JaeHong Park, "Are Similar Charity Crowdfunding Projects Substitutes or Complements? The Effect of Information Similarity on Neighboring Projects," Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2019, Hong Kong.
10. Lee, Seung Jong, JaeHong Park, Junghee Lee, and Vish Krishnan, "Timing of Promotion for Charity Crowdfunding Projects: An Empirical Study of the Role of Mid-Period Momentum," International Conference on Information Systems (ICIS) 2018, San Francisco, CA.

## Scholarships & Awards

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<b>CTO Best Division Paper Award</b>	Aug 2024
<b>ASU Information Systems PhD Summer Research Grant</b>	2022 – 2024
<b>Kauffman Student Best Paper Award</b>	Dec 2021
<b>Dean's List</b>	Jun 2018

Awarded Magna Cum Laude, received tuition scholarship.

## **Advisory Committee**

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**Olivia Liu Sheng** (Committee Chair)

W. P. Carey Distinguished Chair and Professor, Department of Information Systems

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

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**Pei-yu Chen** (Committee Chair)

Chair of the Department of Information Systems, Red Avenue Foundation Professor

Department of Information Systems, W. P. Carey School of Business

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