

Hyungchan Cho

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Academic Appointment

Arizona State University, W.P. Carey School of Business
Instructor ABD of NASPO Department of Supply Chain Management

Tempe, Arizona
2026 –

Education

University of Michigan, Stephen M. Ross School of Business
Ph.D. in Technology and Operations

Ann Arbor, Michigan
2020 – 2026

University of Michigan, College of Engineering
M.S. in Computer Science and Engineering

Ann Arbor, Michigan
2026

Korea University
B.S. in Mathematics, Minor in Statistics
B.B.A. in Business Administration

Seoul, Korea
2010 – 2016
2010 – 2016

Research Interests

Topics: Operations-Finance Interface, Technology Adoption in Service Operations

Methodology: Causal Inference, Large Language Models, Natural Language Processing, Machine Learning

Research

** Practitioner coauthor*

Working Papers

1. Adopting 'Green' Shareholder Proposals Can Improve Firm Operations. [\[Link\]](#)
With Damian Beil and Andrew Wu.
Under Major Revision at **Management Science**.
2. Neutral Point-of-View Operational Language in Earnings Calls and Market Response.
Solo-authored, paper available upon request.
In preparation for 2nd submission after Reject & Resubmit at **Management Science**.
3. Measuring Leaders' Operational Experience and Its Impact on Firm Operational Performance. [\[Link\]](#)
With Damian Beil and Andrew Wu.
In preparation for 3rd submission after Reject & Resubmit at **M&SOM**.
4. Wikipedia-Style ESG Disclosure: Effects on Information Asymmetry and the Cost of Equity.
Solo-authored, paper available upon request.
Soon to be submitted to **Management Science**.

Work in Progress

5. Food Without Feelings? Unpacking Consumer Bias Against Robotic Kitchens.
Target Submission: **Nature Human Behaviour**.
Core analysis completed; LLM fine-tuned; robustness & bootstrapping in progress.

6. Spare the rod for the CEO, but not for the COO.
 With Hyun-Soo Ahn and Jen Choi.
 Target Submission: **Management Science**.
Analysis in progress; model specification in progress.
7. The Role of Analyst Focus on Operational Information in Forecast Accuracy.
 With Damian Beil and Andrew Wu.
Data assembled & cleaned; preliminary analysis in progress.

Teaching Experience

Instructor – University of Michigan

Managing Business Operations (TO 302, BBA Minor core) *Fall 2022*
 - Topics: process analysis, waiting time analysis, inventory management, supply chain management, etc.

Guest Lecturer – University of Michigan

Advanced Topics in Computer Architecture (EECS 573) *Fall 2024*
 - Topic: Privacy-Enhanced Architectures, covering Differential Privacy and Homomorphic Encryption

Teaching Assistant – Korea University (Undergraduate-Level Course)

Introduction to Operations Management (BUSS 211, class size 60) *2013*

Tutor – Korea University Business School (Undergraduate-Level Course)

Introduction to Financial Management (BUSS 207) *2013 – 2014*

Presentations

** Scheduled*

Invited Seminars

- 2026** Yonsei Business Research Institute, Yonsei School of Business, Yonsei University
 LSOM Research Center, Korea University Business School, Korea University
 NASPO Department of Supply Chain Management, Arizona State University
 Smeal College of Business, Pennsylvania State University
- 2025** Department of Information Systems and Analytics, National University of Singapore

Conferences

- 2026** INFORMS Annual Meeting, San Francisco, CA*
 INFORMS MSOM Conference, Boston, MA
 POMS Annual Conference, Reno, NV
 Early-Career Sustainable Operations Workshop, Dallas, TX
- 2025** INFORMS Annual Meeting, Atlanta, GA
 Annual Symposium on Environmental and Social Sustainability in Supply Chains, Atlanta, GA
 Purdue Supply Chain & Operations Management Conference, West Lafayette, IN
 INFORMS MSOM Conference, London, UK
- 2024** POMS Annual Conference, Minneapolis, MN
- 2023** INFORMS Annual Meeting, Phoenix, AZ
- 2022** INFORMS Annual Meeting, Indianapolis, IN

Awards & Honors

Rackham Predoctoral Fellowship , University of Michigan	2025
- Finalist for the highest award for doctoral research at the University of Michigan	
Ross School of Business Fellowship , University of Michigan	2020 – 2025
Richard and Rena D'Souza Endowed Graduate Student Award , University of Michigan	2024
Ross Travel Grant , University of Michigan	2022 – 2024
Rackham Conference Travel Grant , University of Michigan	2022 – 2025
Ross Early PhD Candidacy Award , University of Michigan	2022
Great Honor , Korea University	2016
- Summa Cum Laude	
Scholarship for undergraduates , Life Insurance Social Contribution Committee	2014 – 2015
Semester High Honors , Korea University	2013 – 2015
- For academic excellence in five semesters	
Family Scholarships , Korea University	2013 – 2015
KUBS Scholarship , Korea University	2014
Samsung Welfare Foundation Scholarship , Samsung Welfare Foundation	2014
Special Scholarship for Freshmen , Korea University	2010
- Top scorer in the National College Scholastic Ability Test (Full scholarship)	

Service Activities

Session Chair, POMS Annual Conference	2026
Reviewer, M&SOM	2026
Reviewer, M&SOM SIG 1RR	2023
Session Co-Chair, INFORMS Annual Meeting	2022
Fellow, Institute of Actuaries of Korea	2018 – 2023

Other Professional Experience

Qualified Professional Investor , <i>Korea Financial Investment Association</i>	2021 – 2023
- Designated as a qualified individual investor, authorized to invest in high-risk financial products due to advanced expertise and asset criteria, with reduced regulatory protections compared to general investors	
Registered Actuary , <i>Financial Supervisory Service, Korea</i>	2018 – Present
Korean Reinsurance Company , <i>Product Development Team</i>	Seoul, Korea
<i>Actuary</i>	2016 – 2023
- Built statistical models for 20+ new health insurance products/benefits design; Led data pipelines and analysis of > 1 billion health records; solo-authored three In-House Research Papers (Internal White Papers)	
Oliver Wyman , <i>Financial Services – Finance & Risk</i>	Seoul, Korea
<i>Research Analyst</i>	2015
Hyundai Marine & Fire Insurance	Seoul, Korea
<i>Actuarial Intern</i>	2015
4-58th Airfield Operations Battalion , <i>8th U.S. Army</i>	USAG Humphreys
<i>Sergeant, Automated Logistical Specialist (KATUSA – Korean Augmentation to the U.S. Army)</i>	2011 – 2012

Other Information

Languages: Korean (native), English (fluent)