

ANGELA (AERRY) CHOI

Email: ar8844@skku.edu

Address: 25-2, Seonggyungwan-ro, Jongno-gu, Seoul,
Republic of Korea

ACADEMIC POSITION

Feb. 2022 - Assistant Professor of Information Systems, College of Business,
Present Sungkyunkwan University

Aug. 2019 – Assistant Professor of Business Analytics, Information Systems & Supply
Dec. 2021 Chains, College of Business, The Florida State University

Sep. 2017 – Adjunct Professor of Information Systems, College of Business, Yonsei
June. 2018 University

EDUCATION

Feb. 2013 – Feb. 2019 **Korea Advanced Institute of Science and Technology (KAIST),**
– Masters & Ph.D. in Management Engineering
– Major: Information Systems
– Adviser: Dr. Wonseok Oh

Sept. 2007 – **Korea Advanced Institute of Science and Technology (KAIST),**
Feb. 2013 B.S. degree, (Major : Material Science and Engineering)

RESEARCH INTEREST

Research - Economics of IT
Interests - Business Analytics
- Digital Content Marketing and Monetization Strategy
- Digital Content Consumption

Research - Econometric Analyses
Method - Field Experiment
- Hierarchical Bayesian Modeling
- Analytical Modeling
- Text-mining
- Hidden Markov Model

RESEARCH PAPERS

1. Angela A. Choi, Daegon Cho, Dobin Yim, Jae Yun Moon, and Wonseok Oh, “When Seeing Helps Believing: The Interactive Effects of Previews and Reviews on E-Book Purchases” – *Information Systems Research* (2019), 30(4), 1164-1183
2. Heeseung Lee, Angela A. Choi (Corresponding author), Tianshu Sun, and Wonseok Oh “Reviewing Before Reading? An Empirical Investigation of Book Consumption Patterns and Their Effects on Reviews and Sales” – *Information Systems Research* (2021)
3. Angela A. Choi, KiEun Rhee, Chamna Yoon, and Wonseok Oh “The Cost of Free: The Behavioral Economic Effects of “Wait-for-Free” Pricing Schemes on the Monetization of Serialized Digital Content” – *MIS Quarterly*, Forthcoming (2023)
4. Yoonseock Son, Angela A. Choi, Corey Angst, and Kaitlin Wowak “Gender Bias in Health Care Consulting: Randomized Field Experiment”¹ – *Journal of Operational Management*, Forthcoming (2023)

UNDER REVIEWS

1. Angela A. Choi, Jui Ramaprasad, and Hyunji So (Authors by alphabetical order), “Fake or Real? The Impact of Authenticity in influencer Marketing” – Invited Major Revision, *Information Systems Research*
2. Heeseung Lee, Angela A. Choi, Tianshu Sun, and Wonseok Oh “To Split or to Merge?: How Partitioning Affects Consumption and Engagement with Digital Content” – Invited Major Revision, *Information Systems Research*
3. Angela A. Choi and Wonseok Oh “Reading Minds from Reading Patterns: A Field Experiment on the Effectiveness of Consumption-based Targeting in E-book Markets” – Invited Major Revision, *Information Systems Research*

WORKING PAPERS

4. Angela A. Choi, Yoonseock Son, Yi-Chun Ho, and Yong Tan “Do Superstars Always Shine? The Economic Impact of Influencer Marketing and Online Consumer Reviews”
5. Hyunji So, Jui Ramaprasad, and Angela A. Choi “What Influences Influencers? How Hiding Popularity Signals Impacts Influencer Behavior”

¹ Published as *Registered Report: Stage 1*.

-
6. Angela A. Choi, Yi-Chun (Chad) Ho, Xuan Bi “Targeting Seller vs. Consumers? The effectiveness of recommender system on influencer marketing”
 7. Yi-Chun (Chad) Ho, Angela A. Choi, Sangseok You, and Hai Che “The Power of Makeup? Unveiling the Effect of Bare-face Revelation in Beauty Product Advertising”
 8. Angela A. Choi, Heeseung Lee, Tianshu Sun, and Wonseok Oh “Reading Marathon: Understanding the Effect of Binge Reading on User-Generated Content” – In preparation for submission to *Information Systems Research* (Full draft available)

PAPERS IN REFEREED CONFERENCE PROCEEDING

1. Angela A. Choi (presenting author), Yi-Chun (Chad) Ho, and Kihwan Nam “Straight-up or Made-up? The Impact of bare-Face Exposure on Cosmetics Sales in Influencer Marketing” *Proceedings of the 12th Conference on Information Systems & Technology (CIST)*, Maryland, USA, November 2020
2. Yoonseock Son (presenting author) and Angela A. Choi, “Do Superstars Always Shine? The Economic Impact of Influencer Marketing and Online Consumer Reviews” *Proceedings of the 12th Conference on Information Systems & Technology (CIST)*, Maryland, USA, November 2020
3. Angela A. Choi, Heeseung Lee, Tianshu Sun (*presenting author*), Wonseok Oh, "Reading Marathon: Understanding the Effect of Binge Reading on User-Generated Content," *Proceedings of the 39th International Conference on Information Systems (ICIS)*, San Francisco, USA, December 2018
4. Angela A. Choi (*presenting author*), Ki Eun Rhee, Wonseok Oh, "'Marshmallow Pricing': Effects of “Wait-and-Not-Pay” Schemes on the Monetization of Hedonic Digital Content," *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Pheonix, USA, November 2018
5. Heeseung Lee (*presenting author*), Angela A. Choi, Tianshu Sun, Wonseok Oh, “Reviewing Before Reading? Effects of Book Consumption Patterns on Online Review Intention, Valence, and Length,” *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Pheonix, USA, November 2018
6. Angela A. Choi (*presenting author*), Heeseung Lee, Tianshu Sun, Wonseok Oh, “Is Binge Reading Detrimental to Online Reviews?” *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Pheonix, USA, November 2018
7. Heeseung Lee (*presenting author*), Angela A. Choi, Wonseok Oh, “Reviewing Before Reading? Effects of Book Consumption Patterns on Online Review Intention, Valence, and Length,” *Proceedings of the 12th China Summer Workshop on Information Management*, Qingdao, Shandong, China, June 2018

8. Angela A. Choi (*presenting author*), Ki Eun Rhee, Wonseok Oh, "'Marshmallow Pricing': Effects of "Wait-and-Not-Pay" Schemes on the Monetization of Hedonic Digital Content," *Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 2017
9. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, "Reading Minds from Reading Patterns: A Field Study on the Effectiveness of Consumption-based Targeting in E-Book Markets," *Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 2017
10. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, "Tracking the Most Unread Mobile-based Books: Reading Patterns, Review Ratings, and Promotional Engagement," *Annual ISMS Marketing Science Conference*, Los Angeles, CA, June 2017
11. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, Daegon Cho. "Too Much Preview, Too Little Sales? The Paradox of e-Book Sales," *International Conference on Information and Communication Technology and Digital Convergence Business (ICIDB)*, 2015
12. Angela A. Choi (*presenting author*), Daegon Cho, Dobin Yim, Jae Yun Moon, Wonseok Oh, "See for Yourself or Listen to Others: Complementary and Substitutive Effects of Previews and Reviews on E-Book Purchase and Consumption," *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland, December 2016

AWARDS AND GRANT

2021	Summer Research Grant , The Florida State University
2020	Summer Research Grant , The Florida State University
2018	Excellence in Teaching Award , Yonsei University
Apr. 2017	Excellence in Research Award , Ph.D Program, KAIST College of Business
2007 – 2012	Undergraduate Student Scholarship , KAIST.

INVITED TALKS

- The Hong Kong University of Science and Technology (2019)
- Nanyang Technological University (2019)
- University of Richmond (2019)
- The Florida State University (2019)
- Texas Tech University (2019)

Technical Skills Data Analysis (STATA, R)
 Programming Language (SQL, Python)
 Proficient in MS-office (Word, Excel, PowerPoint)

REFERENCES

Dr. Wonseok Oh

Chair Professor of Information Systems, KAIST College of Business
Email: wonseok.oh@kaist.ac.kr

Dr. Yi-Chun (Chad) Ho

Associate Professor of Information Systems, George Washington University
Email: chadho@gwu.edu

Dr. Tianshu Sun

Assistant Professor of Data Sciences and Operations, USC Marshall
Email: tianshus@marshall.usc.edu