

CHANGSEUNG (CHANG) YOO

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ACADEMIC POSITIONS

- 2025– **Yeshiva University, Sy Syms School of Business, New York, NY**
Assistant Professor of Information and Decision Science
- 2024–2025 **Boston University, Questrom School of Business, Boston, MA**
Visiting Assistant Professor of Information Systems
- 2018–2025 **McGill University, Desautels Faculty of Management, Montréal, QC**
Assistant Professor of Information Systems and Retail

EDUCATION

- 2018 **The University of Texas at Austin, McCombs School of Business, Austin, TX**
Ph.D., Information, Risk, and Operations Management
- 2011 **Columbia University, Department of IEOR, New York, NY**
M.S., Operations Research
- 2009 **Yonsei University, School of Business, Seoul, South Korea**
B.A., Business Administration

RESEARCH INTERESTS

Social media; digital platforms; humanitarian operations and disaster management; environmental sustainability; generative AI

PUBLICATIONS

- **Yoo, C., Yoo, E., Yan, L., & Pedraza-Martinez, A. (2024).** Speak with One Voice? Examining Content Coordination and Social Media Engagement during Disasters. ***Information Systems Research***, 35(2), 551–569.
 - Finalist, Best Paper Competition, Humanitarian Operations & Crisis Management, POMS 2023.
 - Featured on “Disaster communications can be more effective when using different messaging strategies,” *The Conversation*, January 24, 2024.

WORKING PAPERS

- Tao, Y., **Yoo, C.**, & Animesh, A. Green Disclosure or Green Hushing? The Impact of Corporate Environmental Sustainability Communication on Social Media Engagement. Major revision, third round, ***Journal of the Academy of Marketing Science***.
 - Nominee, Best Complete Paper, AMCIS 2025.
 - Earlier version published in ***AMCIS 2025 Proceedings*** as “Green Paradox: How Sustainability Communication Shapes Social Media Engagement?”
- **Yoo, C., Yoo, E., Yan, L., & Pedraza-Martinez, A.** Social Media Strategies and Donations During Disasters. Under review at ***Manufacturing & Service Operations Management***.

- Finalist, Best Paper Competition, Humanitarian Operations & Crisis Management, POMS 2026.
- Tanlamai, J., **Yoo, C.**, Khern-am-nuai, W., & Adulyasak, Y. From Fear to Fury: The Behavioral Trade-offs of Removing Negative Feedback Option in Online Discussion Platforms. Under review at **Information Systems Research**.
 - Earlier version published in **ICIS 2020 Proceedings** as “Haters Gonna Hate? How Removing Downvote Option Impacts Discussion Culture in Online Forum.”
- Barua, A., Gutiérrez, G., & **Yoo, C.** Synergies and Contracts in an Online Advertising Supply Chain. Working paper.
- Barua, A., Gutiérrez, G., & **Yoo, C.** The Effect of Decision-Making Structure on Exploiting Complementarities. Working paper.

CONFERENCE PROCEEDINGS

- Tao, Y., **Yoo, C.**, & Animesh, A. (2024). Detection of AI Hallucinations: The Impact of Information Characteristics. **ICIS 2024 Proceedings**.
- Tao, Y., **Yoo, C.**, & Animesh, A. (2023). AI Plus Other Technologies? The Impact of ChatGPT and Creativity Support Systems on Individual Creativity. **ICIS 2023 Proceedings**.

HONORS AND AWARDS

2026	Finalist, POMS College of HOCM Best Paper Competition
2025	Nominee, AMCIS Best Complete Paper
2023	Finalist, POMS College of HOCM Best Paper Competition
2023	Masters of Management in Retail Teaching Award, McGill University
2019	Masters of Management in Analytics Teaching Award, McGill University
2017	Fred Moore Teaching Award, The University of Texas at Austin
2017	Winner, IROM Doctoral Research Symposium, The University of Texas at Austin
2014–2015	Bonham Fund Fellowship, The University of Texas at Austin
2012–2016	William W. & Ruth F. Cooper Fellowship, The University of Texas at Austin
2012–2017	McCombs School of Business Dean’s Fellowship, The University of Texas at Austin

RESEARCH GRANTS

2026–2029	SSHRC Insight Grant, Collaborator, with Animesh Animesh, PI
2025–2028	Yeshiva University Start-up Grant
2024	SSHRC Connection Grant, Collaborator, with Hyunji So, PI
2023	Desautels Research Events Grant
2022–2024	FRQSC New Academics Grant
2020	Internal SSHRC Grant
2019	IVADO Startup Research Grant, Co-Applicant, with Nathan Yang, PI
2018–2021	McGill University Start-up Grant

TEACHING EXPERIENCE

Yeshiva University, Sy Syms School of Business

2026–	ECON 5110: Econometrics
2026–	IDS 1131: Statistics for Business

2025– IDS 1556: Regression Analysis and Visualization
Boston University, Questrom School of Business
 2024 BA 476: Machine Learning for Business Analytics
McGill University, Desautels Faculty of Management
 2022–2024 RETL 409: Digitization of Retailing
 2021–2024 RETL 613: Digital Retailing Models
 2019–2024 INSY 448: Text and Social Media Analytics
 2020–2021 INSY 653: Analytics for Digital Business Models
 2019–2022 INSY 669: Text Analytics
 2019–2022 INSY 670: Social Media Analytics
The University of Texas at Austin, McCombs School of Business
 2016 OM 335: Operations Management

PROFESSIONAL SERVICE

Conference and Workshop Organization

- Co-Organizer, McGill Information Systems Methodology Workshop, 2024
- Co-Organizer, Montréal Symposium for Information Systems Research, 2019–2024
- Co-Organizer, McGill Retail Summit and BSRM Thought Leader Seminar Series, 2020–2022
- Judge, McGill Global Retail Challenge and McGill Retail Innovation Challenge, 2019–2020

Review Service

- Journal Reviewer: *Information Systems Research*, *Management Science*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Decision Support Systems*
- Conference Reviewer: ICIS, 2019–present; KrAIS, 2022–present; WITS, 2020
- Grant Reviewer: SSHRC Insight Grant, 2020

University Service

- Yeshiva University
 - Honors Program Interviewer, 2025
- McGill University
 - Academic Contributor, Desautels Datasphere Lab, 2023–2024
 - Member, Desautels Teaching Award Committee, 2019–2021, 2023
 - Member, Master of Management in Retailing Steering Committee, 2022–2024
 - Member, Retail School Steering Committee, 2022–2024
 - Member, Master of Management in Retailing Advisory Group, 2021–2022
 - Member, Sustainability Steering Group for Vision 2025, 2020–2024
 - Member, Retail Faculty Search Committee, 2019–2024
 - Member, Master of Management in Analytics Steering Committee, 2019–2022
 - Project Coordinator, BSRM–IVADO Research Initiative, 2019–2021
 - Member, McGill Computational and Data Systems Institute Task Force, 2019–2020
 - Member, Master of Management in Retailing Curriculum Development Committee, 2018–2019