

## Dokyun (DK) Lee

Kelli Questrom Associate Professor in Information Systems Management & Computing and Data Sciences  
Digital Business Institute Fellow  
Computing & Data Sciences Faculty Fellow  
Questrom School of Business, Boston University  
Dokyun@bu.edu  
www.DLforBusiness.com  
www.dkBITlab.com

### POSITIONS HELD

- 2021-Current    Kelli Questrom Associate Professor in IS (with Tenure)  
Secondary: Computing and Data Sciences  
Digital Business Fellow at Digital Business Institute  
Computing & Data Sciences Faculty Fellow  
**Questrom School of Business and Computing & Data Sciences  
Boston University, MA**
- 2015- 2021    Assistant Professor of Business Analytics (Tenure-track)  
*Xerox Junior Faculty Chair 2017-2018*  
**Carnegie Mellon University, PA**  
2020 - Founding Member & Co-Director of EnAible (CMU AI Retail & Service Collaborative)
- 2010            Machine Learning and Natural Language Processing Engineer Contractor  
**Thomson Reuters, New York, NY**
- 2007-2008    J2ME Mobile Widget Software Engineer  
**Snac Inc., New York, NY**
- 2007 Summer    Quantitative Trading Software Developer  
**Blackrock, New York, NY**
- Since 2006    **Four Different Start-ups** as a Machine Learning Engineer or Software Engineer

### EDUCATION

- 2015            Ph.D. in Operation and Information Management  
**The Wharton School**, University of Pennsylvania, Philadelphia, PA  
Dissertation: "Three Essays on Big Data Consumer Analytics in E-commerce"  
(Committee: Kartik Hosanagar, Lorin M. Hitt, Harikesh S. Nair)
- 2010            M.A. in Statistics  
**Yale University**, New Haven, CT  
Thesis: "Johnson-Lindenstrauss Lemma and its effect on Supervised Learning"  
(Advisors: Sekhar Tatikonda, John Hartigan)
- 2009            B.A. in Computer Science  
**Columbia University**, New York, NY  
Track: Machine Learning and Artificial Intelligence & Systems
- 2005            High School  
**Stuyvesant High school**, New York, NY

## EDITORIAL ROLES

### Associate Editor –

- AE at Management Science 01/2023-
- AE at Information System Research 01/2022-
- Guest AE at MISQ

### Editorial Board

- At Marketing Science 01/2022-

### Ad-Hoc Reviewer (Start Date June 2017 for all)

- Management Science, Information Systems Research, Management Information Systems Quarterly (MISQ), PNAS, Science, Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Computing, ICIS, ICEC, CIST, KrAIS, NSF Grant, Other Government Grants, Data Science Book.

## RESEARCH OVERVIEW

I study the {responsible application, development, impact} of AI in business with a focus on unstructured data. I founded the Business Insights through Text Lab ([www.dkBITLAB.com](http://www.dkBITLAB.com)) (PI) and BU Digital Business Institute Generative AI Lab (Co-lead). Specific interests are:

- Generative AI (unintended consequence and human-integration frictions)
- Economics of unstructured data (content extraction, understanding, engineering, marketing)
- Unintended Consequence of AI in Business

in the context of digital consumer management, platform design, market competition, advertising, human-ai collaboration, innovation, and creativity.

## Publications

### Published Journal Papers:

1. Dokyun Lee, Zhaoqi Cheng, Emaad Ahmed Manzoor, Mao Chengfeng “Guided Diverse Concept Miner (GDCM): Uncovering Relevant Constructs for Managerial Insights From Text”. **ISR (2024)** (Accepted: March) [2018 MSI Grant, NVidia GPU grant, Xsedes Grant]
2. Gordon Burtch, Dokyun Lee, Zhichen Chen, “The Consequences of Generative AI for UGC and Online Community Engagement”, **Nature: Scientific Reports (2024)** (Accepted: March 2023)
3. Eric Zhou, Dokyun Lee “Generative AI, Human Creativity, and Art”, **PNAS Nexus (2024)** (Accepted: Jan 23, 2024)
4. June Shi, Xiao Liu, Dokyun Lee, Kannan Srinivasan. “Can High Street Fashion Erode Premium Brand Equity? A Structural Analysis”, **Journal of Marketing Research (2023)** (Accepted: Feb 27<sup>th</sup>, 2023)
5. Emaad Ahmed Manzoor, George Chen, Dokyun Lee, Michael Smith, “Influence via Ethos: On the Persuasive Power of Reputation in Deliberation Online”, **Management Science (2022)** (Accepted: August 21, 2022)
6. Dongwon Lee, Anandasivam Gopal, Dokyun Lee, Dongwook Shin. “Nudging Private Ryan: Mobile Micro-Giving under Economic Incentives and Audience Effects”. **MISQ (2022)** (Accepted: August 10, 2022) <https://ssrn.com/abstract=3280553>
  - ICIS 2017 Best Conference Paper
  - ICIS 2017 Best Session Paper

- AOM 2018 Best Student Paper
  - INFORMS Runner-up Best E-Business 2018
7. Gordon Burtch, Qinglai He, Yili Hong, Dokyun Lee “How Do Peer Awards Motivate Creative Content? Experimental Evidence From Reddit” **Management Science (2021)** (Accepted: January 27, 2021)
  8. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan. “How Much is an Image Worth? The Impact of Professional versus Amateur Airbnb Property Images on Property Demand”. **Management Science (2021)** (Accepted: June 28, 2021)
    - INFORMS CIST 2016 Best Student Paper Award [2017 Adobe Datta Science Grant]
  9. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Tridas Mukhopadhyay "Demand Interactions in Sharing Economies: Evidence from a Natural Experiment Involving Airbnb and Uber/Lyft". **Journal of Marketing Research (2021)**. (Accepted: Nov 3, 2021)
  10. Proserpio, Davide and Hauser, John R. and Liu, Xiao and Amano, Tomomichi and Burnap, Alex and Guo, Tong and Lee, Dokyun and Lewis, Randall A. and Misra, Kanishka and Schwartz, Eric M. and Timoshenko, Artem and Xu, Lilei and Yoganasimhan, Hema, “Soul and Machine (Learning)”, **Marketing Letters (2020)** (Accepted: Aug 27, 2020)
  11. Dokyun Lee and Kartik Hosanagar. “How Do Product Attributes and Reviews Moderate the Impact of Recommender Systems Through Purchase Stages?” **Management Science (2020)** (Accepted: October 28, 2019) [Wharton Behavioral Lab Grant, CMU Berkman Award, Wharton Baker Retail Center Grant]
  12. Xiao Liu, Dokyun Lee, Kannan Srinivasan. “Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning”. **Journal of Marketing Research (2019)** (Accepted: August 30, 2019) [2016 Net Institute Grant, 2016 Marketing Science Institute Grant]
  13. Dokyun Lee and Kartik Hosanagar. “How Do Recommender Systems Affect Sales Diversity? A Cross-Category Investigation Via Randomized Field Experiment” **Information Systems Research (2019)** (June 15, 2018)
    - Information Systems Research Best Paper Published in 2019 [Wharton Behavioral Lab Grant, Russell Ackoff Doctoral Student Grant, Mack Innovation Center Grant, Baker Retail Center Grant]
  14. Dokyun Lee, Kartik Hosanagar, and Harikesh Nair. “Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook.” **Management Science (2018)** (Accepted: July 14, 2017)
    - Management Science Best Paper Published in IS 2018-2020 Finalist
    - Management Science Best Paper Published in IS 2017-2019 Finalist
    - Management Science Best Paper Published in IS 2016-2018 Finalist
    - The Lave Weil CMU Faculty Research Paper Award 2016
    - INFORMS - ISS Nunamaker-Chen Dissertation Award, Runner Up
    - WISE 2014 Best Student Paper, Runner Up

[Wharton Behavioral Lab Grant, Russell Ackoff Doctoral Student Grant, Mack Innovation Center Grant, Baker Retail Center Grant, Fishman-Davidson Center Grant]

15. Kartik Hosanagar, Daniel Fleder, Dokyun Lee, and Andreas Buja. "Will the Global Village Fracture Into Tribes? Recommender Systems and Their Effects on Consumer Fragmentation." **Management Science (2014)** (Accepted: May 11, 2013)
  - Management Science Best Paper Published in IS 2012-2014 Finalist  
[Mack Innovation Center Grant]

#### **Working Journal Papers:**

1. Daehwan Ahn, Dokyun Lee, Kartik Hosanagar, "Modeling Lengthy Behavioral Log Data for Customer Churn Management: A Representation Learning Approach" **Under Revision**
2. Eric Zhou, Dokyun Lee, Bin Gu "Who Expands the Creative Frontier with Generative AI? Hive Minds or Maverick Masterminds", **Under Revision**
3. Chen Jing, Dokyun Lee, Shuba Srinivasan, Susan Fournier, "Do or Do Not, There is No Try: Managing and Mitigating Firm Risk Events", **Under revision**
4. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe "InnoVAE: Generative AI for Understanding Patents and Innovation", **2<sup>nd</sup> Round Management Science**  
[Best Student Paper Runner Up Workshop in Data Science 2020, Best Student Paper WISE 2020]
5. Joy Tong Lu, Dokyun Lee, Taewan Kim, David Danks, "Good Explanation for Algorithmic Transparency" **Under Revision** [Bosch Institute Research Award - Explainable AI] (Co-PI, \$116,400, \$124,113)
6. Eric Zhou, Xiang Hui, Dokyun Lee "Virtue Signaling Via Image in Second-Hand Markets: Evidence from the GPU Market" **Working**  
[Best Student Paper Finalist Workshop in Information Systems and Economics 2022]

#### **Work in Progress:**

1. Jinsoo Han, Gunwoong Lee, KeongTae Kim, Dokyun Lee, "Mobile Location-based Recommendation Systems and Local Business: Evidence from the Restaurant Industry"
2. Daehwan Ahn, Sunghun Chung, Heesung Lee, Dokyun Lee, "What is the Best Expert Intervention for the Explainable Artificial Intelligence? Evidence from a Field Experiment in Online Peer-to-Peer Lending Platform"
3. Yuan Gao, Dokyun Lee, Gordon Burtch, Sina Fazelpour, "Take Caution in Using LLMs as Human Surrogates: Scylla Ex Machina"
4. Hazel Kang, Dokyun Lee "Quantifying Persuasion: A Logos vs. Pathos Analysis Leveraging LLMs in Consumer Evaluation"
5. Ehsan Valavi, Vincent Lefrere, Dokyun Lee, Sinan Aral, "Generative AI and Copyrights"
6. Chengfeng Mao, Dokyun Lee, Kyeongbin Kim, Daniel McCarthy "Consumer Genome Project"
7. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years"
8. Jinyoung Kim, Chengfeng Mao, Dokyun Lee, "New Technologies and Stock Returns"
9. Dokyun Lee, Zhaoqi Cheng, Mario Leccese, "Big Tech, AI, Regulation"
10. Dokyun Lee, Mohamed Zaki Balboula, Nuo Yuan, "Rank-and-File Employee Ownership Disclosure"

11. Yi Liu, Dokyun Lee, Bowen Lou, "Generative AI, Data, Regulations"
12. Dokyun Lee, Gordon Burtch, Edward McFowland "Taming Troublesome Misfits: A Practical Guide to Causal Inference with Predicted Variables"
13. Zhaoqi Cheng, Ginger Zhe Jin, Mario Leccese, Dokyun Lee, and Liad Wagman "M&A and Innovation: A New Classification of Patents"

### Patent

Hsu, D. H., Tambe, P., & Lee, D. (2024). Machine learning models for patent valuation. U.S. Patent Application No. 18/091,208. U.S. Patent and Trademark Office.

### Refereed Conference Proceedings:

1. Gordon Burtch, Dokyun Lee, Zhichen Chen, "Generative AI Degrades Online Communities", **Communications of the Association for Computing Machinery**, 2024
2. Kartik Hosanagar, Dokyun Lee, "AI in Personalized Product Recommendation", **Management and Business Review**, 3.1, 2023
3. Zhaoqi Cheng, Ginger Zhe Jin, Mario Leccese, Dokyun Lee, and Liad Wagman. "M&A and innovation: A new classification of patents." In **AEA Papers and Proceedings**, vol. 113, pp. 288-293. American Economic Association, 2023.
4. Emaad Ahmed Manzoor, George Chen, Dokyun Lee, Michael Smith, "Influence via Ethos: On the Persuasive Power of Reputation in Deliberation Online", **AAAI- AI for Behavior Change Workshop**.
5. Joy Lu Tong, Dokyun Lee, Taewan Kim, David Danks (2020) "Good Explanation for Algorithmic Transparency", **AAAI-AIES**, New York, USA. (Oral presentation 35/211)
6. Gordon Burtch, Qinglai He, Yili Hong, Dokyun Lee, (2019) Peer Symbolic Awards Increase User Content Generation but Reduce Content Novelty," **International Conference in Information Systems (ICIS)**
7. Xiao Liu, Dokyun Lee and Kannan Srinivasan, (2018) "Deep Learning of Consumer Review Content," 2018. Proceedings of the **AAAI**
8. Dongwon Lee, Anandasivam Gopal, Dokyun Lee. (2017) "Micro-Giving: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving"., **International Conference in Information Systems (ICIS) Seoul, South Korea. Best Conference Paper Winner.**
9. Dokyun Lee, Kartik Hosanagar. (2016) "When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance", **International World Wide Web Conference (WWW Conference)**, Montreal, Canada
10. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016) "How Much Is An Image Worth? An Empirical Analysis of Property's Image Aesthetic Quality on Demand at AirBNB", **International Conference in Information Systems (ICIS), Dublin, Ireland.**
11. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (Dec 2016) "The Effect of Consumer Review Content on Sales Conversion: Analysis of Consumer Information Journey Across Categories with Deep Learning", **NET Institute Conference at NYU, New York, USA**
12. Dokyun Lee and Kartik Hosanagar (2014) "People Who Liked This Study Also Liked: The Impact of Recommender Systems on Sales Volume and Diversity", **International Conference in Information Systems (ICIS)**, eBusiness, Auckland, New Zealand

### AWARDS AND GRANTS

- (2024) **[Research Paper Award]** AMA Don Lehmann Award
- (2023) **[Career Award]** ISS Sandra A. Slaughter Early Career Award
- (2023) **[Grant]** Prudential Foundation [Employee Ownership Disclosure] (PI, \$95,000)

- (2022) **[Grant]** Impact Measurement & Allocation Program Grant on [ESG Research] (Co-PI, \$20,000)
- (2022) **[Research Paper Award]** **Best Student Paper Award Finalist at WISE 2022**
- (2022) **[Grant]** Google Cloud Research Grant [Deep Learning Customer-Based Corporate Valuation] (\$43,010)
- (2022) **[Career Award]** **BU Computing and Data Sciences Faculty Fellow**
- (2021) **[Research Paper Award]** **Management Science ISR Division 2018-2020 Best Paper Award Finalist – Journal Paper 2**
- (2021) **[Grant]** Marketing Science Institute Grant (Co-Principal Investigator, \$5,000) MSI
- (2021) **[Teaching Award]** Voted by MSBA Graduating Class: Faculty Excellent Award for Teaching
- (2021) **[Research Paper Award]** **Psychology of Technology Award – AAAI 2021 Workshop on AI for Behavioral Change**
- (2021) **[Industry Recognition]** CDO Magazine 2021 List of Leading Academic Data Leaders
- (2021) **[Career Award]** **Marketing Science Institute 2021 Young Scholar**
- (2020) **[Research Paper Award]** **Best Student Paper Award WISE 2020**
- (2020) **[Research Paper Award]** **Best Paper Award Information Systems Research – Journal Paper 3**
- (2020) **[Research Paper Award]** **Best Student Paper Workshop in Data Science Runner Up**
- (2020) **[Grant]** XSEDES GPU Cloud Grant for Generative Models (PI \$2,000)
- (2020) **[Career Award]** **INFORMS ISS Inaugural Gordon B. Davis Young Scholar Award**
- (2020) **[Research Paper Award]** **Management Science ISR Division 2017-2019 Best Paper Award Finalist – Journal Paper 2**
- (2020) **[Grant]** XSEDES Pittsburgh Super Computing for Patent Valuation Via Text Mining (PI)
- (2020) **[Grant]** Google Cloud Platform Research Credit (PI, \$5,000)
- (2020) **[Grant]** Wharton Mack Institute (Patent Text Insights) (Co-PI, \$8,000)
- (2020) **[Grant]** Carnegie Bosch Institute Research Award [Explainable AI] (Co-PI, \$124,113)
- (2020) **[Grant]** McKinsey & Co Sponsored Research (AI for Promotion) (Sole PI, \$176,244/ 1st in CMU)
- (2019) **[Research Paper Award]** **INFORMS Best Paper Nominated - E-Business**
- (2019) **[Research Paper Award]** **Management Science ISR Division 2016-2018 Best Paper Award Finalist – Journal Paper 2**
- (2019) **[Service Award]** Management Science Distinguished Service Award
- (2019/03) **[Grant]** Wharton Customer Analytics Initiative, Collaborative Data Grant (PI, only 1 team)
- (2018/11) **[Grant]** Marketing Science Institute Research Grant (PI, \$10,000) MSI
- (2018/11) **[Research Paper Award]** **INFORMS Best Paper Runner Up - E-Business**
- (2018/10) **[Grant]** Carnegie Bosch Institute Research Award [Explainable AI – Definition of Good Explanation] (Co-PI, \$116,400)
- (2018/08) **[Research Paper Award]** Academy of Management **Best Student Paper Award**
- (2017/12) **[Grant]** NSF i-Corp - Optipik (PI, Chief Scientist)
- (2017/12) **[Research Paper Award]** ICIS 2017 **Best Conference Paper**, AIS
- (2017/12) **[Research Paper Award]** ICIS 2017 **Best Track Paper** in IT and Social Changes Award, AIS
- (2017/10) **[Research Paper Award]** CIST INFORMS **Best Student Paper Award**
- (2017/05) **[Career Award]** **Xerox Junior Faculty Chair**, Tepper School
- (2017/04) **[Grant]** Adobe Data Science Faculty Research Award Grant (PI, \$40,000)
- (2017/01) **[Grant]** NVIDIA Academic GPU grants for Deep Learning Projects (PI, GPU Received)
- (2017/01) **[Grant]** XSEDES Pittsburgh Super Computing for Deep Learning (PI)
- (2016/10) **[Research Paper Award]** CIST INFORMS **Best Student Paper Award**
- (2016/10) **[Career Award]** **ISS Nunamaker-Chen Dissertation Award, Runner Up** INFORMS,
- (2016) **[Research Paper Award]** **Management Science ISR Division 2012-2014 Best Paper Award Finalist – Journal Paper 1**
- (2016/07) **[Grant]** NET Institute Research Grant (PI, \$3,000) NET INSTITUTE

(2016/05) [Grant] Marketing Science Institute Grant (Co-Principal Investigator, \$17,000) MSI,  
(2016/04) [Research Paper Award] **The Lave Weil Faculty Research Award** (\$10,000) Tepper School  
(2016/02) [Grant] XSEDES Pittsburgh Super Computing for Deep Learning Projects (PI)  
(2015/01) [Grant] Wharton Customers Analytics Initiative, Wharton School Data Grant  
(2015/12) [Grant] The Berkman Award Fund (Principal Investigator, \$9,142), CMU  
(2015/11) [Grant] Wharton Behavioral Lab Research Grant (Principal Investigator, \$9,200), Wharton  
(2014/12) [Research Paper Award] WISE 2014 **Best Student Paper, Runner Up** –Journal Paper 2

### **Before Faculty Position**

(2014) [Grant] Fishman-Davidson Center for Service and Operations Management Grant (Phd Support \$15,000)  
(2014) [Grant] William And Phyllis Mack Institute for Innovation Research Grant (Phd Support \$15,000)  
(2014) [Grant] Russell Ackoff Doctoral Student Fellowship (\$3,200)  
(2014) [Grant] Wharton Customers Analytics Initiative, Wharton School Data Grant  
(2014) [Grant] Baker Retail Center Research Grant: Facebook Paper (\$10,000)  
(2014) [Grant] Baker Retail Center Research Grant: Recommender Paper (\$5,000)  
(2013) [Grant] Wharton Customers Analytics Initiative, Wharton School Data Grant  
(2013) [Grant] Russell Ackoff Doctoral Student Fellowship (\$3,000)  
(2013) [Grant] Baker Retail Center Research Grant (\$9,900)  
(2013) [Grant] William And Phyllis Mack Institute for Innovation Research Grant (Phd Support)  
(2012) [Grant] Graduate and Professional Student Assembly Research Grant (\$500)  
(2010-2014) [Grant] Wharton Doctoral Fellowship  
(2009) [Teaching Award] The Andrew P. Kosoresow Memorial Award for Excellence in Teaching (Columbia University Computer Science Department) (\$1024)

### **Invited Talks and Seminars**

#### **Invited Seminars at Academic Institutions**

**Eric Zhou, Dokyun Lee. "Generative AI, Human Creativity, and Art"**

- Tel Aviv University 2024 (to be rescheduled)
- University of Miami 2024 October
- UC Irvine 2024 September
- University of Hyderabad 2024 July 1<sup>st</sup>
- University of Arizona 2024 April 19th
- CCNY Baruch College 2024 March 28th
- University of Florida 2024 Mar 29<sup>th</sup>
- Purdue University 2024 March 8th
- Case Western 2024 Feb 16<sup>th</sup>
- MIT 2023 November 29th
- Nova SBE Lisbon 2023 November 10th
- University of Tennessee, Knoxville 2023 October 27th
- UT Dallas 2023 October October 6th
- UW Milwaukee 2023 September 22nd

**Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe. “InnoVAE: Generative AI for Understanding Patents and Innovation”**

- UC Irvine 2023 (to be scheduled)
- UC Riverside 2023 (to be scheduled)
- Amazon 2023 (to be scheduled)
- Tel Aviv University 2023 Rescheduled
- LMU Munich July 27<sup>th</sup>
- Wharton School MSI Conference 2023 May 3<sup>rd</sup>
- Temple University 2023 April 21<sup>st</sup>
- Nanyang Technological University 2023 Feb 2<sup>nd</sup>
- American University 2023 Jan 27<sup>th</sup>
- Chapman University 2022 November 18<sup>th</sup>
- UC Davis 2022 October 13<sup>th</sup>
- University of Illinois Chicago 2022 Sep 30<sup>th</sup>
- NUS, Singapore 2022 May 12<sup>th</sup>
- The Chinese University of Hong Kong 2022 May 5<sup>th</sup>
- Ohio State University 2022 April 29<sup>th</sup>
- Emory 2022 April 8<sup>th</sup>
- University of Rochester 2022 March 18<sup>th</sup>
- University of Florida 2022 Feb 25<sup>th</sup>
- Harvard University (LISH LAB) 2022 Feb 1<sup>st</sup>
- University of Tennessee 2022 Jan 21<sup>st</sup>
- KAIST 2021 Nov 5<sup>th</sup>
- Northwestern University 2021 Sept 17<sup>th</sup>
- University of Wisconsin Madison 2021 Sep 3<sup>rd</sup>
- University of Washington 2021 May 7<sup>th</sup>
- University of Hamburg 2021 April 16<sup>th</sup>
- UT Austin (Marketing) 2021 April 23<sup>rd</sup>
- Harvard University (TOM) 2021 April 7<sup>th</sup>

**Dokyun Lee, Emaad Manzoor, Zhaoqi Cheng “Focused Concept Miner”**

- Michigan State University 2021 Mar 19<sup>th</sup>
- UBC 2021 Mar 5<sup>th</sup>
- UT Austin (IROM) 2021 Feb 12<sup>th</sup>
- UCSD (Marketing) 2021 Feb 5<sup>th</sup>
- USC (Marketing) 2021 Jan 29<sup>th</sup>
- Boston University 2021 Jan 26<sup>th</sup>
- University of Connecticut 2021 Jan 7<sup>th</sup>
- Boston College 2020 Dec 7<sup>th</sup>
- Rutgers University 2020 July 25<sup>th</sup>
- New York University 2020 March 6<sup>th</sup>
- The Wharton School 2020 Feb 25<sup>th</sup>
- University of Michigan 2020 Feb 14<sup>th</sup>
- Harvard University (Marketing) 2020 Jan 28<sup>th</sup>
- Georgia Institute of Technology 2020 Jan 24<sup>th</sup>
- University of Maryland 2019 Sept 13<sup>th</sup>



- HEC Paris 2019 July 1<sup>st</sup>
- University of Minnesota 2019 May 3<sup>rd</sup>
- University of Pittsburgh (Advanced Research through Computing Symposium) 2019 March 8<sup>th</sup>
- USC (DSO) 2019 Jan 25<sup>th</sup>
- Seoul National University 2018 Dec
- KAIST 2018 Dec
- McGill University 2018 Nov

**Dokyun Lee, Kartik Hosanagar, Harikesh Nair. “Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook”**

- Cornell University 2015, New York University 2015, Carnegie Mellon University 2015, Emory University 2015, University of Washington 2015, University of Texas at Dallas 2015, University of Rochester 2015, University of Maryland 2015, University of Minnesota 2015

**Invited Keynotes at Workshops and Conferences**

ANA Global Day of Learning 2023 May 18<sup>th</sup>  
 Marketing Science Institute AI and Analytics Conference 2023 May 4<sup>th</sup>  
 MassMutual Generative AI Workshop March  
 Digital Marketing Symposium: Relevance and Privacy- Leveraging Personalized Marketing for Responsible Growth, Questrom School 2023  
 DBI + Susilo Institute Symposium: The Emerging Impact of AI on Consumer Engagement, 2023  
 First Conference on Deployable AI Explainable AI Edition, IIT Madras, 2021  
 Industrial Studies Association 2021 Virtual Annual Conference Program, 2021  
 Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, Temple University, 2020  
 AI for Retail Post COVID-19, Roundtable, CMU Tepper Event for Alumni, 2020  
 AI for Retail Post COVID-19, Roundtable, CMU AI Retail & Service Design Initiative (CAIRS), 2020  
 Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, Temple University, 2019  
 “State of the AI/ML for Empirical Business Research”, Wharton Innovation Doctoral Symposium, 2019  
 AI/ML for Business (Interpretable ML) Talk, CMU MBA Data Analytics Club, 2019  
 “Interpretable Machine Learning for Business”, PNC 2019  
 “Teaching Advanced NLP to MSBA” IT Teaching Workshop at The Wharton School 2019  
 “Interpretable ML for Business Researcher”, INFORMS Marketing, Summer Workshop on ML 2019  
 “Dangers and Pitfalls of Misusing AI/ML in Business”, Boston Consulting Group, 2019  
 “Deep Learning Tutorial”, Statistical Challenges in E-Commerce (invited), 2019  
 AI/ML Panel Organizer and Moderator, INFORMS CIST 2018  
 AI/ML for Business (Interpretable ML) Talk, CMU MBA Data Analytics Club, 2018  
 AI/ML for Business (Interpretable ML), PwC, 2018  
 Deep Learning Tutorial Workshop at the Wharton School 2017  
 Text Mining in Business, McKinsey Exec Ed 2017  
 AI/ML Panel Moderator, CMU AI Summit 2017  
 AI/ML in business, Invited Talk, CMU undergraduate Business Technology Club, 2016

**Invited talks at Conference/Symposium**

**Moved towards the end of the CV due to length.**

**SERVICE & LEADERSHIP**

**Conference Co-Chair**

WISE 2022 Workshop on Information Systems and Economics, Copenhagen, Denmark  
KDD 2021 Workshop on Machine Learning for Consumers and Markets, KDD, Virtual  
Conference on Information Systems and Technology, INFORMS 2018, Phoenix Arizona.

### **Conference session chair**

Session organizer, *INFORMS Meeting*, “Theories and Applications of Interpretable Machine Learning” (2019)  
Session Chair, *INFORMS, WITS, CIST, Marketing Science 2013-2020*

### **Boston University, Questrom School of Business**

IS Seminar Organizing Committee (2021-)

IS Faculty Recruiting Committee (2021-)

PhD Candidate Recruiting Committee (2021-)

MSBA Faculty Recruiting Committee (2022-)

CDS (Computing and Data Sciences) Faculty Recruiting Committee (2022-)

MSMS Program Committee (2021-)

MSDT Program Committee (2021-)

### **CMU University**

Founding Member & Faculty Co-Director of EnAlable (CMU AI Retail & Service Design) Initiative (2019-2021)

K&L Gates Fund for Computational Social Science Committee (2019-2021)

MEAC Committee (2016 - 2020), Faculty Hiring Committee (2015 - 2020), PhD Hiring Committee (2015 - 2020),

MS in Business Analytics Curriculum Committee (2016 - 2018), Seminar Organizer (2015 – 2018)

### **International Academic Organization**

Marketing Science Institute: MSI 2019, 2020 Alden G. Clayton Dissertation Competition Reviewer

### **Professional Societies**

Member, AMA (2013 -), Marketing Science Institute (2014 -), Association of Information Systems (2010 -),  
INFORMS (2010 -), ACM (2005- )

### **Invited talks at Conference/Symposium**

1. Eric Zhou, Dokyun Lee, Bin Gu, “Who Expands the Creative Frontier with Generative AI” (2024), **Wharton AI and the Future of Work, USA**
2. Zhaoqi Cheng, Dokyun Lee, Yusen Wu, “Towards Cognition-Aware Language Agents: Analyses in the Context of Misinformation” (2023), **WISE, India**
3. Zhaoqi Cheng, Dokyun Lee, Yusen Wu, “Towards Cognition-Aware Language Agents: Analyses in the Context of Misinformation” (2023), **WITS, India**
4. Eric Zhou, Dokyun Lee “Generative AI, Human Creativity, and Art” (2023), **Data Science Workshop, Phoenix Arizona, USA**
5. Eric Zhou, Dokyun Lee “Generative AI, Human Creativity, and Art” (2023), **INFORMS, Phoenix Arizona, USA**
6. Gordon Burtch, Dokyun Lee, Zhichen Chen, “The Consequences of Generative AI for UGC and Online Community Engagement” (2023), **CIST, Phoenix Arizona, USA**
7. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe “InnoVAE: Generative AI for Understanding Patents and Innovation” (2023), **Wharton Generative AI Workshop, San Francisco, USA**
8. Gordon Burtch, Dokyun Lee, Zhichen Chen, “The Consequences of Generative AI for UGC and Online Community Engagement” (2023), **Wharton Generative AI Workshop, San Francisco, USA**
9. Eric Zhou, Dokyun Lee “Generative AI, Human Creativity, and Art” (2023), **Wharton Generative AI Workshop, San Francisco, USA**
10. Daehwan Ahn, Sunhgun Chung, Heesung Lee, Dokyun Lee, “What is the Best Expert Intervention for the Explainable Artificial Intelligence? Evidence from a Field Experiment in Online Peer-to-Peer Lending Platform”, **KR-AIS Summer Conference, Seoul, South Korea**
11. Jinsoo Han, Gunwoong Lee, KeongTae Kim, Dokyun Lee, (2023) “Mobile Location-based Recommendation Systems and Local Business: Evidence from the Restaurant Industry”, **KR-AIS Summer Conference, Seoul, South Korea**
12. Dokyun Lee (2023) ANA Global Day of Learning, **ANA, Virtual**
13. Dokyun Lee (2023) Analytics Conference: Technology, New Data Streams, & Marketing Strategy, **MSI, Philadelphia, USA**
14. Zhaoqi Cheng, Ginger Zhe Jin, Mario Leccese, Dokyun Lee, Liad Wagman, (2023) “Startup Buyout and Patentable Innovation: New Evidence from PatentsView”, **HBS Big Tech Conference: Regulating Big Tech: What Have We Learned?, Boston, USA**
15. Zhaoqi Cheng, Ginger Zhe Jin, Mario Leccese, Dokyun Lee, Liad Wagman, (2023) “Startup Buyout and Patentable Innovation: New Evidence from PatentsView”, **AEA, New Orleans, USA**
16. Eric Zhou, Xiang Hui, Dokyun Lee (2022) Virtue Signaling Via Image in Second-Hand Markets: Evidence from the GPU Market, **Workshop in Information Systems and Economics, Copenhagen, Denmark**

17. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee (2022) "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years", *Workshop in Information Systems and Economics*, Copenhagen, Denmark
18. Dokyun Lee (2022) Panelist: NBER Innovation Information Initiative Technical Working Group Meeting, **MIT**, USA
19. Dokyun Lee (2022) The Future of Customer Engagement in The Metaverse, **Meta Workshop**, New York, USA
20. Dokyun Lee (2022) Human Flourishing and the Futures of Intelligence, **Stanford HAI**, Palo Alto, USA
21. Chen Jing, Shuba Srinivasan, Dokyun Lee, Susan Fournier (2022) "Managing and Mitigating Firm Risk Events", *Marketing Dynamics Conference*, Georgia, USA
22. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee (2022) "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years", *Marketing Dynamics Conference*, Georgia, USA
23. Chen Jing, Shuba Srinivasan, Dokyun Lee, Susan Fournier (2022) "Managing and Mitigating Firm Risk Events", *Marketing Strategy Meets Wall Street Conference*, Virtual, USA
24. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee (2022) "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years", *Marketing Strategy Meets Wall Street Conference*, Virtual, USA
25. Dokyun Lee (2022) The Future of Customer Engagement, Driven by AI, **Meta Workshop**, New York, USA
26. Dokyun Lee (2022) Marketing Science Institute Young Scholar Conference, **MSI Conference**, Boulder, USA
27. Chen Jing, Shuba Srinivasan, Susan Fournier, Dokyun Lee (2022) "Managing and Mitigating Firm Risk Events", *Marketing Science*, Virtual, USA
28. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee (2022) "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years", *Marketing Science*, Virtual, USA
29. Kyeongbin Kim, Daniel McCarthy, Dokyun Lee (2022) "Deep Learning Methods for Customer Base Analysis: Evidence from 1000 companies over 6 years", *Theory + Practice in Marketing*, Atlanta, USA
30. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe (2022) "InnoVAE: Generative AI for Understanding Patents and Innovation", *SCECR*, Spain
31. Joy Lu Tong, Dokyun Lee, Taewan Kim, David Danks (2021) "Good Explanation for Algorithmic Transparency", *Workshop on Women in AI and Finance*, Virtual
32. Daehwan Ahn, Dokyun Lee, Kartik Hosanagar (2021), "Modeling Lengthy Behavioral Log Data for Customer Churn Management" *WITS*, Austin, USA
33. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (2021) "Trading Off Between Equitable Deliberation and Incentivized Participation Online" *WISE Conference*, Austin, USA
34. Daehwan Ahn, Dokyun Lee, Kartik Hosanagar (2021), "Modeling Lengthy Behavioral Log Data for Customer Churn Management" *INFORMS CIST*, Irvine, USA
35. Daehwan Ahn, Dokyun Lee, Kartik Hosanagar (2021), "Modeling Lengthy Behavioral Log Data for Customer Churn Management" *INFORMS Annual*, Irvine, USA
36. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe (2021) "InnoVAE: Generative AI for Understanding Patents and Innovation", *INFORMS*, Irvine, USA
37. Chen Jing, Shuba Srinivasan, Susan Fournier, Dokyun Lee (2021) "Managing and Mitigating Firm Risk Events", *JMR Conference*
38. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe (Dec 2020) "Robot Inventors? Patents, Generative Algorithms, and Innovation Frontiers", *WISE*, Virtual Conference
39. Zhaoqi Cheng, Dokyun Lee, Prasanna Tambe (Nov 2020) "Can AI Innovate? Interpretable Generative Model of Patents", *INFORMS CIST*, Virtual Conference
40. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (Nov 2020) "Persuasion under Cognitive Overload — Heuristic-Systematic Tradeoffs in Information Design?", *INFORMS CIST*, Virtual Conference
41. Dokyun Lee, Eric Zhou, Chengfeng Mao (August 2020), "Augmenting Hypothesis Development Through Interpretable Machine Learning", *MISQ Author's Workshop*, Virtual Workshop
42. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (August 2020) "Persuasion under Cognitive Overload — Heuristic-Systematic Tradeoffs in Information Design?", *Stanford Conference on Computational Sociology*, Virtual Conference.
43. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (August 2020) "Persuasion under Cognitive Overload — Heuristic-Systematic Tradeoffs in Information Design?", *MIT International Conference on Computational Social Science*, Virtual Conference.
44. Emaad Manzoor, Dokyun Lee, George Chen, Alan Montgomery (June 2020) "D(opinion)/d(argument)- Quantifying Strategic Persuasion On Gun Control Debates", *Statistical Challenges in E-Commerce*, Virtual.
45. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (June 2020) "Equitable Persuasion in Incentivized Deliberation — An Impossible Tradeoff?", *Statistical Challenges in E-Commerce*, Virtual.
46. Samuel Levy, Dokyun Lee, Daniel McCarthy, Alan Montgomery (June 2020) "Multi-view Topic Model For Purchase Prediction", *Joint Statistical Meeting*, Virtual.
47. Emaad Manzoor, George Chen, Dokyun Lee, Michael Smith (June 2020) "Persuading under Information Overload: Identifying the Effect of Heuristic Signals in Online Argumentation", *Marketing Science Conference*, Durham, USA. Virtual.
48. Samuel Levy, Dokyun Lee, Daniel McCarthy, Alan Montgomery (June 2020) "Multi-view Topic Model For Purchase Prediction", *Marketing Science Conference*, Durham, USA. Virtual.
49. Emaad Manzoor, Dokyun Lee, George Chen, Alan Montgomery (June 2020) "D(opinion)/d(argument)- Quantifying Strategic Persuasion On Gun Control Debates", *Marketing Science Conference*, Durham, USA. Virtual.
50. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (Jan 2020) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Wharton Behavioral Insights from Text*, Philadelphia, USA
51. Gordon Burtch, Qinglai He, Yili Hong, Dokyun Lee, (Dec 2019) "Peer Symbolic Awards Increase User Content Generation but Reduce Content Novelty," *International Conference in Information Systems (ICIS)*, Munich, Germany.

52. Joy Lu Tong, Dokyun Lee, Taewan Kim, David Danks (Dec 2019) "A Framework of Good Explanation For Machine Learning Output", *ICIS-KRAIS*, Munich, Germany.
53. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (Dec 2019) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *ICIS-KRAIS*, Munich, Germany
54. Gordon Burtch, Qinglai He, Yili Hong, Dokyun Lee, (2019) "Peer Symbolic Awards Increase User Content Generation but Reduce Content Novelty," *Conference On Digital Experimentation (CODE@MIT)*, Boston United States.
55. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (2019) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *INFORMS*, Seattle, United States
56. Emaad Ahmed Manzoor, Dokyun Lee, George Chen, Alan Montgomery (2019) "Quantifying Strategic Persuasion — Measuring  $d(\text{opinion})/d(\text{argument})$  in Debates on Gun Control", *INFORMS* Seattle, United States.
57. Zhaoqi Cheng, Dokyun Lee, Tridas Mukhopadhyay (2019) "Do Aggressive Comments Bring Better Questions? Evidence from Stack Overflow," *INFORMS 14th INFORMS Workshop on Data Mining and Decision Analytics* Seattle, United States.
58. Emaad Ahmed Manzoor, Dokyun Lee, George Chen, Alan Montgomery (2019) "Quantifying Strategic Persuasion — Measuring  $d(\text{opinion})/d(\text{argument})$  in Debates on Gun Control", *Conference of Information Systems and Technology (CIST)*, Seattle, United States.
59. Emaad Ahmed Manzoor, Dokyun Lee, George Chen, Alan Montgomery (2019) "Quantifying Persuasion in Argumentative Dialogue - Evidence from Debates on Gun Control", *INFORMS Workshop on Data Science* Seattle, United States.
60. Gordon Burtch, Qinglai He, Yili Hong, Dokyun Lee, (2019) "Peer Symbolic Awards Increase User Content Generation but Reduce Content Novelty," *Conference of Information Systems and Technology (CIST)*, Seattle, United States.
61. Zhaoqi Cheng, Dokyun Lee, Tridas Mukhopadhyay (2019) "Do Aggressive Comments Bring Better Questions? Evidence from Stack Overflow," *INFORMS Workshop on Data Science* Seattle, United States.
62. Joy Lu Tong, Dokyun Lee, Taewan Kim, David Danks (July 2019) "What is a Good Explanation in the Context of Artificial Intelligence? A Human's Guide to Understanding and Using Machine Learning Output", *Joint Statistical Meetings*, Colorado, USA.
63. Gord Burtch, Qinglai He, Yili Hong, Dokyun Lee, (June 2019) "The Role of Peer Symbolic Awards on User-Generated Content Creativity: Evidence from a Randomized Field Experiment" *Statistical Challenges in E-Commerce*, Hong Kong.
64. Emaad Ahmed Manzoor, Dokyun Lee, George Chen, Alan Montgomery (June 2019) "Quantifying Persuasive Dialogue via Belief Hierarchies", *Marketing Science Conference*, Rome, Italy.
65. Joy Lu Tong, Dokyun Lee, Taewan Kim, David Danks (June 2019) "What is a Good Explanation in the Context of Artificial Intelligence? A Human's Guide to Understanding and Using Machine Learning Output", *Marketing Science Conference*, Rome, Italy.
66. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (June 2019) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Marketing Science Conference*, Rome, Italy.
67. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (June 2019) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Choice Symposium*, Maryland, USA.
68. Gord Burtch, Qinglai He, Yili Hong, Dokyun Lee, (May 2019) "The Role of Peer Symbolic Awards on User-Generated Content Creativity: Evidence from a Randomized Field Experiment" *Workshop on Experimental and Behavioral Economics in IS (WEBEIS 2019)*, Minneapolis, USA.
69. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (Dec 2018) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Conference on Digital Marketing and Machine Learning*, Pittsburgh, United States.
70. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (Nov 2018) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Conference on Information Systems and Technology, INFORMS*, Phoenix, AZ, United States.
71. Dokyun Lee, Emaad Manzoor, and Zhaoqi Cheng (June 2018) "Focused Concept Miner (FCM): an Interpretable Deep Learning for Text Exploration", *Marketing Science Conference*, Philadelphia, United States.
72. Zijun (June) Shi, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (June 2018) "Design of Fashion: Can Brand Value be Separated From Style Value?," *Marketing Science Conference*, Philadelphia, United States.
73. Nikhil Malik, Param Singh, Dokyun Lee, and Kannan Srinivasan (June 2018) "When Does Beauty Pay? A Large Scale Image Based Appearance Analysis on Career Transitions", *Marketing Science Conference*, Philadelphia, United States.
74. Dongwon Lee, Anandasivam Gopal, Dokyun Lee. "Micro-Giving: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving" (June 2018). *Marketing Science Conference*, Philadelphia, USA
75. Dongwon Lee, Anandasivam Gopal, Dokyun Lee. "Micro-Giving: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving", *Academy of Management Meeting*, Chicago, USA. **[WINNER BEST STUDENT PAPER AWARD 2018]**
76. Dongwon Lee, Anand Gopal and Dokyun Lee. (Feb 2018) "Micro-Giving: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving", *Digital Innovations, Transformations, and Society (DIGITS)*, India.
77. Xiao Liu, Dokyun Lee, Kannan Srinivasan (Feb 2018) "Large Scale Cross-Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning" (Poster), *AAAI 2018 Conference workshop W2: AI and Marketing Science*, New Orleans, USA
78. Yijin Kim, Dokyun Lee, Hui Li (December 2017) "The Impact of Airbnb on the Residential Real Estate Market: Aggregate and Micro Level Analyses", *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea.
79. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (December 2017) "The Sharing Effects of Sharing Economy: Evidence from a Natural Experiment Involving Airbnb and Uber/Lyft", *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea.
80. Nikhil Malik, Param Singh, Dokyun Lee and Kannan Srinivasan (October 2017) "When Does Beauty Pay? A Large Scale Image Based Appearance Analysis on Career Transitions", *Conference of Information Systems and Technology (CIST)*, Houston, United States.
81. Dongwon Lee, Anand Gopal and Dokyun Lee. (October 2017) "Micro-Giving: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving", *Conference of Information Systems and Technology (CIST)*, Houston, United States.
82. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (October 2017) "The Sharing Effects of Sharing Economy: Evidence from a Natural Experiment Involving Airbnb and Uber/Lyft", *Conference of Information Systems and Technology (CIST)*, Houston, United States.

83. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (Sept 2017) "How Much Is An Image Worth? An Empirical Analysis of Property's Image Aesthetic Quality on Demand at AirBNB", *Marketing Analytics and Big Data Conference at Columbia University*, New York, USA
84. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (June 2017) "Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning", *Summer Institute in Competitive Strategy at UC Berkeley (SICS)*, Berkeley, USA.
85. Dokyun Lee, Kartik Hosanagar (June 2017) "When do Recommender Systems Work the Best? The Moderating effects of Product Attributes and Consumer Reviews.", *INFORMS Marketing Science Conference (USC)*, Los Angeles, USA.
86. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (June 2017) "Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning", *INFORMS Marketing Science Conference (USC)*, Los Angeles, USA.
87. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (June 2016) "How Much Is An Image Worth? An Empirical Analysis of Property's Image Aesthetic Quality on Demand at AirBNB", *INFORMS Marketing Science Conference (USC)*, Los Angeles, USA.
88. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (May 2017) "Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning", *Customer Insights Conference at Yale School of Management, Connecticut, USA*
89. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (May 2016) "Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning", *Wharton Customer Analytics Initiative, Philadelphia, USA.*
90. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (Dec 2016) "The Effect of Consumer Review Content on Sales Conversion: Analysis of Consumer Information Journey Across Categories with Deep Learning", *NET Institute Conference at NYU, New York, USA*
91. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (Dec 2016) "The Effect of Word of Mouth on Sales: New Answers from the Consumer Journey Data with Deep Learning", *Stanford Digital Marketing Conference, San Francisco, USA.*
92. Dongwon Lee, Anandasivam Gopal, Dokyun Lee, Jay Chung (2016) "Mobile Generosity: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving", *Workshop on Information Systems and Economics (WISE), Dublin, Ireland*
93. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016) "Feature Extraction and Demand Estimation on Airbnb: A Deep Learning Approach", *Workshop on Information Systems and Economics (WISE), Dublin, Ireland*
94. Dongwon Lee, Anandasivam Gopal, Dokyun Lee (2016) "Mobile Generosity: On the Use of Mobile Devices and Monetary Subsidies in Charitable Giving", *Conference on Digital Experimentation at MIT (CODE Conf), Boston, USA.*
95. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016) "Professional versus Amateur Images: Investigating Differential Impact on Airbnb Property Demand", *INFORMS CIST, Nashville, USA. [WINNER BEST STUDENT PAPER AWARD AT CIST 2016]*
96. Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016) "How Much Is An Image Worth? An Empirical Analysis of Property's Image Aesthetic Quality on Demand at AirBNB", *International Conference in Information Systems (ICIS), Dublin, Ireland.*
97. Dokyun Lee, Kartik Hosanagar (2016) "When do Recommender Systems Work the Best? The Moderating effects of Product Attributes and Consumer Reviews.", *12th Symposium on Statistical Challenges in eCommerce Research (SCECR), Naxos Island, Greece.*
98. Xiao Liu, Dokyun Lee, Kannan Srinivasan. (2016) "Confusion or Conversion? The Role of Product Reviews on Consumer Online and Mobile Purchase Journeys", *INFORMS Society for Marketing Science, Shanghai, China*
99. Dokyun Lee, Kartik Hosanagar. (2016) "When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance", *International World Wide Web Conference (WWW Conference), Montreal, Canada*
100. Dokyun Lee, Kartik Hosanagar. (2015) "When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance", *Conference of Information Systems and Technology (CIST), Philadelphia, United States.*
101. Dokyun Lee, Kartik Hosanagar. (2015) "When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance", *INFORMS, Philadelphia, United States.*
102. Dokyun Lee, Kartik Hosanagar. (2015) "People Who Liked This Study Also Liked: The Impact of Recommender Systems on Sales Volume and Diversity", *INFORMS, Philadelphia, United States.*
103. Dokyun Lee, Kartik Hosanagar, and Harikesh Nair. (2014) "The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook.", *Workshop on Information Systems and Economics (WISE), Auckland, New Zealand [RUNNER UP, BEST STUDENT PAPER AWARD]*
104. Dokyun Lee and Kartik Hosanagar (2014) "People Who Liked This Study Also Liked: The Impact of Recommender Systems on Sales Volume and Diversity", *International Conference on Information Systems (ICIS), eBusiness, Auckland, New Zealand*
105. Dokyun Lee, Kartik Hosanagar, and Harikesh Nair. (2014) "The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook.", *INFORMS, eBusiness, The Social Crowd: New Research in Social Media and Crowdsourcing. Invited Talk, San Francisco, US.*
106. Dokyun Lee, Kartik Hosanagar. (2014) "People Who Liked This Study Also Liked: The Impact of Recommender Systems on Sales Volume and Diversity", *Conference on Digital Experimentation at MIT (CODE Conf), Boston, US.*
107. Dokyun Lee, Kartik Hosanagar, and Harikesh Nair. (2013) "Impact of Social Media Content on Consumer Engagement on Facebook: Application of Large- Scale Content Coding.", *Workshop on Information Technology and Systems (WITS, ICIS), Milan, Italy.*
108. Dokyun Lee, Kartik Hosanagar, and Harikesh Nair. (2013) "The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook.", *8th Symposium on Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal.*
109. Dokyun Lee, Shawndra Hill, Justin Vastola. (2011) "Propensity Score Method in Network Data: A Simulation Study of Bias", Accepted at *Workshop on Information Technology and Systems (WITS, ICIS), Shanghai, China.*

## STUDENT SUPERVISION

### Undergraduate Student Supervision

1. Stella Xinci Weng, Independent Study (Deep Learning in Business) (Spring 2019, Fall 2019)

### Master's Student Supervision

1. Alka Isac, Independent Study (Natural Language Processing using Deep Learning) (Fall 2016)

2. Adit Bharat Sanghvi, Independent Study (Machine Learning and Recommender Systems) (Spring 2017)
3. Sahil Gupte, Independent Study (Neural Networks and Word Embeddings) (Mini 4 2017)
4. Maksim Khaitovich, Independent Study (Deep Learning in Business) (Mini 4 2017, Fall 2017, 2018)
5. Zhaoqi Cheng, Internship (Vision Algorithm in Real Estate) (Summer 2017)
6. Jiati Le, Internship (Vision Algorithm in Real Estate) (Summer 2017)
7. Sangmin Cho, Internship (Vision Algorithm in Fashion) (Summer 2017, Fall 2017)
8. Akshay Thorat, Independent Study (Application of Generative Adversarial Networks) (Spring 2018)
9. Aniket Jain, Independent Study (Application of Generative Adversarial Networks) (Spring 2018)
10. Rohan Sangave, Independent Study (Interpretable Deep Learning Based Text Mining) (Summer, Fall 2018)
11. Harsh Johari, Independent Study (Project Management Insight Mining) (Summer, Fall 2018)
12. Adarsh Rajkumar Saboo, Independent Study (Project Management Insight Mining) (Summer, Fall 2018)
13. Yichen Chen (Tsinghua University), Independent Study (Heterogeneous Treatment Effect) (Summer 2018)
14. Philipp Schneider, Independent Research (Quantitative Persuasion) (Spring 2019)
15. Chengfeng Mao (Co-author) (2019) [Starting Marketing PHD at MIT 2020]
16. Yan Gao (Deep Learning for Patents) (Spring 2020)
17. Eric Zhou (Interpretable Machine Learning) (Fall 2020)
18. Yuan Zou (Deep Learning for Patent) (2020)
19. Nour Jedidi (Improving and Understanding Helpfulness Prediction) (Spring 2021 -)
20. Nyrika Bhargavaram Renuka (Generative AI) (Spring 2022 -)
21. Yusen Wu (Generative AI) (Winter 2022-)

### **Doctoral Student Supervision**

1. Emaad Ahmed Manzoor (Co-author, Main Advisor) [Faculty at Cornell University]
2. Zhaoqi Cheng (Co-author, Main Advisor)
3. Eric Zhou (Co-author, Main Advisor)
4. Hazel Kang (Co-author, Main Advisor)
5. Vitaly Meursault (Thesis Committee) [Federal Reserve]
6. Shunyuan Zhang (Co-author, general advising) [Faculty at HBS]
7. June Shi (Co-author, general advising) [Faculty at HKUST]
8. Domonkos Ferenc Vamossy (Thesis Committee) [Amazon]
9. Chengfeng Mao (Co-author, Advisor) [Doctoral Student at MIT]
10. Qinglai He (Co-author, General Advising) [Faculty at University of Wisconsin-Madison]
11. Dongwon Lee, (Reader, Thesis Committee, Co-author) [Faculty at HKUST]
12. Federico Siano (Thesis External Reader) [Faculty at UTDallas]

### **Postdoctoral Researcher**

1. Zaki Mohamed (Co-author), Boston University PostDoc
2. Daehwan Ahn (Co-author), The Wharton School PostDoc [Faculty at University of Georgia]

### **New Courses Developed, Created, and Taught**

- SM 454 (Undergrad) Management Honors Seminar: Responsible AI for Business Analytics (Spring 2023)
- BA 820 (MSBA) Unsupervised and Unstructured Machine Learning (Spring 2023)
- IS 811 (MBA, PEMBA) Responsible AI for Business Analytics (Created 2021, Teaching 2022 March)
- BA 840 (MSBA) Data Ethics (Created 2021, 2022-Current)
- 45-851 (MBA) Data Mining (Created 2015, Taught 2015-2021)
- 70-374 (Undergrad) Data Mining and Business Analytics (Created 2015, Taught 2015-2017)
- 47-956 Phd Seminar: Unstructured Data & Big Data: Acquisition to Analysis (Created and taught 2016)
- 47-958 Phd Seminar: Transparency and Fairness in ML/AI (Created and taught 2017)

- 47-958 Phd Seminar: Generative Models and Applications in IS and Marketing (Created and taught 2019)
- 47-958 Phd Seminar: Neural NLP Model & Econ of AI (Created and taught 2020)
- IS 911 Phd Seminar: Generative AI & Causal Inference with Text (Created and Taught 2023)
- 46-891 (MBA, MSBA) Deep Learning for Business: Mining Unstructured Data (Created 2019, taught 2019-2021)