

Soonjae Kwon

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Education

- 2022 – 2026** Ph.D. in Management Engineering, **KAIST College of Business**, Seoul, South Korea.
2020 – 2021 M.S. in Management Engineering, **KAIST College of Business**, Seoul, South Korea.
2015 – 2019 B.S. in Chemistry, **KAIST**, Daejeon, South Korea.

Research Interests

- Theme 1** Impact of generative AI on digital platforms and user behavior
Theme 2 Multimodal data analytics and large language/vision models in information systems
Methodology Econometrics, deep learning, causal inference, field experiments

Journal Papers

- Soonjae Kwon**, Kitae Kim, Sung-Hyuk Park (2026) "*More, Shorter, Newer? How Monetization Reshapes Creator Strategy on YouTube Shorts*," **Internet Research**.
– SSCI Q1, Impact Factor: 7.2, JCR Rank: Top 10.7%
- Soonjae Kwon**, Junkyu Jang, Sung-Hyuk Park (2026) "*Beyond Homophily: AI-Driven Analysis of Facial and Personality Similarity Preferences in Online Dating*," **Computers in Human Behavior**, 108906.
– SSCI Q1, Impact Factor: 12.2, JCR Rank: Top 2.4%
- Junkyu Jang, **Soonjae Kwon**, Sung-Hyuk Park (2025) "*Beauty vs. Vibe: Deconstructing Visual Appeal in Online Dating with Large Multimodal Models*," **Computers in Human Behavior**, 108792.
– SSCI Q1, Impact Factor: 12.2, JCR Rank: Top 2.4%

Working Papers

- Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*VISAGE: Designing AI Artifacts for Dynamic Self-Presentation on Matching Platforms*," in preparation for submission to **MIS Quarterly**.
– Earlier version of this work was presented at WITS 2024, ICIS 2022, WITS 2021
- Soonjae Kwon**, Yeolib Kim, Youjung Jun, Seung Hyun Kim, Sung-Hyuk Park "*Utility Without Loyalty: The Decoupling of Generative AI Performance and User Retention in Digital Platforms*," in preparation for submission to **Information Systems Research**.
– Earlier version of this work was presented at CIST 2024

Conference Proceedings

1. Jungwoo Kim, **Soonjae Kwon**, Sung-Hyuk Park (2025) "*Adaptive Hotel Rate Prediction Using External Data: A Competitor-Driven Approach*," Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS), January 7-10, 2025, Big Island, Hawaii.
2. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee (2022) "*Learning Faces to Predict Matching Probability in an Online Matching Platform*," Proceedings of the 43rd International Conference on Information Systems (ICIS), December 9-14, 2022, Copenhagen, Denmark.

Conference and Workshop Presentations

1. Jungwoo Kim, **Soonjae Kwon**, Sung-Hyuk Park "*Adaptive Hotel Rate Prediction Using External Data: A Competitor-Driven Approach*," The 58th Hawaii International Conference on System Sciences (HICSS), January 7-10, 2025, Big Island, Hawaii.
2. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Seeing the Unseen: The Effects of Implicit Representation in an Online Dating Platform*," The 34th Workshop on Information Technologies and Systems (WITS), December 18-20, 2024, Bangkok, Thailand.
3. **Soonjae Kwon**, Yeolib Kim, Youjung Jun, Seung Hyun Kim "*Can AI Teach Better Than a Human? A Comparative Study of AI and Human Instructors in Online Learning*," The 16th Conference on Information Systems and Technology (CIST), October 19-20, 2024, Seattle, Washington.
4. **Soonjae Kwon**, Kitae Kim, Sung-Hyuk Park "*Does Money Make Creators Work Harder? A Case of Short-Form Video Advertising*," 2023 KrAIS Summer Workshop, July 4-5, 2023, Seoul, Korea.
5. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Learning Faces to Predict Matching Probability in an Online Matching Platform*," The 43rd International Conference on Information Systems (ICIS), December 9-14, 2022, Copenhagen, Denmark.
6. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Learning Faces to Predict Matching Probability in an Online Dating Market*," The 31st Workshop on Information Technologies and Systems (WITS), December 15-17, 2021, Austin, Texas.
7. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Learning Faces to Predict Matching Probability in an Online Dating Market*," The 12th Post-ICIS KrAIS Research Workshop, December 15, 2021, Austin, Texas.
8. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Learning Faces to Predict Matching Probability in an Online Dating Market*," 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2-3, 2021, Virtual.
9. **Soonjae Kwon**, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee "*Learning Faces to Predict Matching Probability in an Online Dating Market*," 2021 INFORMS Workshop on Data Science, November 13, 2021, Virtual.

Research Projects

1. **Strategies for Utilizing Generative AI in Digital Platforms for a Sustainable Society**

- Funding: National Research Foundation of Korea (₩30,000,000)
- Period: September 2024 – February 2026
- Role: Principal Investigator (Analysis of generative AI adoption effects)

2. Development of Intelligent Accumulation and Sharing Platform for Digital 3D Assets

- Funding: Korea Creative Content Agency (₩140,000,000)
- Period: April 2023 – December 2025
- Role: Lead Research Associate (Deep learning-based 3D asset classification model development)

3. SaaS Development for AI-Driven Demand Forecasting Using Deep Learning

- Funding: Seoul Business Agency (₩56,800,000)
- Period: August 2022 – July 2023
- Role: Lead Research Associate (Deep learning-based demand forecasting model development)

4. Digital Innovation Capability Assessment and Activation Strategy for MCST

- Funding: Ministry of Culture, Sports and Tourism (₩30,000,000)
- Period: April 2022 – September 2022
- Role: Lead Research Associate (Digital innovation capability assessment tool development)

5. Deep Learning-Based Advertiser-Influencer Matching Engine Development

- Funding: REVU Corporation (₩102,000,000)
- Period: December 2020 – November 2022
- Role: Research Associate (Advertising data analysis and matching engine development)

Teaching Experience

Adjunct Professor

- 2026** AI Business Strategy, **KAIST College of Business**
 – August – December 2026

Lecturer

- 2023** Analytics Programming, **Ulsan National Institute of Science and Technology**
 – Rating: 4.8/5.0 (February – July 2023)
- 2023** Text Mining, **Ulsan National Institute of Science and Technology**
 – Rating: 4.7/5.0 (February – July 2023)

Awards and Honors

- 2024 – 2026** NRF Research Grant, National Research Foundation of Korea.
 – Selected for a prestigious national grant to support outstanding Ph.D. candidates with high-impact research potential.
- 2023** Travel Research Grant, KAIST College of Business.
- 2022** KAIST Outstanding Thesis Award, KAIST College of Business.
 – Recognized for a research paper demonstrating exceptional quality, originality, and contribution to the field of management.

2019	Sim Hong-Ku Scholarship, KAIST Department of Chemistry.
2018	KoSEA Social Entrepreneurs Program, Korea Social Enterprise Promotion Agency. – Awarded ₩30,000,000 in funding and a spot in the government’s selective incubation program.
2018	Runner-Up, KT&G Startup Camp. – Secured 2nd place and ₩20,000,000 in funding from a competitive accelerator program.
2015 – 2018	National Science & Technology Scholarship, Korea Student Aid Foundation.

Professional Service

Committee	WITS 2026, WITS 2025, KrAIS Summer Workshop 2023
Journals	Decision Sciences, Information Systems Frontiers
Conferences	International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Workshop on Information Technologies and Systems (WITS), Hawaii International Conference on System Sciences (HICSS), Pacific Asia Conference on Information Systems (PACIS), KrAIS Summer Workshop

Skills

Technical	Python, R, STATA, SQL, PyTorch
Languages	Korean (native), English (fluent), Japanese (intermediate)

References

Advisor	Dr. Sung-Hyuk Park, Associate Professor, KAIST College of Business. – Email: sunghyuk.park@kaist.ac.kr
Collaborator	Dr. Gene Moo Lee, Associate Professor, Sauder School of Business, University of British Columbia. – Email: gene.lee@sauder.ubc.ca
Collaborator	Dr. Dongwon Lee, Associate Professor, Hong Kong University of Science and Technology. – Email: dongwon@ust.hk