

THE UNIVERSITY OF BRITISH COLUMBIA
Curriculum Vitae for Faculty Members

Date: July 1, 2021

Initials: GML

1. **SURNAME:** Lee **FIRST NAME:** Gene
MIDDLE NAME(S): Moo
2. **DEPARTMENT/SCHOOL:** Accounting and Information Systems Division / Sauder School of Business
3. **FACULTY:** Commerce
4. **PRESENT RANK:** Associate Professor **SINCE:** July 2021
5. **POST-SECONDARY EDUCATION**

University or Institution	Degree	Subject Area	Dates
University of Texas at Austin	Ph.D.	Computer Science	Aug 2015
University of Texas at Austin	M.A.	Computer Science	May 2006
Korea University	B.S.	Computer Science and Mathematics	Feb 2004

6. **EMPLOYMENT RECORD**

(a) *Prior to coming to UBC*

University, Company or Organization	Rank or Title	Dates
University of Texas at Arlington	Assistant Professor	Aug 2015 – Aug 2017
Topic Technologies, LLC	Chief Technology Officer	Jan 2014 – Jul 2016
Narus, Inc	Research Intern	June 2012 – Aug 2012
AT&T Labs – Research	Research Intern	Sep 2011 – Nov 2011
Intel Corporation	Software Engineering Intern	Jan 2011 – June 2011
Samsung Electronics	Research Engineer	July 2006 – June 2010
Goldman Sachs	Summer Analyst	May 2005 – July 2005

(b) *At UBC*

Rank or Title	Dates
Associate Professor	July 2021 – Present
Assistant Professor	July 2017 – June 2021

(c) *Date of granting of tenure at U.B.C.:*

July 1, 2021

7. **LEAVES OF ABSENCE**

University, Company or Organization at which Leave was taken	Type of Leave	Dates

8. TEACHING

(a) *Areas of special interest and accomplishments*

My teaching interests are in the area of business analytics with two goals:

1. To provide extensive hands-on programming experiences on emerging big data analytics technologies.
2. To enhance business knowledge on the value and risk associated with analytics and technology.

Teaching accomplishments:

1. I developed business analytics courses (COMM 337, BAIT 508, BA 515) for Sauder undergraduate program (BCOM) and Master's programs such as Full-Time MBA (FT-MBA), Professional MBA (PMBA), Master of Business Analytics (MBAN), and Master of Management (MM).
2. I made significant contributions to the creation of two curricula: FT-MBA Technology and Analytics Leadership (TAL) Track and BCOM Business Analytics Concentration.
3. Among the courses I taught at UBC, the overall average of instructor evaluations is 4.54/5.0 with more than 46% of the ratings above 4.70.
4. I received the Teaching Excellence Award from Commerce Undergraduate Society (CUS) in 2018.

(b) *Courses Taught at UBC*

Session	Course Number (Program)	Total Scheduled Hours	Class Size	Total Hours Taught per Course	
				Lectures	Tutorials/Labs/Other
2017-T1 (P2)	BAIT 508 (MBAN)	20	37	20	
2017-T2	COMM 337 201 (BCOM)	39	39	39	
2017-T2	COMM 337 202 (BCOM)	39	47	39	
2018-T1 (P1)	BAIT 508 (MBAN)	20	50	20	
2018-T1	COMM 337 101 (BCOM)	39	40	39	
2018-T2	COMM 337 201 (BCOM)	39	41	39	
2018-T2	COMM 337 202 (BCOM)	39	36	39	
2019-T1 (P1)	BAIT 508 (MBAN)	20	47	20	
2019-T1 (P2)	BA 515 001 (FT-MBA)	20	48	20	
2019-T1 (P2)	BA 515 002 (FT-MBA)	20	49	20	
2019-T1 (P7)	BA 515 003 (FT-MBA)	20	29	20	
2019-T1 (P7)	BA 515 004 (FT-MBA)	20	28	20	
2019-T1 (P2)	BA 515 (MM)	20	48	20	
2020-S	BA 515 (PMBA)	20	60	20	
2020-T1 (P1)	BAIT 508 (MBAN)	20	79	20	
2020-T2 (P2)	BA 515 (MM)	20	58	20	
2020-T2 (P2)	BA 515 001 (FT-MBA)	20	55	20	
2020-T2 (P2)	BA 515 002 (FT-MBA)	20	56	20	

(c) *Graduate Students Supervised*

Student Name	Program Type, School	Year		Supervisory Role (supervisor, co-supervisor, committee member)
		Start	Finish	
Yunsik Choi*	Ph.D. (CS), UT Austin	2016	2019	committee member (chair: Andrew Whinston)

* A co-authored paper received the Best Paper Award at KrAIS Workshop 2017 and another co-authored paper received the Best Work-In-Progress Runner-Up Award at WITS 2017. Refer to items 17 and 18 in the refereed conference paper list.

Victor Song	M.Sc. (MIS), UBC	2017	2019	co-supervisor (with Hasan Cavusoglu)
Rui Cao	M.Sc. (MIS), UBC	2018	2020	co-supervisor (with Hasan Cavusoglu)
Dennis Ma	Ph.D. (OBHR), UBC	2018		committee member (chair: Marc-David L. Seidel)
Myunghwan Lee	Ph.D. (MIS), UBC	2019		supervisor
Jaecheol Park	Ph.D. (MIS), UBC	2020		committee member (chair: Arslan Aziz)
Rui Cao	Ph.D. (MIS), UBC	2021		committee member (char: Hasan Cavusoglu)

(d) *Continuing Education Activities*

(e) *Visiting Lectures (indicate university/organization and dates)*

University, Company or Organization	Course Title	Dates
Kyungpook National University	Introduction to Text Mining and Deep Learning	June 2016
Yonsei University	Data Science for Entrepreneurship	July 2016
UBC Information School	Social Media Intelligence (LIBR 559D)	Mar 26, 2018
Arizona State University	Ph.D. Seminar (CIS 791)	April 27, 2018
Korea University	Ph.D. MIS Seminar	June 15, 2018
UBC Sauder School of Business	Ph.D. Seminar in Research Methodology (COMM 693)	Oct 24, 2018
UBC Sauder School of Business	Ph.D. Teaching Course (COMM 590B)	Nov 22, 2018
UBC Sauder School of Business	Sauder Commerce Scholars Program (CSP) Research Seminar (COMM 490)	Mar 3, 2020
Korea University	Internet Technologies and Mobile Business (BUS 617)	April 13, 2021
Kyung Hee University	Big Data (BDA 732)	June 9, 2021

(f) *Other (Courses Taught at Other Schools)*

School	Session	Course Number	Course Title	Class Size
UT Austin	Fall 2014	MIS 301 (008)	Introduction to IT Management	72
UT Arlington	Fall 2015	INSY 2303 (006)	Introduction to MIS and Data Processing	58
	Fall 2015	INSY 2303 (008)	Introduction to MIS and Data Processing	61
	Spring 2016	INSY 3300 (002)	Introduction to Programming	38
	Fall 2016	INSY 3300 (003)	Introduction to Programming	64
	Fall 2016	INSY 5378 (001)	Data Science: A Programming Approach	54
	Spring 2017	INSY 5378 (001)	Data Science: A Programming Approach	66
	Spring 2017	INSY 5378 (002)	Data Science: A Programming Approach	57
	Spring 2017	INSY 5382	Independent Study in Information Systems	2

9. SCHOLARLY AND PROFESSIONAL ACTIVITIES

(a) Areas of special interest and accomplishments

My research interest is to advance Business Analytics using Artificial Intelligence (AI) thereby creating business value from big data. The unstructured nature of big data (e.g., text, image, audio, and video) poses a methodological challenge in incorporating such data into conventional research models. My research (i) addresses this issue by proposing innovative computational methods using AI and (ii) applies the developed methods in the domains of IT platforms, cybersecurity, and other interdisciplinary topics.

Research accomplishments:

1. My publication records include six articles in the top three MIS journals (*MIS Quarterly*, *Information Systems Research*, and *Journal of Management Information Systems*).
2. According to Google Scholar, my research has 730+ citations and an h-index of 16.[†]
3. My research has been supported by 16 grants (e.g., U.S. National Science Foundation, Canada SSHRC Insight Development Grant, industry grants, etc.), with a total amount of C\$1,159,242.

(b) Research or equivalent grants (indicate under COMP whether grants were obtained competitively (C) or non-competitively (NC))

Granting Agency	Subject	COMP	\$ Per Year	Year	Principal Investigator	Co-Investigator(s)
UBC Hampton Fund	Developing Big Data Analytics Framework for Industry Intelligence	C	\$5,000	2017	Gene Moo Lee	
			\$5,000	2018		
Government of Hong Kong	A Pan-Asian Field Study of Corporate Awareness to Information Security and Preparedness Against Cybercrimes	C	\$327,750 (HKD)	2016	Alvin Leung	Andrew Whinston Gene Moo Lee
			\$327,750 (HKD)	2017		
National Science Foundation (NSF)	SaTC: Core: Small: Information Disclosure and Security Policy Design: A Large-Scale Randomization Experiment in Trans-Pacific Region	C	\$250,000 (USD)	2017	Andrew Whinston	Gene Moo Lee Shu He
			\$250,000 (USD)	2018		
UT Arlington College of Business	The Impact of Monetary Policy in Firms' Operation: A Lexical Analysis on 10-K Annual Reports	C	\$5,000 (USD)	2018	C. Y. Choi	Gene Moo Lee
UBC CIDE Small Grants for Innovative Data	Online Labor Market Efficiency and Algorithmic Recommendations	C	\$9,600 \$9,600	2018 2019	Gene Moo Lee	Sam Hwang
UBC Sauder School of Business	Opportunity Structure: Strategic Posture Identification and Positioning of IPOs	C	\$6,000	2019	Gene Moo Lee	

[†] Google Scholar page: <https://scholar.google.com/citations?hl=en&user=n5WaNWAAAAAJ>

SSHRC Insight Development Grant	Predicting Litigation Risk via Machine Learning	C	\$55,736 (3 years)	2019 - 2022	Gene Moo Lee	Xin Zheng
UBC Teaching and Learning Enhancement Fund (TLEF)	Establishing a Cloud-based Learning Resource for Business Analytics	C	\$45,246	2020	Harish Krishnan	Gene Moo Lee Steven Shechter Martha Essak Chunhua Wu Sunah Cho Elisabeth Chin Zhen Mu Rob Peregoodoff
SSHRC Insight Development Grant	Combating Fake Reviews	C	\$53,672 (2 years)	2020 - 2021	Arslan Aziz	Gene Moo Lee
UBC Sauder School of Business	Targeting Pre-Roll Ads using Video Analytics with Deep Learning	C	\$5,000	2020	Gene Moo Lee	

© Research or equivalent contracts (indicate under COMP whether grants were obtained competitively © or non-competitively (NC))

Granting Agency	Subject	COMP	\$ Per Year	Year	Principal Investigator	Co-Investigator(s)
KISTI	Development of Big Data Analytics based Methodology for U.S. Industry Intelligence using Public Data	NC	\$66,843 (USD)	2017	Gene Moo Lee	
KISTI	Research on Data Valuation for New Analytics Model Development	NC	\$60,745	2018	Gene Moo Lee	
KIRI	Developing Cyber Risk Assessment Methodology: A Big Data Approach	NC	\$12,107	2018	Gene Moo Lee	
KISTI / VisionValue Consulting	AI and Analytics Framework for Global Inter-Firm Value Network Construction	NC	\$60,000	2021	Gene Moo Lee	

(d) Invited Presentations

Institution	Title	Location / Date
LG Electronics	Mobile Apps, Ventures, and Two-Sided Markets	Seoul, Korea Oct 27, 2013
Samsung Electronics	Mobile Apps, Ventures, and Two-Sided Markets	Seoul, Korea Oct 28, 2013
University of Notre Dame	Matching Mobile Applications for Cross Promotion	South Bend, IN Jan 16, 2015
Temple University	Matching Mobile Applications for Cross Promotion	Philadelphia, PA Jan 21, 2015

University of California, Irvine	Matching Mobile Applications for Cross Promotion	Irvine, CA Jan 23, 2015
Indiana University	Matching Mobile Applications for Cross Promotion	Bloomington, IN Jan 27, 2015
University of Texas at Dallas	Matching Mobile Applications for Cross Promotion	Dallas, TX Jan 30, 2015
University of Minnesota	Matching Mobile Applications for Cross Promotion	Minneapolis, MN Feb 2, 2015
University of Texas at Arlington	Matching Mobile Applications for Cross Promotion	Arlington, TX Feb 5, 2015
Korea Advanced Institute of Science and Technology	Designing Cybersecurity Policies with Field Experiments	Seoul, Korea (online) Feb 25, 2015
University of Texas at Arlington	Content Complexity, Similarity, and Consistency in Social Media: A Deep Learning Approach	Arlington, TX Feb 17, 2016
Sungkyunkwan University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea May 30, 2016
Korea University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea May 31, 2016
Hanyang University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea Jun 2, 2016
Kyung Hee University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea Jun 7, 2016
Chung-Ang University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea Jun 15, 2016
Yonsei University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea Jun 16, 2016
Seoul National University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Seoul, Korea Jun 23, 2016
Yonsei University Barun ICT	Cybersecurity Policy Design and Evaluation	Seoul, Korea Jun 28, 2016
Kyungpook National University	Towards Advanced Business Analytics with Text Mining and Deep Learning	Daegu, Korea Jul 19, 2016
University of British Columbia	Towards Advanced Business Analytics with Text Mining and Deep Learning	Vancouver, BC Oct 8, 2016
University of North Texas	Towards Advanced Business Analytics with Text Mining and Deep Learning	Denton, TX Mar 24, 2017
University of Texas at Arlington	Towards Advanced Business Analytics with Text Mining and Deep Learning	Arlington, TX Apr 26, 2017
Consulate General of the Republic of Korea	Towards Advanced Business Analytics with Text Mining and Deep Learning	Vancouver, BC Sep 25, 2017
AI@UBC	Advancing Business Analytics with AI and Machine Learning	Vancouver, BC Oct 11, 2017
Korea Research Institute of Human Settlements	Advanced Business Analytics with Machine Learning	Vancouver, BC Nov 23, 2017
UBC Korean Commerce Student Association	Introduction to Business Analytics	Vancouver, BC Nov 24, 2017
WJ Packaging Solutions	Advanced Business Analytics with Machine Learning	Richmond, BC Dec 4, 2017
Korea Institute of Science and Technology Information (KISTI)	Advanced Business Analytics with Machine Learning	Seoul, Korea Dec 10, 2017
UBC Master of Data Science	SEC Filings Analytics for U.S. Industry Intelligence	Vancouver, BC Feb 7, 2018
Rutgers Business School	Toward A Better Measure of Business Proximity: Topic Modeling for Industry Intelligence	Newark, NJ April 20, 2018

Korea Insurance Research Institute	Developing Cyber Risk Assessment Framework for Cyber Insurance: A Big Data Approach	Seoul, Korea July 23, 2018
UBC CAIDA	Opportunity Structures: A Machine Learning Approach for Analyzing Industry Dynamics	Vancouver, BC Jan 21, 2019
Simon Fraser University	Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach	Vancouver, BC Mar 1, 2019
Korea Research Institute of Human Settlements	Big Data Analytics and Machine Learning in Business Research	Vancouver, BC Feb 27, 2020
Rutgers Business School	Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach	Newark, NJ (online) June 13, 2020
University of British Columbia	Designing and Delivering Effective Online Exams (Teaching Online Series)	Vancouver, BC (online) Aug 27, 2020
University of Washington	Targeting Pre-Roll Ads using Video Analytics	Seattle, WA (online) Oct 9, 2020
Hong Kong University of Science and Technology	Targeting Pre-Roll Ads using Video Analytics	Hong Kong (online) Feb 16, 2021
Saarland University	Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach	Saarbruecken, Germany (online) March 2, 2021
University of Maryland	Targeting Pre-Roll Ads using Video Analytics	College Park, MD (online) April 2, 2021
Korea University	Matching Mobile Applications for Cross-Promotion	Seoul, Korea (online) April 13, 2021
American University	Targeting Pre-Roll Ads using Video Analytics	Washington, DC (online) Apr 23, 2021
Kyung Hee University	Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach	Seoul, Korea (online) June 9, 2021

(e) *Other Presentations*[‡]

Institution / Venue	Title	Location / Date
ACM Internet Measurement Conference (IMC) 2005	Improving Sketch Reconstruction Accuracy using Linear Least Square Method	San Francisco, CA Oct 20, 2005
IFIP International Conference on Networking 2008	Improving the Interaction between Overlay Routing and Traffic Engineering	Singapore May 7, 2008
US-Korea Conference 2012	Modeling Human Mobility using Location Based Social Networks	Los Angeles, CA Aug 10, 2012
Research Conference on Communication, Information, and Internet Policy 2013	Spam and Botnet Reputation Randomized Control Trials and Policy	Arlington, VA Sep 28, 2013*
IEEE International Conference on Computer Communications (INFOCOM) 2013	Event Detection using Customer Care Calls	Turin, Italy Apr 15, 2013*
IEEE International Conference on Sensing, Communication, Networking (SECON) 2013	Mobile Video Delivery via Human Movement	New Orleans, LA Jun 26, 2013
ACM Conference on Economics and Computation (EC) 2014	Towards a Better Measure of Business Proximity: Topic Modeling for Analyzing M&As	Stanford, CA Jun 12, 2014*
Conference on Big Data Marketing Analytics 2014	Matching Mobile Applications for Cross Promotion	Chicago, IL Oct 31, 2014

[‡] Presentations given by co-author are denoted as *

INFORMS Conference on Information Systems and Technology (CIST) 2014	Estimating the Treatment Effect of Spam Information Disclosure on Organizations: A Field Experiment	San Francisco, CA Nov 8, 2014*
Workshop on e-Business (WeB) 2014	Matching Mobile Applications for Cross Promotion	Auckland, New Zealand Dec 13, 2014
Workshop on Information Systems and Economics (WISE) 2014	Strategic Network Formation in a Location-Based Social Network	Auckland, New Zealand Dec 18, 2014
Workshop on Information Systems and Technologies (WITS) 2014	Strategic Network Formation in a Location-Based Social Network	Auckland, New Zealand Dec 18, 2014
Passive and Active Measurement Conference (PAM) 2015	AppPrint: Automatic Fingerprinting of Mobile Applications in Network Traffic	New York, NY Mar 19, 2015*
Workshop on Economics of Information Security (WEIS) 2015	Cybersecurity Policies Design and Evaluation: Evidence from a Large-Scale Randomized Field Experiment	Delft, The Netherlands Jun 22, 2015*
MIS Quarterly Big Data Special Issue Workshop	Toward a Better Measure of Business Proximity: Topic Modeling for Industry Intelligence	Leuven, Belgium Aug 13, 2015
Workshop on e-Business (WeB) 2015	Sharing Behavior in Online Social Media: An Empirical Analysis with Deep Learning	Fort Worth, TX Dec 12, 2015*
Hawaii International Conference on System Sciences (HICSS) 2016	Strategic Network Formation in a Location-Based Social Network	Kauai, HI Jan 8, 2016
Winter Conference on Business Intelligence 2016	Analyzing the Spillover Roles of User-Generated Reviews on Purchases: Evidence from Clickstream Data	Snowbird, UT Mar 5, 2016
Texas FreshAIR Big Data & Data Analytics Conference	Content Complexity, Similarity, and Consistency in Social Media: A Deep Learning Approach	San Antonio, TX Mar 30, 2016
Korea MIS Conference 2016	Analyzing the Spillover Roles of User-Generated Reviews on Purchases: Evidence from Clickstream Data	Busan, Korea Jun 24, 2016
US-Korea Conference 2016	Content Complexity, Similarity, and Consistency in Social Media: A Deep Learning Approach	Washington, DC Aug 11, 2016
KSEA North Texas Chapter Seminar 2016	Towards Advanced Business Analytics with Text Mining and Deep Learning	Dallas, TX Oct 15, 2016
KOCSEA Technical Symposium 2016	Toward a Better Measure of Business Proximity: Topic Modeling for Industry Intelligence	Vienna, VA Nov 4, 2016
INFORMS Conference on Information Systems and Technology (CIST) 2016	Analyzing Content and Customer Engagement in Social Media with Deep Learning	Nashville, TN Nov 10, 2016*
INFORMS Annual Conference 2016	Content Complexity, Similarity, and Consistency in Social Media: A Deep Learning Approach	Nashville, TN Nov 12, 2016
Decision Science Institute Annual Meeting (DSI) 2016	Content Complexity, Similarity, and Consistency in Social Media: A Deep Learning Approach	Austin, TX Nov 20, 2016
International Conference on Information Systems (ICIS) 2016	The Spillover Effects of User-Generated Online Product Reviews on Purchases: Evidence from Clickstream Data	Dublin, Ireland Dec 12, 2016*
US-Korea Conference (UKC) 2017	Developing Big Data Analytics Framework for U.S. Industry Intelligence	Dallas, TX Aug 10, 2017
INFORMS Conference on Information Systems and Technology (CIST) 2017	Bringing Cyberinsurance and Managed Security Services to ISPs: A Game Theoretic Analysis	Houston, TX Oct 21, 2017*

KrAIS Research Workshop 2017	Bringing Managed Security Services to Internet Service Providers: A Game Theoretic Analysis	Seoul, Korea Dec 13, 2017*
Workshop on Information Systems and Technologies (WITS) 2017	A Pan-Asian Field Experiment of Organizational Awareness to Information Security and Preparedness against Cybercrime	Seoul, Korea Dec 14, 2017*
Workshop on Information Systems and Technologies (WITS) 2017	SEC Filings Text Analytics for U.S. Industry Intelligence: A Preliminary Report	Seoul, Korea Dec 14, 2017
UBC Cybersecurity Summit 2018	IT Risk Factor Disclosure and Stock Price Crash Risk	Vancouver, BC May 11, 2018*
Workshop on Economics of Information Security (WEIS) 2018	Information Disclosure and Security Policy Design: A Large-Scale Randomized Experiment in Pan-Asia	Innsbruck, Austria Jun 18, 2018*
UBC Sauder Accounting Seminar Series	Predicting Litigation Risk via Machine Learning	Vancouver, BC Oct 19, 2018*
Baruch College Finance Seminar Series	Predicting Litigation Risk via Machine Learning	New York, NY Oct 23, 2018*
UBC Sauder MIS Research Seminar Series	Opportunity Structures: A Machine Learning Approach for Analyzing Industry Dynamics	Vancouver, BC Nov 2, 2018*
UBC Sauder MIS Research Seminar Series	Online Labor Market Efficiency and Algorithmic Recommendation	Vancouver, BC Nov 16, 2018*
Bright Internet Global Summit (BIGS) 2018	CybeRatings: An origin responsibility measurement framework using spam and phishing data	San Francisco, CA Dec 12, 2018*
Conf. on the Convergence of Financial and Managerial Accounting Research 2019	Predicting Litigation Risk via Machine Learning	Banff, Alberta Jun 25, 2019*
UBC Sauder MIS Research Seminar Series	Extracting a Corporate Social Network from SEC Filings	Vancouver, BC Jun 26, 2019*
UBC Sauder MIS Research Seminar Series	IT Risk Factor Disclosure and Stock Price Crash	Vancouver, BC July 30, 2019*
KER International Conference 2019	Learning in intergenerational games: Field evidence from Seoul school choice	Seoul, Korea Aug 8, 2019*
INFORMS Conference on Information Systems and Technology (CIST) 2019	Opportunity Structure: Tensions in Strategic Posture Identification and Positioning of IPOs	Seattle, WA Oct 20, 2019*
Reserve Bank of Australia	Does communication resolve asymmetric information in the online marketplace? A case study of an online labor market	Sydney, Australia Dec 16, 2019*
KrAIS Research Workshop 2019	Opportunity Structure: Tensions in Strategic Posture Identification and Positioning of IPOs	Munich, Germany Dec 18, 2019*
Hawaii International Conference on System Sciences (HICSS) 2020	IT Risk Factor Disclosure and Stock Price Crash	Maui, HI Jan 7, 2020*
Hawaii International Conference on System Sciences (HICSS) 2020	Information Disclosure and Security Vulnerability Awareness: A Large-Scale Randomized Field Experiment in Pan-Asia	Maui, HI Jan 7, 2020
Hawaii International Conference on System Sciences (HICSS) 2020	On the Homogeneity of Digital Infrastructure in Entrepreneurial Ecosystems	Maui, HI Jan 9, 2020*
UBC Sauder MIS Research Seminar Series	Corporate Social Network Analysis: A Deep Learning Approach	Vancouver, BC Feb, 2020*
Winter Conference on Business Analytics (WCBA) 2020	Gone in 5 Seconds: Targeting Skippable Pre-Roll Ads to Relevant Video and Audience using Video Analytics with Deep Learning	Snowbird, UT Mar 14, 2020

UBC Sauder MBAN/MM Sample Lecture	Artificial Intelligence for Business Analytics	Vancouver, BC (online) Oct 14, 2020
AKCSE Young Generation Forum	Artificial Intelligence and Business Analytics	Vancouver, BC (online) Nov 7, 2020
KrAIS Workshop 2020	Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?	Seoul, Korea (online) Dec, 2020*
Workshop on Information Systems and Technologies (WITS) 2020	Corporate Social Network Analysis: A Deep Learning Approach	Hyderabad, India (online) Dec 2020*
Workshop on Information Systems and Technologies (WITS) 2020	Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?	Hyderabad, India (online) Dec 2020*
Workshop on Information Systems and Technologies (WITS) 2020	Targeting Pre-roll Ads using Video Analytics	Hyderabad, India (online) Dec 2020*
Hawaii International Conference on System Sciences (HICSS) 2021	A Scaling Perspective in AI Startups	Kauai, HI (online) Jan 2021*
UBC Sauder MIS Research Seminar Series	Panel discussion on Ph.D./M.Sc. programs (moderator)	Vancouver, BC (online) Jan 22, 2021
UBC Sauder MIS Research Seminar Series	Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?	Vancouver, BC (online) Feb 2021*
UBC Sauder MIS Research Seminar Series	How will AI and Big Data impact IS research?	Vancouver, BC (online) June 1, 2021

(f) *Other*

(g) *Conference Participation (Organizer, Keynote Speaker, etc.)*

Conference	Role	Location / Date
Workshop on E-Business (WEB) 2015	Local Arrangement Chair Session Chair	Fort Worth, Texas Dec 12, 2015
KOCSEA Technical Symposium 2016	Finance Chair	Vienna, Virginia Nov 4-5, 2016
Decision Science Institute Annual Meeting (DSI) 2016	Track Chair	Austin, Texas Nov 19-22, 2016
SNU-UBC Law Conference 2017	Panelist	Vancouver, BC Sep 8, 2017
International Conference on Information Systems (ICIS) 2017	Associate Editor	Seoul, Korea Dec 10-13, 2017
KrAIS Research Workshop 2017	Program Committee Session Chair	Seoul, Korea Dec 13, 2017
Workshop on Information Technologies and Systems (WITS) 2017	Web Chair Session Chair	Seoul, Korea Dec 14, 2017
Bright Internet Global Summit (BIGS) 2018	Program Committee Organizing Committee	San Francisco, CA Dec 12-13, 2018
International Conference on Information Systems (ICIS) 2018– Social Media Track	Associate Editor	San Francisco, CA Dec 13-16, 2018

Theory in Economics of Information Systems (TEIS) Workshop 2019	Participant	Vancouver, BC March 16-17, 2019
Canada-Korea Conference on Science and Technology (CKC) 2019	Extension Committee Chair	Banff, Alberta June 16-19, 2019
International Conference on Information Systems (ICIS) 2019 – Cybersecurity, Privacy, and Ethics of IS Track	Associate Editor (Best AE Award)	Munich, Germany Dec 15-18, 2019
International Conference on Information Systems (ICIS) 2020 – Blockchain, DLT, Fintech Track	Associate Editor (Best AE Award)	Hyderabad, India (online) Dec 13-16, 2020
KrAIS Research Workshop 2020	Program Committee Session Chair	Hyderabad, India (online) Dec 17, 2017
Hawaii International Conference on System Sciences (HICSS) 2021– Technology and Analytics in Emerging Markets Minitrack	Minitrack Co-chair	Kauai, HI (online) Jan 5-8, 2021
Pacific Asia Conference on Information Systems (PACIS) 2021 – Information Security and Privacy Track	Associate Editor	Dubai, UAE June 20-24, 2021
INFORMS Workshop on Data Science (DS) 2021	Program Co-chair	Anaheim, CA (online) Nov, 2021
International Conference on Information Systems (ICIS) 2021 – Cybersecurity, Privacy, and Ethics of IS Track	Associate Editor	Austin, TX Dec, 2021
KrAIS Research Workshop 2021	Program Co-chair	Austin, TX (online) Dec, 2021
Hawaii International Conference on System Sciences (HICSS) 2022– Technology and Analytics in Emerging Markets Minitrack	Minitrack Co-chair	Maui, HI Jan 4-7, 2022
Pacific Asia Conference on Information Systems (PACIS) 2022– Cybersecurity, Privacy, and Ethical Issues of IS Track	Track Co-chair	Sydney, Australia July 2022

10. SERVICE TO THE UNIVERSITY

(a) *Areas of special interest and accomplishments*

My service commitment is closely related to my expertise in technology and analytics. Since 2019, I am serving as the chair of Sauder IT Governance Committee. In addition, I have served as committee members for Master of Business Analytics (MBAN) Analytics Collaboratory Committee, BCOM Review – Curriculum Working Group, and MIS Faculty Search Committee. Finally, I have served as an academic advisor for various programs (e.g., MBAN, Master of Data Science (MDS), and Commerce Scholars Program (CSP)).

(b) *Memberships on committees, including offices held and dates*

Position	Committee Name	Dates
Committee Member	MIS Faculty Search Committee	Nov 2017 – Mar 2018
Coordinator	MIS Research Seminar Series	Jan 2018 – Dec 2018
Committee Member	Sauder IT Governance Committee	Aug 2018 – July 2019
Committee Member	MIS Faculty Search Committee	Oct 2019 – Jan 2020
Committee Member	BCOM Review – Curriculum Working Group	Jun 2019 – Feb 2020
Committee Member	Sauder MBAN Analytics Collaboratory Committee	Mar 2019 – Aug 2020
Adjudicator	Nomination of Candidates for Google Ph.D. Fellowship	Sep 2020
Coordinator	MIS Research Seminar Series	Jan 2021 – May 2021
Chair	Sauder IT Governance Committee	Aug 2019 – ongoing

(c) *Other services, including dates*

Role	Service	Dates
Academic Advisor	UBC MDS Capstone Project 2018 (Students: Ted Thompson, Cem Ozturk, Tyler Roberts, Duong Vu)	May 2018 – June 2018
Academic Advisor	Case Competition (International Business Analytics Challenge 2019) for UBC Master of Business Analytics (Student: Shitong Ni)	Nov 2018 – Mar 2019
Academic Advisor	UBC Indigenous Undergraduate Research Mentorship Program (Student: Eamonn Keane)	Jan 2019 – April 2019
Academic Advisor	UBC MDS Capstone Project 2019 (Students: Anthony Chiodo, Daniel Lin, Miliban Keyim, Sarah Watts)	April 2019 – June 2019
Academic Advisor	UBC MBAN Internship Project 2019 (Students: Nipun Goyal, Prakhar Sinha, Louis Luo)	June 2019 – Aug 2019
Academic Advisor	UBC Commerce Scholars Program (Student: Gallant Tang)	Sep 2019 – ongoing
Academic Advisor	UBC MBAN Internship Projects 2020 (Student: Suguna Menon, Daanaa)	June 2020 – Aug 2020
Academic Advisor	UBC MBAN Internship Projects 2020 (Students: Sherry Qin, Lily Liu at TeejLab)	June 2020 – Aug 2020
Academic Advisor	UBC MBAN Internship Projects 2020 (Students: Hao Zheng, Kemjika Ananaba, Qingkang Cao at TLEF project)	June 2020 – Aug 2020
Academic Advisor	Korean Executive 1+1 Matching Program (Student: Eun Hong Min)	Sep 2020 – Dec 2020

11. **SERVICE TO THE COMMUNITY**(a) *Memberships on scholarly societies, including offices held and dates*

Role	Society Name	Dates
Member	Institute of Electrical and Electronics Engineers (IEEE)	Jun 2013 – Jun 2014
Member	Association of Computing Machinery (ACM)	Jun 2014 – ongoing
Member	Association of Information Systems (AIS)	Oct 2014 – ongoing

(b) *Memberships on other societies, including offices held and dates*

Role	Society Name	Dates
Faculty Inductee	Beta Gamma Sigma	Oct 2015 – ongoing

(c) *Memberships on scholarly committees, including offices held and dates*

Role	Committee Name	Dates
Member	Technical Program Committee of Workshop on Information Technologies and Systems (WITS)	2014, 2019, 2020
Member	Technical Program Committee of Conference on Information Systems and Technology (CIST)	2015, 2016, 2017, 2018, 2019, 2020
Member	Technical Program Committee of KrAIS Research Workshop	2016, 2017, 2018, 2019, 2020
Member	Technical Program Committee of Bright Internet Global Summit (BIGS)	2018, 2019, 2020

Member	Technical Program Committee of Pacific Asia Conference on Information Systems (PACIS)	2015, 2016
Member	Technical Program Committee of Conference on Big Data Computing and Communications (BIGCOM)	2015, 2016
Member	Technical Program Committee of Workshop on Cyber Security and Privacy (CSP)	2015, 2016
Member	Technical Program Committee of Conference on Mobile Ad-hoc and Sensor Networks (MSN)	2016

(d) Memberships on other committees, including offices held and dates

(e) Editorships (list journal and dates)

Journal	Role	Dates
<i>Decision Support Systems (DSS) Special Issue "Location Analytics and Decision Support"</i>	Associate Editor	Feb 2016 – July 2017
<i>Journal of the Association of Information Systems (JAIS) Special Issue "Addressing Societal Challenges through Analytics"</i>	Associate Editor	Sep 2017 – Mar 2020
<i>MIS Quarterly (MISQ) Special Issue "Digital Technologies and Social Justice"</i>	Associate Editor	June 2021 – ongoing

(f) Reviewer (journal, agency, etc. including dates)

Journal	Role	# Reports	Dates
<i>Information Systems Research (ISR)</i>	Reviewer	22	2018 – ongoing
<i>MIS Quarterly (MISQ)</i>	Reviewer	18	2016 – ongoing
<i>Journal of Management Information Systems (JMIS)</i>	Reviewer	16	2015 – ongoing
<i>Journal of the Association of Information Systems (JAIS)</i>	Reviewer	5	2018 – ongoing
<i>INFORMS Journal of Computing</i>	Reviewer	4	2016 – ongoing
<i>ACM Transactions on Management Information Systems (TMIS)</i>	Reviewer	5	2018 – ongoing
<i>Management Science</i>	Reviewer	3	2016 – ongoing
<i>Electronic Commerce Research and Applications (ECRA)</i>	Reviewer	6	2016 – 2018
<i>International Journal of Distributed Sensor Networks</i>	Reviewer	2	2017
<i>Communications of Association of Computing Machinery (CACM)</i>	Reviewer	1	2020
<i>Productions and Operations Management (POM)</i>	Reviewer	1	2020
<i>IEEE Transactions on Parallel and Distributed Systems</i>	Reviewer	1	2012
<i>KSII Transactions on Internet and Information Systems</i>	Reviewer	1	2013
<i>Decision Support Systems (DSS)</i>	Reviewer	1	2016
<i>Information and Management</i>	Reviewer	1	2016
<i>Sustainability</i>	Reviewer	1	2016
<i>Asian-Pacific Journal of Information Systems</i>	Reviewer	1	2017
<i>International Journal of Electronic Commerce</i>	Reviewer	1	2019
<i>Communications of the Association of Information Systems (CAIS)</i>	Reviewer	1	2019

Conference	Role	# Reports	Dates
<i>International Conference on Information Systems (ICIS)</i>	Reviewer	13	2015 – 2020
<i>INFORMS Conference on Information Systems and Technology (CIST)</i>	Reviewer	11	2015 – 2020
<i>KrAIS Workshop</i>	Reviewer	8	2016 – 2020
<i>International Conference on Big Data Computing and Communication (BIGCOM)</i>	Reviewer	6	2015 – 2016

<i>Workshop on Information Technologies and Systems (WITS)</i>	Reviewer	4	2014, 2016
<i>Pacific Asian Conference on Information Systems (PACIS)</i>	Reviewer	4	2015 – 2016
<i>Hawaii International Conference on System Sciences (HICSS)</i>	Reviewer	3	2016 – 2017
<i>Americas Conference on Information Systems (AMCIS)</i>	Reviewer	2	2016
<i>International Conference on Electronic Commerce (ICEC)</i>	Reviewer	1	2016
<i>International Conference on Cyber-enabled Distributed Computing and Knowledge Discovery (CyberC)</i>	Reviewer	1	2015

(g) *External examiner (indicate universities and dates)*

(h) *Consultant (indicate organization and dates)*

Data Science Consultant, Canada Energy Regulator, Aug 2020 – ongoing
 Research Consultant, Korea Institute of Science and Technology Information, Dec 2020 – ongoing
 Research Consultant, University of Texas at Austin, May 2020 – July 2020
 Data Science Technical Mentor, National Energy Board, Sep 2019 – March 2020
 Research Consultant, California State University, July 2018 – Sep 2018
 Research Consultant, Korea Institute of Science and Technology Information, May 2018 – Oct 2018
 Research Consultant, Korea Insurance Research Institute, Mar 2018 – July 2018
 Research Consultant, University of Texas at Austin, Aug 2017 – July 2019
 Research Consultant, Korea Institute of Science and Technology Information, Feb 2017 – Aug 2017

(i) *Other services to the community*

12. **AWARDS AND DISTINCTIONS**

(a) *Awards for Teaching (indicate name of award, awarding organizations, date)*

Name	Awarding Organization	Date
Teaching Excellence Award	UBC Commerce Undergraduate Society (CUS)	Mar 23, 2018

(b) *Awards for Scholarship (indicate name of award, awarding organizations, date)*

Name	Awarding Organization	Date
Academic Excellence Award	Korea University	2000 – 2003
Undergraduate Student Fellowship	Kwanjeong Educational Foundation	2002 – 2003
Travel Award	Department of Computer Science, UT Austin	2012 – 2014
Graduate Student Fellowship	McCombs School of Business, UT Austin	2013 – 2014
Research Opportunity Award	Wharton Customer Analytics Initiative (WCAI)	Jun 2015
Best Paper Award	KrAIS Research Workshop 2017 Seoul, Korea	Dec 13, 2017
Best Work-In-Progress Runner-Up Award	Workshop on Information Technologies and Systems (WITS) 2017 Seoul, Korea	Dec 15, 2017
AIS Early Career Award	Association for Information Systems (AIS)	Dec 18, 2019

(c) *Awards for Service (indicate name of award, awarding organizations, date)*

Name	Awarding Organization	Date
Community Work Award	Samsung Community Relations	May 2007
Best Associate Editor Award	International Conference on Information Systems (ICIS) 2019 Munich, Germany	Dec 15-18, 2019
Best Associate Editor Award	International Conference on Information Systems (ICIS) 2020 Hyderabad, India	Dec 13-16, 2020

(d) *Other Awards*

Best Paper Nomination, Hawaii International Conference on System Sciences (HICSS), Kauai, HI, Jan 5, 2016

13. OTHER RELEVANT INFORMATION (Maximum One Page)

Media Coverage

1. "UT Researchers work to reduce spam emails", Sep 2013
 - Daily Texan, McCombs Today, UT News
2. "Is your data safe? Why you should care more about spam", July 2014
 - Communications of ACM, Science Daily, Newswise, China Topix, Phys.org
3. "Data analysts bring new tools to the table", April 2016
 - The Shorthorn
4. "Study uses text-mining to improve market intelligence on startups", July 2016
 - Huffington Post, ACM TechNews, UTA, EurekaAlert, Phys.org, Science Total, Science Daily, StartUp Beat, DZone, Scientific Computing
5. "5 battlegrounds for waging war on credit", Sep 2016
 - The Shorthorn
6. "KSEA North Texas Fall 2016 Seminar", September 2016
 - Weeple, Weeple 2, Korea Town News, Korea Town News 2
7. "Spam Shaming to Improve Cybersecurity", April 2017
 - McCombs Medium, Texas Enterprise
8. "Big data mining technique helps discover startups", May 2017
 - W.P. Carey KnowIT
9. "KISTI held a session for international collaboration projects during UKC 2017", Aug 2017
 - KISTI News
10. "Big data: The driver for future economy", Sep 2017
 - Korean Ministry of Foreign Affairs, Joongang Vancouver, Vancouver Chosun
11. "Meet UBC Sauder's New Faculty", Oct 2017
 - UBC Sauder
12. "Fake news can backfire for companies caught in the act", Nov 2017
 - Roundhouse Radio 98.3, The Globe and Mail, Huffington Post, UBC News, Science Daily, EurekaAlert, Phys.org, Yahoo! News, The Economic Times, The Asian Ages, Daily News & Analysis, The Indian Express, Deccan Chronicle, Firstpost, daijiworld.com, World Herald 24, DNA
13. "Text mining with NLP: startups, enterprises predict market and stock performances", Dec 2017
 - Startup Beat
14. "Quantifying and publicizing a firm's security levels leads to reduced spam and may strengthen security over time", Sep 2018
 - UBC Sauder, Phys.org, Science Daily, UConn Today
15. "Predicting Litigation Risk via Machine Learning", Jan 2021
 - Harvard Law School Forum on Corporate Governance

THE UNIVERSITY OF BRITISH COLUMBIA**Publications Record****SURNAME:** LEE**FIRST NAME:** GENE
MIDDLE NAME(S): MOO**Initials:** GML
Date: July 1, 2021**1. REFEREED PUBLICATIONS^{§,**}****(a) Journals**

1. * Zhan Shi, **Gene Moo Lee**, Andrew B. Whinston (2016) "Toward a Better Measure of Business Proximity: Topic Modeling for Industry Intelligence," *MIS Quarterly* 40(4), 1035-1056.
2. Shu He[^], **Gene Moo Lee**[^], Sukjin Han, Andrew B. Whinston (2016). How Would Information Disclosure Influence Organizations' Outbound Spam Volume? Evidence from a Field Experiment, *Journal of Cybersecurity* 2(1), 99-118.
3. * **Gene Moo Lee**[^], Liangfei Qiu[^], Andrew B. Whinston[^] (2016) "A Friend Like Me: Modeling Network Formation in a Location-Based Social Network," *Journal of Management Information Systems* 33(4), 1008-1033.
4. Sunyoung Park, **Gene Moo Lee**, You-Eil Kim, Jinny Seo (2018) "Development of Topic Trend Analysis Model for Industrial Intelligence using Public Data," *Journal of Technology Innovation* 26(4), 199-232.
5. Reo Song, Ho Kim, **Gene Moo Lee**, Sungha Jang (2019) "Does Deceptive Marketing Pay? The Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis," *Journal of Business Ethics* 158(3), 743-761.
6. * Donghyuk Shin, Shu He, **Gene Moo Lee**, Andrew B. Whinston, Suleyman Cetintas, Kuang-chih Lee (2020) "Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach," *MIS Quarterly* 44(4), 1459-1492.
7. * **Gene Moo Lee**, Shu He, Joowon Lee, Andrew B. Whinston (2020) "Matching Mobile Applications for Cross-Promotion," *Information Systems Research* 31(3), 865-891.
8. Yunhui Zhuang[§], Yunsik Choi[§], Shu He, Alvin C. M. Leung, **Gene Moo Lee**, Andrew B. Whinston (2020) "Understanding Security Vulnerability Awareness, Firm Incentives, and ICT Development in Pan-Asia," *Journal of Management Information Systems* 37(3), 668-693.
9. * Young Kwark[^], **Gene Moo Lee**[^], Paul A. Pavlou[^], Liangfei Qiu[^] (2021) "On the Spillover Effects of Online Product Reviews on Purchases: Evidence from Clickstream Data," *Information Systems Research*, Forthcoming (Accepted in December 2020)

(b) Conference Proceedings

1. **G. M. Lee**, H. Liu, Y. Yoon, Y. Zhang (2005) "Improving Sketch Reconstruction Accuracy Using Linear Least Square Method," *Proceedings of the Internet Measurement Conference (IMC 2005), Berkeley, California*. [Acceptance rate: 24%=36/148]
2. **G. M. Lee**, T. Choi (2008) "Improving the Interaction between Overlay Routing and Traffic Engineering," *Proceedings of the IFIP Networking Conference (Networking 2008), Singapore*. [Acceptance rate: 27%=67/249]
3. J. S. Quarterman, L. Linden, Q. Tang, **G. M. Lee**, A. B. Whinston (2013) "Spam and Botnet Reputation Randomized Control Trials and Policy," *Proceedings of the Research Conference on Communications, Information, and Internet Policy (TPRC 2013), Arlington, Virginia*.
4. Y. Chen, **G. M. Lee**, N. Duffield, L. Qiu, J. Wang (2013) "Event Detection using Customer Care Calls," *Proceedings of IEEE International Conference on Computer Communications (INFOCOM 2013), Turin, Italy*. [Acceptance rate: 17%=280/1613]

[§] In the MIS and CS publications, the order of authorship follows the contribution level unless otherwise stated.

^{**} Legends: * indicates publications that are considered to be of primary importance, ^ indicates equal authorship in alphabetic order, _ indicates corresponding author, and § indicates advisee.

5. **G. M. Lee**, S. Rallapalli, W. Dong, Y. Chen, L. Qiu, Y. Zhang (2013) "Mobile Video Delivery via Human Movement," *Proceedings of IEEE Conference on Sensor, Mesh, and Ad Hoc Communications and Networks (SECON 2013)*, New Orleans, Louisiana. [Acceptance rate: 18%=51/280]
6. Z. Shi, **G. M. Lee**, A. B. Whinston (2014) "Towards a Better Measure of Business Proximity: Topic Modeling for Analyzing M&As," *Proceedings of ACM Conference on Economics and Computation (EC 2014)*, Palo Alto, California. [Acceptance rate: 27%=80/290]
7. S. He, **G. M. Lee**, A. B. Whinston (2014) "Estimating the Treatment Effect of Spam Information Disclosure on Organizations: A Field Experiment," *INFORMS Conference on Information Systems and Technology (CIST 2014)*, San Francisco, California.
8. **G. M. Lee**, J. Lee, A. B. Whinston (2014) "Matching Mobile Applications for Cross Promotion," *Proceedings of Workshop on E-Business (WEB 2014)*, Auckland, New Zealand.
9. S. Miskovic, **G. M. Lee**, Y. Liao, M. Baldi (2015) "AppPrint: Automatic Fingerprinting of Mobile Applications in Network Traffic," *Proceedings of Passive and Active Measurement Conference (PAM 2015)*, New York, New York. [Acceptance rate: 27%=27/100]
10. S. He, **G. M. Lee**, J. S. Quarterman, A. B. Whinston (2015) "Cybersecurity Policies Design and Evaluation: Evidence from a Large-Scale Randomized Field Experiment," *Proceedings of Workshop on Economics of Information Security (WEIS 2015)*, Delft, The Netherlands.
11. D. Shin, S. He, **G. M. Lee**, A. B. Whinston (2015) "Sharing Behavior in Online Social Media: An Empirical Analysis with Deep Learning," *Proceedings of Workshop on E-Business (WEB 2015)*, Fort Worth, Texas.
12. **G. M. Lee**, L. Qiu, A. B. Whinston (2016) "Strategic Network Formation in a Location-Based Social Network: A Topic Modeling Approach," *Proceedings of Hawaii International Conference on System Sciences (HICSS 2016)*, Kauai, Hawaii. **Nominated for Best Paper Award.**
13. D. Shin, S. He, **G. M. Lee**, A. B. Whinston (2016) "Analyzing Content and Customer Engagement in Social Media with Deep Learning," *INFORMS Conference on Information Systems and Technology (CIST 2016)*, Nashville, Tennessee.
14. Y. Kwark[^], **G. M. Lee**[^], P. A. Pavlou[^], L. Qiu[^] (2016) "The Spillover Effects of User-Generated Online Product Reviews on Purchases: Evidence from Clickstream Data," *Proceedings of International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.
15. Y.-S. Choi[§], J. H. Choi, **G. M. Lee**, A. B. Whinston (2017) "Bringing Cybersecurity and Managed Security Services to ISPs: A Game Theoretic Analysis," *INFORMS Conference on Information Systems and Technology (CIST 2017)*, Houston, Texas.
16. **G. M. Lee**, Y. Nigam[§], D. Kapoor[§], J. Seo (2017) "SEC Filings Text Analytics for U.S. Industry Intelligence: A Preliminary Report," *Workshop on Information Technologies and Systems (WITS 2017)*, Seoul, Korea.
17. Y.-S. Choi[§], S. He, **G. M. Lee**, A. C. M. Leung, A. B. Whinston, Y. Zhuang[§] (2017) "A Pan-Asian Field Experiment of Organizational Awareness to Information Security and Preparedness against Cybercrime," *Workshop on Information Technologies and Systems (WITS 2017)*, Seoul, Korea. **Best Work-in-Progress Runner-Up Award.**
18. Y.-S. Choi[§], J. H. Choi, **G. M. Lee**, A. B. Whinston (2017) "Bringing Managed Security Services to Internet Service Providers: A Game Theoretic Analysis," *KrAIS Research Workshop*, Seoul, Korea. **Best Paper Award.**
19. Y.-S. Choi[§], S. He, V. Zhuang[§], **G. M. Lee**, A. C. M. Leung, A. B. Whinston (2018) "Information Disclosure and Security Policy Design: A Large-Scale Randomized Experiment in Pan-Asia," *Proceedings of Workshop on Economics of Information Security (WEIS 2018)*, Innsbruck, Austria. [Acceptance rate: 38%=22/57]
20. M. Lee[§], **G. M. Lee**, H. Cavusoglu, M.-D. L. Seidel (2019) "Opportunity Structures: Tensions in Strategic Posture Identification and Positioning of IPOs," *INFORMS Conference on Information Systems and Technology (CIST 2019)*, Seattle, Washington.
21. V. Zhuang[§], Y.-S. Choi[§], S. He, A. C. M. Leung, **G. M. Lee**, A. B. Whinston (2020) "Information Disclosure and Security Vulnerability Awareness: A Large-Scale Randomized Field Experiment in Pan-Asia," *Proceedings of Hawaii International Conference on System Sciences (HICSS 2020)*, Maui, Hawaii.
22. V. Song[§], H. Cavusoglu, **G. M. Lee**, L. Z. Ma (2020) "IT Risk Factor Disclosure and Stock Price Crashes," *Proceedings of Hawaii International Conference on System Sciences (HICSS 2020)*, Maui, Hawaii.
23. M. Schulte-Althoff[§], K. Schewina[§], **G. M. Lee**, D. Furstenuau (2020) "On the Heterogeneity of Digital Infrastructure in Entrepreneurial Ecosystems," *Proceedings of Hawaii International Conference on System Sciences (HICSS 2020)*, Maui, Hawaii.

24. S. Park, **G. M. Lee**, D. Shin, S.-P. Han (2020) "Gone in 5 Seconds: Targeting Skippable Pre-Roll Ads to Relevant Videos and Audience using Video Analytics with Deep Learning," *Winter Conference on Business Analytics (WCBA 2020), Snowbird, Utah*. (cancelled due to COVID-19)
25. M. Lee[§], **G. M. Lee**, D. Shin, S.-P. Han (2020) "Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?," *Workshop on Information Technologies and Systems (WITS 2020)*, *online*.
26. S. Park, **G. M. Lee**, D. Shin, S.-P. Han (2020) "Targeting Pre-Roll Ads using Video Analytics," *Workshop on Information Technologies and Systems (WITS 2020)*, *online*.
27. R. Cao[§], **G. M. Lee**, H. Cavusoglu (2020) "Corporate Social Network Analysis: A Deep Learning Approach," *Workshop on Information Technologies and Systems (WITS 2020)*, *online*.
28. M. Lee[§], **G. M. Lee**, D. Shin, S.-P. Han (2020) "Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?," *KrAIS Research Workshop (KrAIS 2020)*, *online*.
29. M. Schulte-Althoff[§], D. Fuerstenau, **G. M. Lee** (2021) "A Scaling Perspective in AI Startups", *Proceedings of Hawaii International Conference on System Sciences (HICSS 2021)*, *online*.

(c) *Other*

2. NON-REFEREED PUBLICATIONS

(a) *Journals*

(b) *Conference Proceedings*

(c) *Other*

1. J. Yu, J. S. Oh, M. Kim, **G. M. Lee**, C. Kim, J. B. Lee, M. Kim, T. Terrasi, et al. (2016) "A Survey on International Technology Trends," Korea Evaluation Institute of Industrial Technology (KEIT) and Korean-American Scientists and Engineers Association (KSEA)
2. **G. M. Lee** (2018) "Developing Cyber Risk Assessment Framework for Cyber Insurance: A Big Data Approach," Research Report 2018-15, Korea Insurance Research Institute (KIRI)
3. **G. M. Lee** (2020) "AI Robot Adoption in the Service Industry," KOSEN Report.

3. BOOKS

(a) *Authored*

(b) *Edited*

(c) *Chapters*

4. PATENTS

1. **G. M. Lee**, J. Lee, H. Lim, W. K. Kong. "Method and system for managing objects in a display environment," US Patent Application 12/048,260. Status: Pending, Publication date: April 16, 2009.
2. **G. M. Lee**, J. Lee, J. Ryu, H. Lim, W. Park, J. Kim. "Device and method for performing remote internet browsing between portable devices," US Patent Application 12/831,377. Status: Pending, Publication date: Jan 13, 2011.
3. J. Kim, J. Lee, H. Lim, J. Ryu, W. Park, S. Kang, **G. M. Lee**. "Method for printing document of mobile terminal through printer, and mobile terminal therefor," US Patent Application 12/869,984. Status: Pending, Publication date: March 17, 2011.

4. J. Ryu, H. Lim, J. Lee, W. Park, J. Kim, S. Kang, **G. M. Lee**. "Apparatus and method for synchronization between devices through wireless connection," US Patent Application 12/751,379. Status: Pending, Publication date: June 23, 2011.
5. **G. M. Lee**, J. Lee, H. Lim. "Projector having a communication unit which communicates with at least one other projector different from the projector and multiple projection control method of the projector," US Patent 8,013,283. Status: Granted/Issued, Publication date: Sep 6, 2011.
6. H. Lim, J. Lee, **G. M. Lee**, W. K. Kong. "Device and recognition control method among devices," US Patent 8,244,180. Status: Granted/Issued, Publication date: Aug 14, 2012.
7. **G. M. Lee**, J. Lee, H. Lim, W. K. Kong. "Device and method of sharing contents based on time synchronization," US Patent 8,478,822. Status: Granted/Issued, Publication date: July 2, 2013.
8. J. Lee, H. Lim, **G. M. Lee**, W. K. Kong. "Projector and projection control method of the projector," US Patent 8,552,923. Status: Granted/Issued, Publication date: Oct 8, 2013.
9. J. Lee, H. Lim, W. K. Kong, **G. M. Lee**. "Network device driver system having communication function and method of operating the system," US Patent 8,683,497. Status: Granted/Issued, Publication date: March 25, 2014.
10. H. Lim, **G. M. Lee**, J. Lee, J. Ryu, W. Park, J. Kim, S. Kang. "Operation method and system of mobile terminal," US Patent 8,725,209. Status: Granted/Issued, Publication date: May 13, 2014.
11. J. Lee, H. Lim, **G. M. Lee**, W. K. Kong. "System and method of acquiring contents," US Patent 8,768,999. Status: Granted/Issued, Publication date: July 1, 2014.
12. **G. M. Lee**, S. Kang, J. Lee, J. Ryu, H. Lim, W. Park, J. Kim. "Method and apparatus for controlling presentation slides," US Patent 8,782,524. Status: Granted/Issued, Publication date: July 15, 2014.
13. W. Park, J. Kim, J. Lee, J. Ryu, H. Lim, S. Kang, **G. M. Lee**. "Method for automatic WLAN connection between digital devices and digital device therefor," US Patent 8,848,915. Status: Granted/Issued. Publication date: Sep 30, 2014.
14. W. Park, J. Kim, J. Lee, J. Ryu, H. Lim, S. Kang, **G. M. Lee**. "System and method for automatic wireless connection between a portable terminal and a digital device," US Patent 9,722,979. Patent Status: Granted/Issued, Publication date: Aug 1, 2017.

5. **SPECIAL COPYRIGHTS**

6. **ARTISTIC WORKS, PERFORMANCES, DESIGNS**

7. **OTHER WORKS**

8. **WORK SUBMITTED (including publisher and date of submission)**

1. Sungho Park, **Gene Moo Lee**, Donghyuk Shin, Sang-Pil Han "Targeting Pre-Roll Ads using Video Analytics", *Under 1st round review at Management Science* [Submitted: April 25, 2021]
2. Matthias Schulte-Althoff[§], Kai Schewina[§], **Gene Moo Lee**, Daniel Fuerstenau "On the Heterogeneity of Startup Tech Stacks," *Under 1st round review at Journal of Information Technology* [Submitted: May 20, 2021]
3. Kookyoung Han, Jin Hyuk Choi, Yunsik Choi[§], **Gene Moo Lee**, Andrew B. Whinston "Security Defense against Long-term and Stealthy Cyberattacks," *Under 1st round review at Information Systems Research* [Submitted: May 23, 2021]
4. Yumi Koh, Gea M. Lee, **Gene Moo Lee** "Price Competition and Inactive Search," *Under 1st round review at RAND Journal of Economics*. [Submitted: June 16, 2021]
5. **Gene Moo Lee**[^], James P. Naughton[^], Xin Zheng[^], Dexin Zhou[^] "Predicting Litigation Risk via Machine Learning", *Working Paper* [Latest version: December 1, 2020]
6. Victor Song[§], Hasan Cavusoglu, **Gene Moo Lee**, Mary Li Zhi Ma "IT Risk and Stock Price Crashes," *Working Paper* [Latest version: July 25, 2020]

9. **WORK IN PROGRESS (including degree of completion)**

1. Myunghwan Lee[§], **Gene Moo Lee**, Hasan Cavusoglu, Marc-David L. Seidel (2020) “Opportunity Structures: Tensions in Strategic Posture Identification and Positioning of IPOs”
Status: Analysis done. Drafting [70%]. *Presented at CIST 2019 and KRAIS 2019.*
2. Rui Cao[§], **Gene Moo Lee**, Hasan Cavusoglu (2020) “Corporate Social Network and Firm Performance”
Status: Drafting [70%] *Presented at UBC MIS Research Seminar 2020 and WITS 2020.*
3. Myunghwan Lee[§], **Gene Moo Lee**, Donghyuk Shin, Sang-Pil Han (2020) “Robots Serve Humans: Does AI Robot Adoption Enhance Operational Efficiency and Customer Experience?”
Status: Data analysis [60%] *Presented at WITS 2020 and KRAIS 2020.*
4. Matthias Schulte-Althoff[§], Daniel Fuerstenau, **Gene Moo Lee**, Hannes Rothe, Robert Kauffman (2021) “A Scaling Perspective in AI Startups”
Status: Data analysis [60%] *Presented at HICSS 2021.*
5. Arslan Aziz, Jaecheol Park, Gene Moo Lee (2021) “Online Review Policy and Manipulation”
Status: Data analysis [40%]
6. Soonjae Kwon, Sung-Hyuk Park, Gene Moo Lee, Dongwon Lee (2021) “Learn the Faces: Predicting Matching Probability in an Online Dating Market”
Status: Early draft available.
7. Jun Bum Kwon, Donghyuk Shin, **Gene Moo Lee**, Jake An, Sam Hwang (2020) “Trustworthy Face? The Effect and Drivers of Comprehensive Trust in Online Job Market Platform”
Status: Data analysis [50%] *Presented at AIMLBA 2020.*