

Yeasung Jeong

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Assistant Professor
Information Systems and Business Analytics
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EMPLOYMENT **Assistant Professor** 2023 - Present
Department of Information Systems and Business Analytics
School of Business, University at Albany, SUNY

EDUCATION **Ph.D.** in Information Systems, Auburn University 2019 - 2023
Dissertation: *“Three-essays on the Applications of Learning Algorithm in Business Studies”*
Advisor: Dr. Kang-Bok Lee

B.A. in Global Economics*, Sungkyunkwan University**, South Korea 2015
*Requires the top 0.5% of College Scholastic Ability Test (CSAT) in South Korea
**Ranked 18th in Asia and 122nd in the world by Times ranking;
<https://www.timeshighereducation.com/world-university-rankings/sungkyunkwan-university-skku#ranking-dataset/589595>

FIELDS Business Analytics, Information Systems, Operations Management,
Management Science, Operations Research, Healthcare Analytics

- PUBLICATIONS**
- Lee, K., **Jeong, Y.**, Han, S., Joo, S., Park, J., & Qi, K. (2024). "Difference-in-Differences with Matching Methods in Leadership Studies: A Review and Practical Guide", *The Leadership Quarterly* (ABDC Journal Ranking: A*)
 - Lee, K., Han, S., Baik, H., **Jeong, Y.**, & Park, Y. (2024). "Observation Weights Matching Approach for Causal Inference", *Pattern Recognition*, 110549. (Scimago Journal Ranking: Q1 in Artificial Intelligence)
 - Jeong, Y.**, Lee, K., Park, Y., & Han, S. (2024). "A Systematic Approach for Learning Imbalanced Data: Enhancing Zero-Inflated Models through Boosting", *Machine Learning*, 1-67. (Scimago Journal Ranking: Q1 in Artificial Intelligence)
 - Han, S., **Jeong, Y.**, Lee, K., & In, J. (2024). "Environmental Sustainability in Health Care: An Empirical Investigation of U.S. Hospitals", *Business Strategy and The Environment*, 33(6), 6045-6065. (ABDC Journal Ranking: A)
 - Qi, K., Han, S., **Jeong, Y.**, Rhamati, P., Susarla, A., & Sambamurthy, V. (2023). "Product Differentiation in IT Industries: The Interplay between M&As and In-House Innovation and Exploitative Innovation Orientation". *Journal of the Association for Information Systems*, 24(4), 1102-1131. (ABDC Journal Ranking: A*)
 - Lee, K., **Jeong, Y.**, Joo, S., Yoon, Y., Han, S., Baik, H. (2022), "Outliers in Financial Time Series Data: Outliers, Margin Debt, and Economic Recession", *Machine Learning with Application*, 100420
 - Lee, K., Han, S., & **Jeong, Y.** (2020), "COVID-19, Flattening the Curve, and Benford's

Law”, *Physica A: Statistical Mechanics and its Applications*, 559(1), 125090

- “A” level journal in Mathematical Physics; https://www.austms.org.au/Rankings/0105_AustMS_final_ranked.html
 - Ranked 20/227 (top 9%) in Category: Mathematics and Ranked 86/397 (top 27%) in Category: Physics and Astronomy; <https://www.scopus.com/sourceid/29115>
 - Most downloaded paper in 2020
- *ABDC Journal Ranking: A* >A >B >C
*Scimago Journal Ranking: Q1 >Q2 >Q3 >Q4

R&R

2. Lee, K., **Jeong, Y.**, Han, S., Joo, S., Park, J., In, J., & Qi, K. “Refining Difference-in-Differences Methods for Operations and Supply Chain Management: Moving Beyond Econometric Model Assumptions”, *Journal of Operations Management*, Reject and Resubmit-Submitted (ABDC Journal Ranking: A*)

1. Chen, D., Qi, K., **Jeong, Y.**, & Li, D. “Achieving Reliable Hospital Performance Mindfully: A Sentiment Analysis Approach”, *Production and Operations Management*, Reject and Resubmit (ABDC Journal Ranking: A*)

Working Papers

“The Quest for Causal Inference: A Comparative Evaluation of Propensity Score Matching and Coarsened Exact Matching”
95% completed, Target: *European Management Review*

“Coarsened Robust and Inclusive Matching: Advanced Imbalance Measure and Algorithm for Causal Inference”
95% completed, Target: *Information Systems Research*

“CIO Turnover and its Consequences for Competitors: Causal Inference for Count Outcomes in a Panel Data Setting”
90% completed, Target: *Information Systems Research*

“Adapting Synthetic Control Methods for Discrete Causal Inference in Algorithm Design”
90% completed, Target: *INFORMS Journal on Computing*

“Revisiting Hypothesis Testing in Operations Management: A Machine Learning Framework for Uncertainty”
85% completed, Target: *Journal of Operations Management*

“Small Enough to Fail: Predicting Small U.S. Bank Failures with Zero-Inflated LogitBoost”
80% completed, Target: *Journal of Financial and Quantitative Analysis*

“Detecting Nonlinearity and Addressing Functional Form Misspecification in Operational Management: A Novel Methodology for Mitigating Endogeneity”
75% completed, Target: *Journal of Operations Management*

“Bridging Gaps in Financial Forecasts: Addressing Unbalanced Panels and Missing Values in Earnings Estimates”
60% completed

AWARDS

Outstanding Ph.D. Student Award (\$1,500), Auburn University 2023

CONFERENCE PAPERS

INFORMS Workshop on Data Science 2024
“Improving Analyst Forecasts: Mitigating Correlated and Biased Forecasts”
(with Kang-Bok Lee, Hyeoncheol Baik, Young Woong Park, and Sumin Han)
Seattle, WA

INFORMS Workshop on Data Science 2023
“Coarsened Robust and Inclusive Matching Method”
(with Young Woong Park and Kang-Bok Lee)
Best Paper Nominee, Phoenix, AZ

AMCIS 2023
“CIO Turnover and Its Consequences for Competitors”
(with Kang-Bok Lee, Sumin Han, Junyoung Park, and Young Woong Park)
Panama City, Panama

INFORMS Annual Meeting 2021
“A Simple Panel Data Method under Different Data Generating Process”
(with Kang-Bok Lee, Sumin Han, and Joonhwan In)
Anaheim, CA

**TEACHING
EXPERIENCE**

Research Seminar in ISBA (Graduate) Fall 2023, Fall 2024

Database Management for Organizational Success (EMBA) Fall 2024

- Topics: Business processes, Information systems, Risk analysis

Database and Business Intelligence (Graduate) Fall 2023, Fall 2024

- Course material: Murach’s MySQL, Database Systems: Introduction to database and Data Warehouse
- Topics: MySQL, Database Management
- Programming Language: MySQL, MongoDB

Foundations of Data Management and Business Analytics for Managers (MBA) Fall 2023

- Course material: Business Analytics, 2nd edition, Sanjiv Jaggia, Alison Kelly, Kevin Lertwachara, Leida Chen
- Topics: Descriptive analysis, Regression analysis, Machine Learning
- Programming Language: Alteryx Designer

Principles of Predictive Modeling (Undergraduate) Spring 2022

- Course material: Data Analysis for Business, Economics, and Policy, Gábor Békés & Gábor Kézdi, 2021, Cambridge
- Topics: Regression analysis, Time series forecasting, Causal analysis (Matching, Instrumental Variable, Regression Discontinuity, and Difference-in-Differences)
- Programming Language: Python, R

Business Analytics II (Undergraduate) Fall 2021, Fall 2022, Spring 2023

- Course material: Business Statistics and Analytics in Practice, Ninth Edition, Bowerman et al., 2019, McGraw Hill.
- Topics: Sampling distribution, Hypothesis testing, Simple linear regression, Multiple regression, Time series forecasting, Predictive analytics
- Programming Language: R, JMP

SKILLS

Computer: R(fluent), Stata(fluent), Python(fluent), MySQL (fluent)