

CHANGSEUNG (CHANG) YOO

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ACADEMIC POSITIONS

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

EDUCATION

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

RESEARCH INTERESTS

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

PUBLICATIONS

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

WORKING PAPERS AND CONFERENCE PROCEEDINGS

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

- Tao, Y., **Yoo, C.**, & Animesh, A. (2024). "Detection of AI Hallucinations: The Impact of Information Characteristics." *ICIS 2024 Proceedings*, 5.
- Tao, Y., **Yoo, C.**, & Animesh, A. (2023). "AI Plus Other Technologies? The Impact of ChatGPT and Creativity Support Systems on Individual Creativity." *ICIS 2023 Proceedings*, 1.
- **Yoo, C.**, Khern-am-nuai, W., Tanlamai, J., & Adulyasak, Y. (2020). "Haters Gonna Hate? How Removing the Downvote Option Impacts Discussion Culture in an Online Forum." *ICIS 2020 Proceedings*, 3.
- Barua, A., Gutiérrez, G., & **Yoo, C.** "Synergies and Contracts in an Online Advertising Supply Chain." Working paper.
- Barua, A., Gutiérrez, G., & **Yoo, C.** "The Effect of Decision-Making Structure on Exploiting Complementarities." Working paper.

HONORS AND AWARDS

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

RESEARCH GRANTS

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

TEACHING

Yeshiva University, Sy Syms School of Business

2025–	IDS 1556: Regression Analysis and Visualization
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Boston University, Questrom School of Business

2024	BA 476: Machine Learning for Business Analytics
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McGill University, Desautels Faculty of Management

2022–2024	RETL 409: Digitization of Retailing
2021–2024	RETL 613: Digital Retailing Models
2019–2024	INSY 448: Text and Social Media Analytics
2020–2021	INSY 653: Analytics for Digital Business Models
2019–2022	INSY 669: Text Analytics
2019–2022	INSY 670: Social Media Analytics

PROFESSIONAL SERVICE

Conference and Workshop Involvement

- McGill Information Systems Methodology Workshop, Co-Organizer (with Sameer Borwankar, Elizabeth Han, Kyunghee Lee, and Hyunji So), 2024
- Montréal Symposium for Information Systems Research, Co-Organizer (with Warut Khern-am-nuai and Hyunji So), 2019–2024
- McGill Retail Summit (in person and virtual), Co-Organizer (with Saibal Ray), 2020–2022
- Bensadoun School of Retail Management Thought Leader Seminar Series (in person and virtual), Co-Organizer (with Saibal Ray), 2020–2022
- McGill Retail Innovation Challenge, Judge, 2020
- McGill Global Retail Challenge, Judge, 2019

Ad hoc Journal Reviewer

- *Information Systems Research*
- *Management Science*
- *Manufacturing & Service Operations Management*
- *Production and Operations Management*
- *Decision Support Systems*

Conference Reviewer

- Korean Chapter of the Association for Information Systems (KraIS), 2022–
- International Conference on Information Systems (ICIS), 2019, 2021
- Workshop on Information Technologies and Systems (WITS), 2020

Grant Reviewer

- Social Sciences and Humanities Research Council (SSHRC) Insight Grant, 2020

Committees

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