

Soo Jeong Hong

Information and Media Studies
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EDUCATION

- Michigan State University** August 2013–August 2018, Expected
Ph.D. in Information and Media Studies
Minor: Information and Technology Management
- University of Texas at Austin** January 2012–August 2013
M.S. in Statistics
- Yonsei University, Seoul, Korea** March 2003–August 2007
B.A. in Applied Statistics and Economics (Double Major)

RESEARCH INTERESTS

Social Media Effects on Financial Markets, Consumer Choice in the Sharing Economy
Big Data Analytics to predict and explain these novel, media-driven phenomena

TEACHING INTERESTS

Business Analytics, Data Mining, Statistics

PUBLICATIONS

1. Ortega, D., **Hong, S.**, Olynk, N., Wang, H., and Wu, L. (2015) “Chinese Aquaculture Farmers’ Value System and On-farm Decision Making,” *International Journal of Agricultural Management* (4:3), pp. 93-99.
2. Ortega, D., Wang, H., Wu, L., and **Hong, S.** (2015) “Retail channel and consumer demand for food quality in China,” *China Economic Review* (36), pp. 359-366.
3. Ortega, D., **Hong, S.**, Wang, H., and Wu, L. (2016) “Emerging Markets for Imported Beef in China: Results from a Consumer Choice Experiment in Beijing,” *Meat Science*.

WORKING PAPER AND WORK IN PROGRESS

1. “Social Media Messages and Stock Price Crashes”
2. “Assessing Economic Value of Reducing Perceived Risk in the Sharing Economy: The Case of Ride-Sharing services”
3. “The Economic Consequence of Social Media Usage: Evidence from the Disclosure of Consumer Product Safety Council Recall,” with Lee, K.
4. “The Sharing Economy and the Future of Work,” with Garcia-Murillo, M., MacInnes, I., and Bauer, J.
5. “Algorithmic Curation in Social Media,” with Pak, C. and Rader, E.
6. “Media Impacts on Mortgage Payers’ Decision Making: Evidence from Prepayment of Mortgage-Backed Securities in Korea,” with Lee, K.

CONFERENCE PAPERS AND PRESENTATIONS

1. Hong, S.J. “Assessing Economic Value of Reducing Perceived Risk in the Sharing Economy: The Case of Ride-sharing Services,” *23rd Annual Americas Conference on Information Systems (AMCIS) 2017*, Boston, MA. (Planned)
2. Hong, S.J. and Lee, K. “When It Rains, It Pours: Effect of Social Media on Stock Price Behavior During Firm Crises,” *INFORMS 2016 Annual Meeting*, Nashville, TN.
3. Garcia-Murillo, M., McInnes, I., Bauer, J., and Hong, S.J. “Individual to Individual Services and the Future of Work,” *21st International Telecommunications Society (ITS) Biennial Conference 2016*, Taipei, Taiwan. (Presented by a co-author)
4. Hong, S.J., Lee, K. and Son, H. “Does Social Media Usage Reduce Information Asymmetry Among Investors? Evidence from Consumer Product Recall,” *98th Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2015*, San Francisco, CA.

EXPERIENCE

Teaching Assistant (Recitation Lecturer), Michigan State University Fall 2015–Present
Account Planning and Research (Undergraduate level)

Research Assistant, Michigan State University Fall 2013 – Summer 2015
Research topics: Consumer and Producer Behavior, Choice Modelling, Economics of Food Safety and Quality

Teaching Assistant, University of Texas at Austin
Categorical Data Analysis (M.S. level) Summer 2013
Statistical Methods II (M.S. level) Spring 2013

Assistant Manager, Korea Housing Finance Corporation August 2007–December 2011
Optimized overseas/domestic MBS/MBB models within various structures

Exchange Student, University of California at Davis Winter 2005–Fall 2005

Visiting Student, University of California at Los Angeles Summer 2004
Study Abroad Program with a merit-based scholarship

HONORS AND AWARDS

Top Student Paper, Communication Technology Division, AEJMC	2015
Best-of-the-Symposium Prize, Ph.D. Research Symposium, Michigan State University	2016
Marie Louise Gephart Donnell Scholarship, Michigan State University	2017
COGS Conference Award, Michigan State University	2016
Janet L. Loria Scholarship, Michigan State University	2016
Graduate Office Fellowship, Michigan State University	2015
Scholarship for International Summer Session at UCLA, Yonsei University	2004
Departmental Scholarship, Department of Applied Statistics, Yonsei University	2004

SERVICES

Session Chair, Social Media Analytics, INFORMS Annual Meeting 2017 (Planned) 2017
Review Services *Journal of Food Safety*, *AMCIS*, *AEJMC*
Council of Graduate Students (COGS) Department Representative 2015–2016

SKILLS

Programming Language: Python

Data Analysis Tools: Stata, SAS, R, SmartPLS, NLOGIT, MATLAB, Mathematica, AMOS, GAMS, WinBUGS, Tableau

Documentation Tools: R Markdown, LaTeX

PROFESSIONAL SOCIETY MEMBERSHIPS

Association for Information Systems
INFORMS

CONFERENCES ATTENDED

- 2017 Americas Conference on Information Systems (AMCIS) 2017, Boston, MA (Planned)
2016 INFORMS Annual Meeting 2016, Nashville, TN
Conference on Information Systems and Technology (CIST) 2016, Nashville, TN
2015 The American Accounting Association (AAA) Annual Meeting 2015, Chicago, IL
Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2015, San Francisco, CA
American Academy of Advertising (AAA) 2015, Chicago, IL
2014 Financial Accounting and Reporting Section Midyear Meeting (FARS) 2014, Houston, TX

GRADUATE COURSES

Content Courses

Doctoral Seminar in ITM
Human Computer Interaction
Media Theory
Media and Technology
Microeconomics I
Applied Microeconomics I
Applied Microeconomics II
Macroeconomics

Methods Courses

Large-scale Data Analysis
Econometrics IA
Econometrics IB
Dynamic Models in Agriculture & Resources
Statistical Modelling in Marketing
Quantitative Methods III
Bayesian Statistical Methods
Math Application in Econ for PhDs
Data Visualization (Workshop)

EXTRACURRICULAR ACTIVITIES

Capital City River Run Marathon 2015, Michigan
Detroit Free Press/Talmer Bank Half Marathon 2015, Michigan/Canada
Day after the End of the World Half Marathon 2012, Texas
Hawk Island Sprint Triathlon 2015, Michigan