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## ANGELA (AERRY) CHOI

**Date of Birth:** April 04, 1988

**Citizenship:** United States of America and Republic of Korea

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### ACADEMIC POSITION

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Aug. 2019 – Present – Assistant Professor of Business Analytics, Information Systems & Supply Chains, College of Business, The Florida State University

Sep. 2017 – June. 2018 – Adjunct Professor of Information Systems, College of Business, Yonsei University

### EDUCATION

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Feb. 2014 – Feb. 2019 – **Korea Advanced Institute of Science and Technology (KAIST),**  
– Ph.D. in Management Engineering  
– Major: Information Systems  
– Adviser: Dr. Wonseok Oh

Feb. 2013 – Feb. 2014 – **Korea Advanced Institute of Science and Technology (KAIST),**  
– Masters in Management Engineering  
– Major: Information Systems  
– Adviser: Dr. Heeseok Lee

Sept. 2007 – Feb. 2013 – **Korea Advanced Institute of Science and Technology (KAIST),**  
B.S. degree, (Major : Material Science and Engineering)

### RESEARCH INTEREST

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Research Interests - Economics of IT  
- Business Analytics  
- Digital Content Marketing and Monetization Strategy  
- Digital Content Consumption

Research Method - Econometric Analyses  
- Field Experiment  
- Hierarchical Bayesian Modeling

- Analytical Modeling
- Text-mining
- Hidden Markov Model

## RESEARCH PAPERS

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1. **Angela A. Choi**, Daegon Cho, Dobin Yim, Jae Yun Moon, and Wonseok Oh, “When Seeing Helps Believing: The Interactive Effects of Previews and Reviews on E-Book Purchases” – *Information Systems Research* (2019), 30(4), 1164-1183
2. Heeseung Lee, **Angela A. Choi (Corresponding author)**, Tianshu Sun, and Wonseok Oh “Feedback under Incomplete Consumption of Content: An Empirical Study of Online Review Behaviors for Information Good –Accept (2021), *Information Systems Research*

## UNDER REVIEWS

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3. **Angela A. Choi**, KiEun Rhee, and Wonseok Oh “Marshmallow Pricing”: Effects of “Wait-and-Not-Pay” Schemes on the Monetization of Hedonic Digital Content” –<sup>2<sup>nd</sup></sup> Round Revision, *MIS Quarterly*
4. Yoonseock Son, and **Angela A. Choi (Corresponding author)** “Do Superstars Always Shine? The Economic Impact of Influencer Marketing and Online Consumer Reviews” – Under Review, *Journal of Marketing*
5. **Angela A. Choi**, Wonseok Oh, and Jae Yun Moon “Reading Minds from Reading Patterns: A Field Experiment on the Effectiveness of Consumption-based Targeting in E-book Markets” –Under Review, *Journal of Marketing*

## WORKS IN PROGRESS

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1. **Angela A. Choi**, Jui Ramaprasad, Hyunji So (Authors by alphabetical order), “Fake or Real? The Impact of Authenticity in influencer Marketing” –In preparation for submission to *Management Science* (Full draft available)
2. **Angela A. Choi**, Yi-Chun (Chad) Ho, and Kihwan Nam “Straight-up or Made-up? The Impact of bare-Face Exposure on Cosmetics Sales in Influencer Marketing” –In preparation for submission to *Information Systems Research* (Full draft available)
3. **Angela A. Choi**, Heeseung Lee, Tianshu Sun, and Wonseok Oh “Reading Marathon: Understanding the Effect of Binge Reading on User-Generated Content” – In preparation for submission to *Information Systems Research* (Full draft available)
4. “Targeting Seller vs. Consumers? The effectiveness of recommender system on influencer marketing” with Yi-Chun (Chad) Ho and Kihwan Nam
5. “Conceal Your Mind: The Effectiveness of Hiding *number of likes* in Instagram on

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Influencer Marketing” with Hyunji So

6. “Effectiveness of Brand Sponsorship on Influencers’ posting behavior: A Structural Model” with Hyunji So

## **PAPERS IN REFEREED CONFERENCE PROCEEDING**

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1. Angela A. Choi (presenting author), Yi-Chun (Chad) Ho, and Kihwan Nam “Straight-up or Made-up? The Impact of bare-Face Exposure on Cosmetics Sales in Influencer Marketing” *Proceedings of the 12th Conference on Information Systems & Technology (CIST)*, Maryland, USA, November 2020
2. Yoonseock Son (presenting author) and Angela A. Choi, “Do Superstars Always Shine? The Economic Impact of Influencer Marketing and Online Consumer Reviews” *Proceedings of the 12th Conference on Information Systems & Technology (CIST)*, Maryland, USA, November 2020
3. Angela A. Choi, Heeseung Lee, Tianshu Sun (presenting author), Wonseok Oh, "Reading Marathon: Understanding the Effect of Binge Reading on User-Generated Content," *Proceedings of the 39th International Conference on Information Systems (ICIS)*, San Francisco, USA, December 2018
4. Angela A. Choi (presenting author), Ki Eun Rhee, Wonseok Oh, "'Marshmallow Pricing': Effects of "Wait-and-Not-Pay" Schemes on the Monetization of Hedonic Digital Content," *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Phoenix, USA, November 2018
5. Heeseung Lee (presenting author), Angela A. Choi, Tianshu Sun, Wonseok Oh, "Reviewing Before Reading? Effects of Book Consumption Patterns on Online Review Intention, Valence, and Length," *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Phoenix, USA, November 2018
6. Angela A. Choi (presenting author), Heeseung Lee, Tianshu Sun, Wonseok Oh, "Is Binge Reading Detrimental to Online Reviews?" *Proceedings of the 10th Conference on Information Systems & Technology (CIST)*, Phoenix, USA, November 2018
7. Heeseung Lee (presenting author), Angela A. Choi, Wonseok Oh, "Reviewing Before Reading? Effects of Book Consumption Patterns on Online Review Intention, Valence, and Length," *Proceedings of the 12<sup>th</sup> China Summer Workshop on Information Management*, Qingdao, Shandong, China, June 2018
8. Angela A. Choi (presenting author), Ki Eun Rhee, Wonseok Oh, "'Marshmallow Pricing': Effects of "Wait-and-Not-Pay" Schemes on the Monetization of Hedonic Digital Content," *Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 2017

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9. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, "Reading Minds from Reading Patterns: A Field Study on the Effectiveness of Consumption-based Targeting in E-Book Markets," *Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 2017
  10. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, "Tracking the Most Unread Mobile-based Books: Reading Patterns, Review Ratings, and Promotional Engagement," *Annual ISMS Marketing Science Conference*, Los Angeles, CA, June 2017
  11. Angela A. Choi (*presenting author*), Wonseok Oh, Jae Yun Moon, Daegon Cho. "Too Much Preview, Too Little Sales? The Paradox of e-Book Sales," *International Conference on Information and Communication Technology and Digital Convergence Business (ICIDB)*, 2015
  12. Angela A. Choi (*presenting author*), Daegon Cho, Dobin Yim, Jae Yun Moon, Wonseok Oh, "See for Yourself or Listen to Others: Complementary and Substitutive Effects of Previews and Reviews on E-Book Purchase and Consumption," *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland, December 2016

## AWARDS

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|----------------|---|
| 2018           | <b>Excellence in Teaching Award</b> , Yonsei University                       |
| Apr. 2017      | <b>Excellence in Research Award</b> , Ph.D Program, KAIST College of Business |
| 2007 –<br>2012 | <b>Undergraduate Student Scholarship</b> , KAIST.                             |

## INVITED TALKS

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- The Hong Kong University of Science and Technology (2019)
- Nanyang Technological University (2019)
- University of Richmond (2019)
- The Florida State University (2019)
- Texas Tech University (2019)
- California State University (2019)

## TEACHING EXPERIENCE

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- Information for Operating Control and Data Management, College of Business, Florida State University, Undergraduate Course
  - Teaching Evaluation (2019, Fall) = 4.75/5.00 (35 enrollment)
  - Teaching Evaluation (2020, Spring) = 4.68/5.00 (40 enrollment)
- Data Management in Business Analytics, College of Business, Florida State University,

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Graduate Course

Teaching Evaluation (2019, Fall) = 4.64/5.00 (25 enrollment)

Teaching Evaluation (2020, Fall) = 4.75/5.00 (35 enrollment)

- Introduction to Business Programming (Python), School of Business, Yonsei University, Undergraduate course
  - Teaching Evaluation (2017, Fall) = 4.77/5.00
  - Teaching Evaluation (2018, Spring) = 4.73/5.00
- Business decision making process by utilizing PC, School of Business, Yonsei University, Undergraduate course
  - Teaching Evaluation (2017, Fall) = 4.64/5.00
  - Teaching Evaluation (2018, Spring) = 4.71/5.00

**Note: All lectures were delivered in English.**

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## TEACHING INTEREST

- Business Analytics
- Programming Languages and Tools (Python, R, STATA, EXCEL)
- Electronic Commerce/ Mobile Commerce
- Data Mining/ Artificial Intelligence
- Statistics and Econometrics (graduate-level seminars)

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## REVIEWER EXPERIENCE

- Information Systems Review (ISR)
- Management Information Systems Quarterly (MISQ)
- Journal of Management Information Systems (JMIS)
- International Conference on Information Systems (ICIS)

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## SKILLS

Language Skills	Korean (Fluent), English (Fluent) -Received Superior level (level 10) in Oral Proficiency Interview in English, KAIST, College of Business
Technical Skills	Data Analysis (STATA, R) Programming Language (SQL, Python) Proficient in MS-office (Word, Excel, PowerPoint)

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## REFERENCES

**Dr. Wonseok Oh**

Chair Professor of Information Systems, KAIST College of Business

Email: wonseok.oh@kaist.ac.kr

**Dr. Yi-Chun (Chad) Ho**

Associate Professor of Information Systems, George Washington University

Email: chadho@gwu.edu

**Dr. Tianshu Sun**

Assistant Professor of Data Sciences and Operations, USC Marshall

Email: tianshus@marshall.usc.edu