YoungHo Yoon, PhD

Visiting Assistant Professor
Department of Information Systems & Analytics, Farmer School of Business, Miami University
yoony4@miamioh.edu

RESEARCH INTERESTS

Human-AI Interaction, Trust in AI, Explainable AI, Social Media, Generative AI, Green IS

EDUCATION

Ph.D. in Information Systems for Data Science & Management (Aug. 2025)
University of Massachusetts Boston, MA
Information Systems for Data Science and Management Track, College of Management

- Dissertation: "From Trust to Overreliance: Understanding the Evolution of Human-AI Interactions and the Role of AI Explainability"
- Thesis Advisors: One-Ki Daniel Lee, Ph.D., and Kui Du, Ph.D.

Master's Degree in Future Digital Converged Service (Feb. 2021)
Chonnam National University, Gwangju, South Korea
Interdisciplinary Program of Digital Future Convergence Service (in School of Business Administration)

- Master's Thesis: "A Study on Improvement for Monitoring Social Media Contents through Machine Learning"
- Thesis Advisor: Hyun Shik Bryan Yoon, Ph.D.

Bachelor's Degree in Law (Feb. 2013)
College of Law, Chonnam National University, Gwangju, South Korea

TEACHING EXPERIENCE

Miami University – Visiting Assistant Professor (Fall 2025–Present)

- Teach an in-person course in **Computational Thinking for Business** as part of the First-Year Integrated Core (FYIC), covering Python, foundational coding concepts, and SQL-based data processing. Guide approximately 240 undergraduate students per semester in applying computational thinking to business problems through a team-based project with an external business client, culminating in a Client Challenge Presentation.

University of Massachusetts Boston (Fall 2024)

- **Enterprise Business Intelligence** (Graduate Course): Taught 34 graduate students through in-person lectures, facilitated discussions, BI software demonstrations, and hands-on exercises. Integrated practical exercises using Tableau Cloud, Tableau Prep, and Einstein Discovery with machine learning. Guided group projects aimed at deriving business insights from data.

RESEARCH PUBLICATIONS

- Yoon, YoungHo, & One-Ki Daniel Lee, "Why People Use AI Voice Assistants (AIVAs): Application of the Human Interactivity Perspective to Human-AI Interactions." *Information Systems Frontiers* (2026).

- Yoon, YoungHo, Mubarak Iddrisu, Carol Lee, & Pratyush Bharati, "Information Systems, AI and Climate Resilience: A Systematic Literature Review," *in Proceedings of AMCIS 2025.* (Emergent Research Forum Paper)
- Yoon, YoungHo, One-Ki Daniel Lee, Haoxi Wu, & Joon Koh, "How Can Users Maintain Self-Determination in AI Recommender Systems? The Role of Explainable AI (XAI)," *in Proceedings of AMCIS 2024*. (Completed Research Full Paper, Nominated for the Best Paper Award)
- Lee, Carol, YoungHo Yoon, & Pratyush Bharati, "Coastal Resilience with Social Data Analytics: A Design Science Approach," *in Proceedings of ICIS 2023*. (Short Paper)
- Lee, Carol, YoungHo Yoon, & Pratyush Bharati, "Coastal Resilience Decision Making with Machine Learning," *in Proceedings of AMCIS 2022*. (Emergent Research Forum Paper)

RESEARCH PRESENTATIONS

- Yoon, YoungHo, & One-Ki Daniel Lee, "Is AI a Social Partner? Applying the Human Interactivity Model to AI Voice Assistants," Presented at a Post-ICIS KrAIS Workshop 2022.
- Wu, Haoxi, Joon Koh, YoungHo Yoon, & One-Ki Daniel Lee, "AI-induced Buying Intention and User Empowerment," Presented at AMCIS 2024.

ONGOING RESEARCH PROJECTS

- **The Ambivalence in AI Trust: Exploring the Dynamic Interplay Between Positive and Negative Perceptions**: Examined how ambivalent perceptions of AI influence trust formation using social media analytics and response surface analysis. Identified a curvilinear pattern reflecting the dynamic interplay between perceived usefulness and perceived anxiety. *(Research in progress.)*
- **Investigating the Impact of Explainable AI (XAI) on Users' Impulse Buying in AI Recommender Systems**: Examining how XAI influences users' internal information processing across different shopping contexts and its role in AI-induced impulse buying. *(Research completed; manuscript in preparation.)*
- **Developing a Decision-Making Support System for Climate Adaptation**: Designing a decision-making support system that uses machine learning techniques, such as semantic search and topic modeling, to analyze local community discussions on social media and support community-based climate adaptation strategies. *(Manuscript in preparation.)*
- **Systematic Literature Review on Climate Adaptation Research**: Utilizing natural language processing to analyze prior IS studies on climate adaptation, identifying the role of IS and AI while uncovering key topics, achievements, research agendas, and future directions. *(Presented at AMCIS 2025; currently in the data analysis phase.)*

PROFESSIONAL EXPERIENCE

Coordinator, Gwangju International Center (gic@gic.or.kr) (South Korea, 2013–2018)

- Managed ERP systems, hardware and software resources, organizational data, and IT training.
- Managed organizational budgeting, bookkeeping, and financial reporting.
- Coordinated the World Human Rights Cities Forum (2014–2016) (*en.whrcf.org*)

RELEVANT SKILLS

Tools/Platforms: Python IDEs, RStudio, SSMS (SQL), SmartPLS, SPSS, and Microsoft Office.
Methods/Techniques: NLP, Social Media Content Analysis, Qualitative Coding, Web App Development, Machine Learning, SQL, HTML/CSS, PLS-SEM, and Response Surface Analysis.