

HYUNWOO PARK

Assistant Professor | Department of Management Sciences | Fisher College of Business
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EMPLOYMENT

The Ohio State University, Columbus, OH, USA

Assistant Professor in Management Sciences, Fisher College of Business, 2017 –
affiliated with Translational Data Analytics (<https://discovery.osu.edu/tda/>)

Georgia Institute of Technology, Atlanta, GA, USA

Postdoctoral Fellow at Tennenbaum Institute, 2015 – 2017

EDUCATION

Georgia Institute of Technology, Atlanta, GA, USA

Ph.D. in Industrial Engineering (Minor in Economics), 2015

Dissertation: “*Computational Analysis for Technological Innovation in Complex Enterprise Systems*”

Committee: William B. Rouse (co-chair), Rahul C. Basole (co-chair),

Leon F. McGinnis, Nicoleta Serban, Raul O. Chao (external; UVA Darden)

University of California, Berkeley, CA, USA

Master of Information Management and Systems, 2010

Seoul National University, Seoul, South Korea

B.S. in Electrical Engineering, 2008 (*summa cum laude*)

PUBLICATIONS (* equal contribution)

- [19] Basole RC, **Park H**. 2018. Interfirm Collaboration and Firm Value in Software Ecosystems: Evidence from Cloud Computing. *IEEE Transactions on Engineering Management*, Accepted
- [18] Basole RC, **Park H**, Chao RO. 2018. Visual Analysis of Venture Similarity in Entrepreneurial Ecosystems. *IEEE Transactions on Engineering Management*, Accepted
- [17] Park BS, **Park H**, Ramanujam R. 2018. Tua Culpa: When an Organization Blames its Partner for Failure in a Shared Task. *Academy of Management Review*, Accepted
- [16] Basole RC, Srinivasan A, **Park H**, Patel S. 2018. ecoxight: Discovery, Exploration and Analysis of Business Ecosystems using Interactive Visualization. *ACM Transactions on Management Information Systems*, Accepted
- [15] Ivannikova E, **Park H**, Hämäläinen T, Lee K. 2018. Revealing Community Structures by Ensemble Clustering using Group Diffusion. *Information Fusion*, 42, pp.24-36
- [14] Srinivasan A, **Park H**, Endert A, Basole RC. 2018. Graphiti: Interactive Specification of Attribute-based Edges for Network Modeling and Visualization. *IEEE Transactions on Visualization and Computer Graphics*, 24(1), pp.226-235
- [13] Kim B-C, Lee J, **Park H**. 2017. Two-Sided Platform Competition with Multihoming Agents: An Empirical Study on the Daily Deals Market. *Information Economics and Policy*, 41, pp.36-53

- [12] Basole RC*, Bellamy MA*, **Park H***. 2017. Visualization of Innovation in Global Supply Chain Networks. *Decision Sciences*, 48(2), pp.288-306
- [11] **Park H**, Bellamy MA, Basole RC. 2016. Visual Analytics for Supply Network Management: System Design and Evaluation. *Decision Support Systems*, 91, pp.89-102
- [10] **Park H***, Basole RC*. 2016. Bicentric Diagrams: Design and Applications of a Graph-Based Relational Set Visualization Technique. *Decision Support Systems*, 84, pp.64-77
- [9] Basole RC, Bellamy MA, **Park H**, Putrevu J. 2016. Computational Analysis and Visualization of Global Supply Network Risks. *IEEE Transactions on Industrial Informatics*, 12(3), pp.1206-1213
- [8] **Park H**, Lee J, Kim BC. 2015. Project Selection in NIH: A Natural Experiment from ARRA. *Research Policy*, 44(6), pp.1145-1159
- [7] Basole RC, Braunstein M, Kumar V, **Park H**, Kahng M, Chau DHP, Tamersoy A, Hirsh DA, Serban N, Bost J, Lesnick B, Schissel BL, Thompson M. 2015. Understanding Variations in Pediatric Asthma Care Processes in the Emergency Department using Visual Analytics. *Journal of the American Medical Informatics Association (JAMIA)*, 22(2), pp.318-323
- [6] Basole RC, Russell MG, Hutamaki J, Rubens N, Still K, **Park H**. 2015. Understanding Business Ecosystem Dynamics: A Data-Driven Approach. *ACM Transactions on Management Information Systems*, 6(2), no. 6
- [5] Basole RC, Qamar A, **Park H**, Paredis C, McGinnis LF. 2015. Visual Analytics for Early-Phase Complex Engineered System Design Support. *IEEE Computer Graphics and Applications*, 35(2), pp.41-51
- [4] Basole RC, **Park H**, Barnett BC. 2015. Coopetition and Convergence in the ICT Ecosystem. *Telecommunications Policy*, 39(7), pp.537-552
- [3] **Park H**, Lee K. 2014. Dependence Clustering, a Method Revealing Community Structure with Group Dependence. *Knowledge-Based Systems*, 60, pp.58-72
- [2] Basole RC, Bellamy MA, Clear T, Dabkowski M, Monreal J, **Park H**, Valerdi R, Van Aken EM. 2013. Challenges and Opportunities for Enterprise Transformation Research. *Journal of Enterprise Transformation*, 3(4), pp.330-352
- [1] **Park H**, Clear T, Rouse WB, Basole RC, Braunstein M, Brigham KL, Cunningham L. 2012. Multi-Level Simulations of Health Delivery Enterprises Flight Simulators for Policy, Strategy, Planning, and Management. *INFORMS Service Science*, 4(3), pp.253-268

REFERRED CONFERENCE PROCEEDINGS

- [2] **Park H**, Basole RC. 2015. Product Innovation Contest on Service Network: Competitive Spillover from Exclusive Dealing. *Academy of Management Best Paper Proceedings*, no. 13284
- [1] **Park H**, Lee J. 2015. An (Almost) Free Lunch? Social Recognition and Knowledge Sharing Behavior in a Virtual Community. *Academy of Management Best Paper Proceedings*, no. 13279

BOOK CHAPTERS AND TECHNICAL REPORTS

- Ghemawat P, Altman SA. *DHL Global Connectedness Index 2014*. November 2014 (Chapter II: Visualizing Global Connectedness)
- Glushko RJ. *Discipline of Organizing*. MIT Press. May 2013 (Chapter 9: Interactions with Resources)

Dai JG, **Park H.** *Stochastic Manufacturing and Service Systems*. (Unpublished lecture notes)

AWARDS, GRANTS, AND HONORS

- **Co-investigator** for U01 Grant from FDA to NIPTE titled “Manufacturing Sector Research Initiative”, 2017
- **Best Dissertation Award Runner-up**, *INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES)*, 2017
- **Best Paper Award Winner**, *Academy of Management Organizational Communication & Information Systems (OCIS) Division*, 2017
- Honorable Mention, *13th Places & Spaces: Mapping Science*, 2017
- **Best Student Paper Award Winner**, *Academy of Management Technology & Innovation Management (TIM) Division*, 2015
- McLean Fellowship, *Georgia Institute of Technology*, 2013-2015
- Doctoral Fellow, *Systems Engineering Research Center*, 2014
- Honorarium from Conference on Internet Search and Innovation, *Northwestern University*, 2013
- George Fellowship, *Health Systems Institute, Georgia Institute of Technology*, 2012
- *NET Institute* (Networks, Electronic Commerce, and Telecommunications) Grants for Summer 2012 with Jeongsik “Jay” Lee and Byung-Cheol Kim
- John Morris Fellowship, *School of Industrial and Systems Engineering, Georgia Institute of Technology*, 2010-2012
- Tennenbaum Institute Fellow, 2010-present
- Doctoral Fellowship, *Korea Foundation for Advanced Studies*, 2010-2015
- Dr. James R. Chen Award (Best Master’s project in one of three tracks), *School of Information, University of California, Berkeley*, 2010
- Overseas Study Scholarship, *Samsung Foundation*, 2008-2010
- Excellence Award (1st place), Idea Competition awarded by *CEO of Samsung Electronics*, 2005
- Army Commendation Medal, *Department of the United States Army*, 2005
- Undergraduate Fellowship, *Korea Foundation for Advanced Studies*, 2002-2008
- Research Promotion Grant, *Korea Science and Engineering Foundation*, 2002-2008
- **Presidential Scholar**, awarded by *the President of the Republic of Korea*, Dae-Jung Kim, 2002
- **Gold Medalist**, *33rd International Chemistry Olympiad*, 2001

TEACHING EXPERIENCE

The Ohio State University, Fisher College of Business

- Advising & Committee
 - Yingchao Lan (Fisher), Committee Member, Spring 2018
 - Junpeng Wang (Computer Science), Committee Member, Spring 2018
- Instructor
 - BM2320 Business Statistics, Spring 2018
- Course Development
 - BM7257 Descriptive Analytics and Visualization, Fall 2017

Georgia Institute of Technology, School of Industrial and Systems Engineering

- Instructor, ISyE 3232 Stochastic Manufacturing and Service Systems (Undergraduate Core Stochastic Course), Summer 2011, Average course evaluation rating: 4.4/5.0
- TA for Prof. Jim Dai, ISyE 3232, Spring 2011

UC Berkeley, School of Information

- TA for Prof. Robert Glushko, INFO 290-1 Information and Service System Design, 2009
- TA for Prof. John Chuang, INFO 206 Distributed Computing Applications and Infrastructure, 2009

PROFESSIONAL SERVICE

Professional Membership

- Institute of Operations Research and Management Science (INFORMS); Production and Operations Management Society (POMS); Academy of Management (AOM); Industry Studies Association (ISA)

Session Chair

- INFORMS Annual Meeting 2017
- POMS Annual Meeting 2016

Reviewer

Journals

Decision Sciences Journal (DSJ), European Journal of Operations Research (EJOR), IEEE Journal of Biomedical and Health Informatics (JBHI), International Journal of Information Technology & Decision Making (IJITDM), International Journal of Technology Management (IJTM), Journal of Enterprise Transformation (JET), Journal of International Business Studies (JIBS), Journal of Operations Management (JOM), Journal of Technology Transfer (JOTT), Production and Operations Management (POM)

Conferences

Academy of Management Conference (AOM), ACM SIGCHI Conference (CHI), Decision Sciences Institute (DSI), Hawaii International Conference on System Sciences (HICSS), IEEE Technology and Engineering Management Conference (TEMSCON), IEEE Visualization Conference (VIS), International Conference on Information Systems (ICIS)

INVITED TALKS

- Graduate School of Convergence Science and Technology, Seoul National University, S. Korea, 2017
- Operations Research Group, IBM Thomas J. Watson Research Center, NY, USA, 2017
- Department of Computer Science and Engineering, The Ohio State University, OH, USA, 2017
- Fox School of Business, Temple University, Philadelphia, PA, USA, 2017
- Warwick Business School, University of Warwick, Coventry, UK, 2017
- Nanyang Business School, Nanyang Technological University, Singapore, 2017
- Fisher College of Business, The Ohio State University, Columbus, OH, USA, 2017
- E. J. Ourso College of Business, Louisiana State University, Baton Rouge, LA, USA, 2016
- College of Business, University of Illinois at Chicago, Chicago, IL, USA, 2016
- Graduate School of Convergence Science and Technology, Seoul National University, S. Korea, 2012

CONFERENCE PRESENTATIONS

Structural Redundancy for Managing Supply Chain Disruption Risks: An Empirically Informed Investigation of Real-World Multi-Echelon Supply Networks

- DSI Annual Meeting, Washington, DC, 2017

A Bicentric Diagram Approach to Manage Interdependencies when Designing Complex Systems

- INFORMS Annual Meeting, Houston, TX, 2017

Archetypes of Entrepreneurship: From Ideas to Products to Funding

- INFORMS Annual Meeting, Houston, TX, 2017

Structural Anatomy and Evolution of Supply Networks: A Multi-Method Approach

- INFORMS Annual Meeting, Houston, TX, 2017

I'm Doing This for You (And Me!): Career Concern as Motivation in Online Collaboration Communities

- AOM Annual Meeting, Atlanta, GA, 2017 [Co-author]

Strategic Positioning in Global Entrepreneurship Ecosystems

- POMS Annual Meeting, Seattle, WA, 2017
- Product and Service Innovation (PSI), Midway, UT, 2017
- DSI Annual Meeting, Austin, TX, 2016
- INFORMS Annual Meeting, Nashville, TN, 2016

Product Innovation Contest on Service Network: Competitive Spillover from Exclusive Dealing

- INFORMS Annual Meeting (TIMES Best Dissertation Session), Houston, TX, 2017
- POMS Annual Meeting, Seattle, WA, 2017
- DSI Annual Meeting, Austin, TX, 2016
- INFORMS Annual Meeting, Nashville, TN, 2016
- AOM Annual Meeting, Vancouver, BC, Canada, 2015
- Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, 2015
- Industry Studies Association (ISA), Kansas City, MO, 2015

An (Almost) Free Lunch? Social Recognition and Knowledge Sharing Behavior in a Virtual Community

- Open and User Innovation (OUI) Conference, Boston, MA, 2016
- AOM Annual Meeting, Vancouver, BC, Canada, 2015 [Co-author]

Dynamic Co-evolution of Supply Network Structure: Accessibility and Interconnectedness

- POMS Annual Meeting, Orlando, FL, 2016

Integrated Analytics Framework for Business Ecosystem Dynamics

- POMS Annual Meeting, Orlando, FL, 2016
- INFORMS Annual Meeting, Philadelphia, PA, 2015

Integrated Interactive Visual Analytics Framework for Supply Chain Network Management

- IEEE VIS Workshop, Chicago, IL, 2015

Project Selection in NIH: A Natural Experiment from ARRA

- ISA, Kansas City, MO, 2015
- DRUID Conference, Rome, Italy, 2015 [Co-author]

Firm Value of Product Innovation in Service Ecosystem: A Study of Smartphones

- ISA, Kansas City, MO, 2015
- INFORMS Annual Meeting, San Francisco, CA, 2014

Bicentric Diagrams: Design and Applications of a Graph-Based Relational Set Visualization Technique

- ACM SIGCHI Conference, Seoul, Korea, 2015 [Poster]

Simulation of Business Ecosystem Dynamics using Big Data: Framework Formulation and Validation

- Systems Engineering Research Center (SERC), Washington, DC, 2014

Product Innovation and Platform Strategy: A Technology Evolution Perspective

- INFORMS Annual Meeting, San Francisco, CA, 2014

- POMS Annual Meeting, Atlanta, GA, 2014
- Georgia Tech Research & Innovation Conference, Georgia Tech, Atlanta, GA, 2013 [Poster]

Product-Service Network and Interfirm Alliance in the Mobile Ecosystem: Network Visualization and Dyadic Analysis

- POMS Annual Meeting, Atlanta, GA, 2014
- INFORMS Annual Meeting, Minneapolis, MN, 2013

Useful Descriptive and Prescriptive Computational Tools for Social Science

- Computational Social Science Workshop, Emory University, Atlanta, GA, 2013 [Poster]

Dynamic Platform Competition in a Two-Sided Market: Evidence from the Online Daily Deals Promotion Industry

- Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, 2013 [Co-author]
- NET Institute Conference, Berkeley, CA, 2013 [Co-author]
- Annual Conference on Internet Search and Innovation, Northwestern University, Chicago, IL, 2013 [Co-author]
- Strategic Management Society Conference, Atlanta, GA, 2013 [Co-author]
- Southern Economic Association Conference, Tampa, FL, 2013 [Co-author]

OTHER RESEARCH AND PROFESSIONAL EXPERIENCE

Vanderbilt University Medical Center, Nashville, TN (Summer 2012): *Visiting Researcher*

- Conducted field interviews and organized findings for a patient-centered medical home project

IBM Research, Bangalore, India (Summer 2010): *Summer Intern*

- Developed service modeling framework for public services using the service blueprinting method

UC Berkeley, Berkeley, CA (Spring 2010): *Graduate Student Researcher* for Prof. Morten T. Hansen

- Computed financial performance metrics for global CEO rankings project

UC Berkeley, Berkeley, CA (2009): *Graduate Student Researcher* for Prof. Robert G. Glushko

- Participated in developing a new course “Information System & Service Design”

Samsung Electronics, Seoul, Korea (2005-2008)

Summer Intern and Part-time Student Research Assistant at Corporate Design Center

- Compared handset development strategy of Nokia, Motorola, and Samsung
- Created mobile handset and service roadmap projections for 2007-2010
- Conducted user studies for developing representative user profiles for camera and mobile phone

United States Forces Korea, Seoul, Korea (2003-2005): *Web Developer* (Obligatory Military Service)

- Maintained decision support and procurement systems within security domain

SOFTWARE

- **ecoxight** (Business Ecosystem Intelligence System): <https://ecoxight.com/>
- **Bicentric Diagrams**: <http://bicentric.herokuapp.com/>
- **Visual Supply Chain Management**: <http://visualscm.herokuapp.com/>