

Statement of Motivation – Treasurer of SIG Green

Jiyong Park (Assistant Professor at the University of Georgia)

I am writing to express my interest in serving as Treasurer of SIG Green in 2026–2028. SIG Green has been my intellectual home within the AIS community, and I am deeply committed to supporting its long-term vitality, inclusiveness, and scholarly impact. I see the Treasurer role as a critical service position that enables SIG Green to continue advancing high-quality research, community-building activities, and global engagement in Green IS and digital sustainability.

My motivation to serve as Treasurer builds on my sustained engagement and leadership within SIG Green. I have actively contributed to the SIG's mission by fostering scholarly exchange and supporting community building. Most notably, I served as Co-Chair of the SIG Green Pre-ICIS Workshops in 2024 and 2025, where I worked closely with fellow organizers to manage resources, coordinate logistics, and ensure the financial and operational viability of these events. These workshops brought together IS scholars from around the world and provided an inclusive platform for advancing research on the role of information systems in addressing environmental sustainability challenges.

Beyond SIG Green, I have taken on leadership roles that demonstrate my ability to manage responsibilities, coordinate stakeholders, and contribute to the strategic development of the field. I have served as Track or Minitrack Co-Chair for Green IS and sustainability-related tracks at AMCIS (2022, 2023, 2025) and ECIS (2024), as well as Associate Editor at ICIS (2025, 2026) and ECIS (2025, 2026). Through these roles, I have worked closely with organizing committees and senior scholars, gaining valuable experience in governance, communication, and stakeholder coordination. Collectively, these experiences have deepened my appreciation of SIG Green's role in shaping the intellectual trajectory of Green IS and reinforcing its identity as a leading community within AIS.

As Treasurer, I would be committed to ensuring responsible financial stewardship, transparency, and close alignment between SIG Green's financial resources and its strategic priorities, in coordination with AIS. I believe that careful financial planning is essential to sustaining SIG Green's momentum and enabling innovative programming in the years ahead.

Serving as Treasurer would be a meaningful way for me to give back to a community that has shaped my academic identity. I am enthusiastic about the opportunity to work closely with the SIG Green leadership team and its membership to ensure that SIG Green continues to thrive as a vibrant, impactful, and forward-looking scholarly community.

Jiyong Park

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Academic Position

Aug. 2023	Terry College of Business, University of Georgia	Athens, GA, USA
– Present	Assistant Professor of Management Information Systems (Tenure-Track)	
Aug. 2019	Bryan School of Business and Economics, University of North Carolina at Greensboro	
– Jul. 2023	Assistant Professor of Information Systems (Tenure-Track)	Greensboro, NC, USA

Education

Feb. 2014	Korea Advanced Institute of Science and Technology (KAIST)	Seoul, Korea
– Aug. 2019	Ph.D. in <i>Management Engineering</i> (Major: Information Systems)	
Mar. 2008	Pohang University of Science and Technology (POSTECH)	Pohang, Korea
– Feb. 2014	B.S. in <i>Industrial and Management Engineering</i> B.S. in <i>Mathematics</i>	

Research Interest

- My research interests lie at the intersection of business and the social value of information systems and technology, with a particular focus on digital sustainability, especially Green IS and the societal impacts of digital technologies.
- My research leverages econometric techniques for causal inference and computational social science approaches to analyze a broad spectrum of business and social data.

Publications

- Kim, J.*, **Park, J.***, and Dedrick, J., 2025. “An Empirical Investigation of Cloud Computing and Environmental Performance of Nations: Implications for Shared Responsibility in Cloud Computing,” *Journal of the Association for Information Systems* (26:5), pp.1239-1267. (* *Equal Contribution*)
 - Special Issue on “Digital Responsibility”
- Shin, W., **Park, J.** and Kim, H.W., 2024. “Online Consumer Demand During and After Natural Disasters: Evidence from the COVID-19 Pandemic,” *Information & Management* (61:6), p.104006.
- **Park, J.**, Han, K., and Lee, B., 2023. “Green Cloud? An Empirical Analysis of Cloud Computing and Energy Efficiency,” *Management Science* (69:3), pp.1639-1664.
 - Best Journal Paper in Green IS 2023 (by AIS Special Interest Group in Green IS)
- **Park, J.**, Son, Y., and Angst, C., 2023. “The Value of Centralized IT in Building Resilience During Crises: Evidence from U.S. Higher Education’s Transition to Emergency Remote Teaching,” *MIS Quarterly* (47:1), pp.451-482.
 - Special Issue on “Digital Resilience”
- Gong, F., **Park, J.**, and Cao, Y., 2022. “The Impact of IT Spillovers on Technical Efficiency: The Roles of IT Intensity and Supply Chain Relationships,” *Information & Management* (59:2), pp.103589.
- **Park, J.** and Kim, J., 2022. “A Data-Driven Exploration of the Race between Human Labor and Machines in the 21st

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Century,” *Communications of the ACM* (65:5), pp.79-87.

- **Park, J.**, Pang, M.S., Kim, J., and Lee, B., 2021. “The Deterrent Effect of Ride-Sharing on Sexual Assault and Investigation of Situational Contingencies,” *Information Systems Research* (32:2), pp.497-516.
 - Recognized by ISR editorial (Gopal et al. 2024) as a good example of using econometrics to validate theory
- **Park, J.**, Cho, D., Lee, J. and Lee, B. 2019. “The Economics of Cybercrime: The Role of Broadband and Socioeconomic Status,” *ACM Transactions on Management Information Systems* (10:4), pp.1-23.

Papers Under Review

Full drafts are available upon request.

- Mohammed, F., Dissanayake, I., **Park, J.**, Soh, F. and Singh, R. “Exploring Signal-Based Strategies for Gig Worker Success: Evidence from a Supply-Driven Online Labor Marketplace,” Under revision for 3rd round review at *Journal of the Association for Information Systems*
- Kim, D., **Park, J.**, Lee, C., and Zo, H. “Who Guards the Home? An Empirical Analysis of an Online Freelance Home Services Platform and Burglary,” Under revision for 2nd round review at *Journal of the Association for Information Systems*
- **Park, J.**, Park, Y., and Han, J. “The Shale Boom and Green Innovation: Impact of Low Energy Prices on Corporate Patents for Sustainable Operations,” Reject & resubmit at *Production and Operations Management*
- **Park, J.**, Han, K., and Lee, B. “Can IT-Driven Growth be Sustainable? The Role of Information Technology in Decoupling Productivity Growth and Energy Use,” Reject & resubmit at *Journal of the MIS*
- **Park, J.**, Lee, M., Son, Y., and Lee, G. “From Resistance to Collaboration: Labor Unions, AI Investment, and Firm Value,” Under review at *Information Systems Research*
- Lee, M., Yoon, S., **Park, J.**, and Corey, A. “Managing Security Risks in Generative AI: The Role of Functional Affordances and Organizational Readiness,” Under review at *MIS Quarterly*
- Song, P., Lakhiwal, A., **Park, J.**, Xue, L., and Jia, R. “Plugging into Confidence: How Platform Interoperability Reshapes Electric Vehicle Charging Behavior and Charging Network Efficiency,” Under review at *Information Systems Research*
- Jung, M., **Park, J.**, and Pang, M.S. “Human–AI Interaction and Traffic Safety in Semi-Autonomous Driving: Evidence from Tesla’s Autopilot,” Under review at *Management Science*
- Shin, W., **Park, J.**, and Kim, H. “Platform Certification as a Solution to the Cold-Start Problem in the Digital Marketplace,” Under review at *Production and Operations Management*

Honors and Awards

- Best Paper Award, International Conference on Electronic Commerce (ICEC), 2025
- Outstanding Reviewer, Americas Conference on Information Systems (AMCIS), 2025
- Best Student Paper Award Runner-up, KrAIS Summer Workshop, 2025
- Best Journal Paper in Green IS, AIS Special Interest Group in Green IS (SIG Green), 2024
- AIS Distinguished Member, Association for Information Systems (AIS), 2024

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- Best Paper Award Nominee, Workshop on Information Systems and Economics (WISE), 2024
- Junior Research Excellence Award, Bryan School of Business and Economics, UNCG, 2023
- Top Emergent Research Forum (ERF) Papers, Americas Conference on Information Systems (AMCIS), 2022
- Best Short Paper Award Nominee, International Conference on Information Systems (ICIS), 2021
- Best Student Paper Award Runner-up, Post-ICIS KrAIS Research Workshop, 2021
- Best Reviewer Award, Post-ICIS KrAIS Research Workshop, 2021
- Recognition of Faculty Excellence in Research and Creative Activity, UNCG, 2021 (University Level)
- Best Paper Award, Korea Society of Management Information Systems (KMIS) Fall Conference, 2020
- Best Student Paper Runner-Up, INFORMS Conference on Information Systems and Technology (CIST), 2017
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2017
- Honorable Mention Research Award, KAIST Graduate School of Green Growth, 2017
- Best Paper Runner-up, Post-ICIS KrAIS Research Workshop, 2016
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2016
- Best Paper Award, International Conference on Electronic Commerce (ICEC), 2016
- Best Paper Award, Korea Society of Management Information Systems (KMIS) Fall Conference, 2016
- Ph.D. Excellent Research Award, College of Business, KAIST, 2016
- Best Student Paper Award, Post-ICIS KrAIS Research Workshop, 2015
- Honorable Mention Work-in-Progress Award, Graduate School of Green Growth, KAIST, 2014

Grants

- ECMC Grant “Building Automation Resilient Community and Technical College CTE Programs: Evidence and Best Practices from Tennessee” (\$750,000), ECMC Foundation, 2024 – 2026
- Terry College Seed Grant Program [Green Data Centers] (College-Level Research Grant), Terry College of Business, UGA, 2025
- Presidential Interdisciplinary Seed Grant Program [E-Mobility] (University-Level Research Grant), UGA, 2023
- Presidential Interdisciplinary Seed Grant Program [Upcycled Food] (University-Level Research Grant), UGA, 2023
- ORE Internal Funding Program [Carbon Emissions of Cloud Computing] (University-Level Research Grant), UNCG, 2022
- Dean’s Research Scholar Award [Digital Transformation and Environmental Sustainability] (School-Level Research Grant), Bryan School of Business and Economics, UNCG, 2021
- Barun ICT Research Grant [Remote Work and Mental Health], Barun ICT Research Center, Yonsei University, 2021

Invited Talks

- Academic (Global)
 - Virginia Commonwealth University, American University, University of Georgia, Penn State, University of Illinois at Chicago, Southern Methodist University, Santa Clara University, University of Florida, University of North Carolina at Greensboro, Chapman University, Nanyang Technological University
 - INFORMS Southeastern Michigan Chapter, Korean American Scientists and Engineers Association (KSEA)

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- Academic (Korea)
 - KAIST, POSTECH, Korea University, Yonsei University, Kyung Hee University, Ajou University, Hanyang University, Pusan National University, Sungkyunkwan University, Chung-Ang University
 - Korea Society of Management Information Systems (KMIS), Korea Artificial Intelligence Association (KAIA), Korean Academic Society of Business Administration (KASBA)
- Industry
 - Naver Search (Data & Analytics Team), Lyft's Safety Advisory Council

Conference Presentations

- **Park, J.**, Saldanha, T., 2024. "Hiding IT's Carbon Footprint in the Cloud? Cloud Migration, Corporate Carbon Disclosure, and Environmental Performance," *International Conference on Information Systems (ICIS)*, Bangkok, Thailand
- Jung, M., **Park, J.**, Pang, M.S., 2024. "Safety on Autopilot: An Empirical Investigation of Autonomous Driving and Traffic Safety," *International Conference on Information Systems (ICIS)*, Bangkok, Thailand
- **Park, J.**, Lee, M., Son, Y., Lee, G., 2024. "The New Industrial Revolution: AI, Labor Unions, and the Future of Work," *Workshop on Information Systems and Economics (WISE)*, Bangkok, Thailand [**Best Paper Award Nominee**]
- Jung, M., **Park, J.**, Pang, M.S., 2024. "Autonomous Driving and Traffic Safety: Evidence from Tesla's Autopilot," *Workshop on Information Systems and Economics (WISE)*, Bangkok, Thailand
- **Park, J.**, Lee, M., Son, Y., Lee, G., 2024. "The New Industrial Revolution: AI, Labor Unions, and the Future of Work," *Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, USA
- Jung, M., **Park, J.**, Pang, M.S., 2024. "Safety on Autopilot: An Empirical Investigation of Autonomous Driving and Traffic Safety," *Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, USA
- Alghamdi, M., Aghakhani, N., **Park, J.**, and Oh, O., 2023. "A Study for Sustainable IT Management: Effects of On-Premises and On-Demand IT on Carbon Intensity," *International Conference on Information Systems (ICIS)*, Hyderabad, India
- **Park, J.** and Sim, J., 2023. "Mind the Energy-Efficiency Gap: Disproportionate Gains from Industrial Robots between Developed and Developing Economies," *Conference on Information Systems and Technology (CIST)*, Seattle, Washington, USA
- **Park, J.**, 2022. "Hiding Carbon Footprint in the Cloud: Cloud Migration, Corporate Carbon Disclosure, and Environmental Performance," *Workshop on Information Systems and Economics (WISE)*, Copenhagen, Denmark
- Kim, D. and **Park, J.**, 2022. "Is the Repeal of Net Neutrality a Necessary Evil? An Empirical Analysis of Net Neutrality and Cybercrime," *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark
- Dedrick, J., Kim, J., **Park, J.**, 2022. "Information Technology Investment and Carbon Intensity in the Era of Cloud Computing: A Cross-National Study," *Americas Conference on Information Systems (AMCIS)*, Minneapolis, Minnesota, USA [**Best AMCIS 2022 Top 25% ERF Papers**]
- **Park, J.**, Chung, S., and Han, K., 2021. "Toward Green Data Centers: Environmental Regulation, Green Data Center Innovation, and Firm Value," *International Conference on Information Systems (ICIS)*, Austin, Texas, USA
- **Park, J.**, 2021. "Optimal Curriculum Design of Online Business Education: A Learning Analytics Approach," *International Conference on Information Systems (ICIS)*, Austin, Texas, USA [**Best Short Paper Award Nominee**]
- Kim, D., **Park, J.**, Lee, C., and Zo, H., 2021. "Who Guards the Home? An Empirical Analysis of an Online Freelance Platform for Home Services and Burglary," *Post-ICIS KrAIS Research Workshop*, Austin, Texas, USA [**Best Student Paper Award Runner-up**]
- **Park, J.** and Han, K., 2020. "Returns to Cloud Computing Investments: The Role of Environmental Uncertainty", *The Korea Society of Management Information Systems (KMIS) Fall Conference*, Seoul, Korea (virtual) [**Best Paper Award**]
- **Park, J.** and Han, K., 2020. "Returns to Cloud Computing Investments: The Role of Environmental Uncertainty", *Americas Conference on Information Systems (AMCIS)*, Salt Lake City, Utah, USA (virtual)
- **Park, J.**, 2020. "How the Sharing Economy Changes the Tourism Landscape: The Complementary Impacts of Airbnb and Uber/Lyft", *Pacific Asia Conference on Information Systems (PACIS)*, Dubai, UAE (virtual)
- **Park, J.**, 2020. "How the Sharing Economy Changes the Tourism Landscape: The Complementary Impacts of Airbnb and Uber/Lyft", *Statistical Challenges in Electronic Commerce Research (SCECR)*, Madrid, Spain (virtual)
- **Park, J.** and Kim, J., 2019. "Evolution of Task Automation in the 21st Century: A Data-Driven Exploration of the Race between Man and Machine", *International Conference on Information Systems (ICIS)*, Munich, Germany
- Kyung, N., Kwon, J., **Park, J.** and Lee, B., 2019. "How does a data Breach Impact Online Consumer Behavior", *Conference on Information Systems and Technology (CIST)*, Seattle, Washington, USA
- **Park, J.** and Kim, J., 2018. "Fixing Racial Discrimination through Analytics on Online Platforms: A Neural Machine Translation Approach", *International Conference on Information Systems (ICIS)*, San Francisco, California, USA

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- Eun, S., **Park, J.** and Lee, B., 2018. “The End of Job Polarization? Information Technology, Industrial Robot, and Employment in US Manufacturing”, *Workshop on Information Systems and Economics (WISE)*, San Francisco, California, USA
- **Park, J.** and Kim, J., 2018. “Leveraging Machine Learning to Reduce Racial Bias on Online Platforms: A Neural Machine Translation Approach”, *Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, USA
- Lee, Y., **Park, J.** and Lee, B., 2018. “Battle of Sharing Economy: The Contingent Effects of Ride-Sharing on Taxi Industry”, *Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA
- **Park, J.**, Kim, J. and Lee, B., 2017. “Are All Faces Created Equal? An Empirical Analysis of Face Disclosure and Facial Expression in Crowdfunding”, *Post-ICIS KRAIS Research Workshop*, Seoul, Korea [**Best Student Paper Award**]
- **Park, J.**, Kim, J. and Lee, B., 2017. “Face Premium or Discount? The Contingent Effects of Face Disclosure and Facial Expression in Crowdfunding”, *Workshop on Information Systems and Economics (WISE)*, Seoul, Korea
- **Park, J.**, Han, K. and Lee, B., 2017. “Energy Efficiency in the Cloud: An Empirical Analysis of Information Technology Outsourcing, Cloud Computing, and Energy Efficiency”, *International Conference on Information Systems (ICIS)*, Seoul, Korea
- Kim, J. and **Park, J.**, 2017. “Does Facial Expression Matter Even Online? An Empirical Analysis of Facial Expression of Emotion and Crowdfunding Success”, *International Conference on Information Systems (ICIS)*, Seoul, Korea
- **Park, J.**, Han, K. and Lee, B., 2017. “Is Cloud Computing Green? An Empirical Analysis of Information Technology Outsourcing and Energy Efficiency”, *Conference on Information Systems and Technology (CIST)*, Huston, Texas, USA [**Best Student Paper Runner-up**]
- **Park, J.**, Han, K. and Lee, B., 2016. “Reconciling Economic and Environmental Goals: An Empirical Investigation of Information Technology and Energy Productivity”, *Post-ICIS KRAIS Research Workshop*, Dublin, Ireland [**Best Student Paper Award**]
- Lee, Y., **Park, J.** and Lee, B., 2016. “Battle of Sharing Economy: The Impact of Ride-Sharing on Taxi Industry”, *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland
- **Park, J.**, Kim, J. and Lee, B., 2016. “Which Tasks Will Technology Take? A New Systematic Methodology to Measure Task Automation”, *International Conference on Information Systems (ICIS)*, Dublin, Ireland
- Suh, C., **Park, J.**, Kim, J. and Lee, B., 2016. “What is Local Seldom Remains Local: Foreign Chatter and Stock Performance of Multinational Firms”, *International Conference on Information Systems (ICIS)*, Dublin, Ireland
- **Park, J.**, Han, K. and Lee, B., 2016. “Impact of Information Technology on Energy Productivity: An Empirical Investigation”, *Conference on Information Systems and Technology (CIST)*, Nashville, Tennessee, USA
- **Park, J.**, Cho, D., Lee, J. and Lee, B., 2016. “The Internet is not Always Malicious: An Empirical Investigation of Socioeconomic Status, Social Capital, and Internet Crime”, *The Korea Society of Management Information Systems (KMIS) Fall Conference*, Seoul, Korea [**Best Paper Award**]
- **Park, J.**, Kim, J. and Lee, B., 2016. “Are Uber Really to Blame for Sexual Assault? Evidence from New York City”, *International Conference on Electronic Commerce (ICEC)*, Suwon, Korea [**Best Paper Award**]
- **Park, J.** and Lee, B., 2015. “The Distinct Effects of Information Technology and Communication Technology on Inequality: An Empirical Investigation”, *Post-ICIS KRAIS Research Workshop*, Fort Worth, Texas, USA [**Best Student Paper Award**]
- **Park, J.** and Lee, B., 2015. “The Distinct Effects of Information Technology and Communication Technology on Inequality: An Empirical Analysis from the Knowledge Hierarchy Perspective”, *Workshop on Information Systems and Economics (WISE)*, Dallas, Texas, USA
- **Park, J.** and Lee, B., 2015. “Has Information and Communication Technology Changed the Dynamics of Inequality? An Empirical Study from Knowledge Hierarchy Perspective”, *International Conference on Information Systems (ICIS)*, Fort Worth, Texas, USA

Teaching Experience

- [Undergraduate] MIST 4600: Computer Programming in Business Spring 2024, 2025 @ UGA
- [Undergraduate/Graduate] MIST 5730/6380: Advanced Data Management and Analytics Fall 2023/Spring 2025 @ UGA
- [Undergraduate] ISM 425: Business Analytics Spring 2023 @ UNCG
- [Graduate – PhD] ISM 760: Contemporary Research Methods in Information Systems Fall 2022 @ UNCG
- [Undergraduate] ISM 218: Database Systems Spring 2020, 2021, Spring/Fall 2022 @ UNCG
- [Graduate – MS] ISM 645: Principles of Predictive Analytics Fall 2019, 2020, 2021 @ UNCG
- [Undergraduate] MGT0044: Decision Support Systems Spring 2019 @ Hansung U

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Academic and Internal Service

- Journal Editorial Board
 - Associate Editor, *Information & Management*, 2023 - Present
 - Associate Editor, *Decision Support Systems*, 2024 - Present
- Journal Review
 - MIS Quarterly, Information Systems Research, Management Science, Production and Operations Management, Journal of the Association for Information Systems, Information & Management, Decision Support Systems, Omega, Communications of the ACM, Information Systems Frontiers, Information Technology and Management, Electronic Commerce Research and Applications, Asia Pacific Journal of Information Systems, Information Systems Review
- Conference Organizing
 - Associate Editor, International Conference on Information Systems (ICIS) 2020, 2021, 2024, 2025
 - Associate Editor, European Conference on Information Systems (ECIS) 2025, 2026
 - Associate Editor, Pacific Asia Conference on Information Systems (PACIS) 2020, 2021
 - Workshop Co-Chair, SIG Green Pre-ICIS Workshop 2024, 2025
 - Track Co-Chair (Conference Theme Track: Intelligent Technologies for a Better Future), Americas Conference on Information Systems (AMCIS) 2025
 - Track Co-Chair (Green Information Systems and Sustainable Development), European Conference on Information Systems (ECIS) 2024
 - Track Co-Chair (Conference Theme Track: Intelligent Technologies for a Better Future), Americas Conference on Information Systems (AMCIS) 2025
 - Minitrack Co-Chair (Cloud Computing and Sustainability), Americas Conference on Information Systems (AMCIS) 2022, 2023
 - Workshop Co-Chair, KrAIS Summer Workshop 2023 (Korea Chapter of the AIS)
 - Program Committee, INFORMS Conference on Information Systems and Technologies (CIST) 2023, 2024
 - Program Committee, Workshop on Information Technologies and Systems (WITS) 2022, 2023
 - Web Coordinator, Workshop on Information Systems and Economics (WISE) 2017
 - Technology/Organizing Chair & Web Coordinator, Bright Internet Global Symposium (BIGS) 2017-2025
 - Founding member, Korea Business Experimentation Symposium 2025
- Doctoral Student Supervision
 - Jaecheol Park, Sauder School of Business, University of British Columbia (Dissertation Committee; First Placement: Nanyang Technological University)
 - Fatima Mohammad, Bryan School of Business and Economics, UNCG (Dissertation Committee; First Placement: University of Nevada at Reno)
 - Nabid Alam, Bryan School of Business and Economics, UNCG (Dissertation Committee; First Placement: Emporia State University)
 - Yuzhang Han, Bryan School of Business and Economics, UNCG (Dissertation Committee; First Placement: York College of Pennsylvania)