

Eunae Yoo

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ACADEMIC POSITIONS

2018- **University of Tennessee**
Assistant Professor
Department of Supply Chain Management
Haslam College of Business

EDUCATION

2018 **Arizona State University**
W. P. Carey School of Business
Ph.D. in Supply Chain Management

2013 **Arizona State University**
W. P. Carey School of Business, Barrett Honors College
B.S. in Accountancy and Supply Chain Management

RESEARCH INTERESTS

Humanitarian operations management; Information systems and operations management interface

RESEARCH PAPERS

Publications

- [1] Yoo, E., Rabinovich, E., Gu, B. "The growth of follower networks on social media platforms for humanitarian operations." *Production and Operations Management*, forthcoming.
- [2] Yoo, E., Gu, B., Rabinovich, E. (2019). "Diffusion on social media platforms: A point process model for interaction among similar content." *Journal of Management Information Systems*, 36 (4), 1105-1141.
- [3] Yoo, E., Rand, W., Eftekhari, M., Rabinovich, E. (2016). "Evaluating information diffusion speed and its determinants in social media networks during humanitarian crises." *Journal of Operations Management*, 45, 123-133.

Manuscripts Under Review

- [4] Yoo, E., Craighead, C. "Not on their watch? An examination of guardianship and information security vulnerabilities." Under review at *Production and Operations Management*.

REFEREED CONFERENCE PROCEEDINGS

- Yoo, E., Rabinovich, E., Gu, B. (2019). "Scalability of follower bases on social media platforms for humanitarian operations." In *Academy of Management Best Paper Proceedings*, Boston, MA. **Finalist for the Chan Hahn Best Paper Award.**

- Yoo, E., Gu, B., Rabinovich, E. (2019). "Competition and coepetition among social media content". In *Proceedings of the 52nd Hawaii International Conference on System Sciences*, Maui, HI.

CONFERENCE PRESENTATIONS

Scalability of follower bases on social media platforms for humanitarian operations (with Elliot Rabinovich and Bin Gu)

- Symposium on Statistical Challenges in eCommerce Research (SCECR), 2020
- Academy of Management Annual Meeting, Boston, MA, 2019
- POMS Conference, Washington, D.C., 2019
- INFORMS Annual Meeting, Phoenix, AZ, 2018

Competition and coepetition among social media content (with Bin Gu and Elliot Rabinovich)

- Hawaii International Conference on System Sciences, Maui, HI, 2019
- DSI Annual Conference, Chicago, IL, 2018
- INFORMS Annual Meeting, Phoenix, AZ, 2018
- Conference on Information Systems and Technology, Phoenix, AZ, 2018

Attention capacity for disasters on social media platforms (with Elliot Rabinovich and Bin Gu)

- POMS Conference, Washington, D.C., 2019

TEACHING

University of Tennessee

2020- SCM 309 – Supply Chain Analytics and Decision Making
2018-2019 SCM 312 – Supply Chain Analytics

Arizona State University

2017 SCM 300 – Global Supply Operations (online)
2017 SCM 300 – Global Supply Operations (hybrid)
2016 SCM 300 – Global Supply Operations

AWARDS AND GRANTS

2019 AWS Cloud Credits for Research (\$18,000)
2017 AWS Cloud Credits for Research (\$10,000)
2015 Graduate Research and Support Program, Arizona State University (\$2,000)
2015 Dissertation Grant, Center for Services Leadership (\$4,000)

OTHER PROFESSIONAL EXPERIENCE

2015-17 Research Fellow, Medic Mobile, San Francisco, CA
2015 Summer Associate, RAND Corporation, Santa Monica, CA
2010-13 Corporate Purchasing Intern, US Airways, Phoenix, AZ