

DAEHWAN AHN

ASSISTANT PROFESSOR

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UNIVERSITY OF GEORGIA

RESEARCH INTERESTS

- Human-AI Interaction and Collaboration
- Management Information Systems
- Design, Development, and Impact of AI
- Designing Fair and Responsible AI in Human Resource Management
- Future of Work and Virtual Workplaces

ACADEMIC WORK EXPERIENCE

2022.8 – present	Assistant Professor Department of Financial Planning, Housing and Consumer Economics, University of Georgia
2018.9 – 2022.5	Postdoctoral Research Associate The Wharton School, University of Pennsylvania Advisor: Dr. Kartik Hosanagar

EDUCATION

2018	Seoul National University , Republic of Korea Ph.D. in Business Administration (Specialization in Management Information Systems)
2014	Seoul National University , Republic of Korea M.S. in Business Administration (Specialization in Management Information Systems)
2011	Seoul National University , Republic of Korea B.S. in Architecture B.A. in Business Administration

PUBLICATIONS

- [1] Park, H., **Ahn, D.**, Kim, J. E., and Huang, Y. "Envisioning an Ethical and Sustainable Metaverse Workplace: Beyond AI-Driven Surveillance." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2026, Best Paper Honorable Mention Award**).
- [2] Park, H., Jung, S., Byun, Y., **Ahn, D.***, Park, C., Byun, S., and Huang, Y. "Lessons from Real-World Settings: What Makes It Uniquely Difficult to Design Cognitive Training Programs for Children with Autism Spectrum Disorder and Other Developmental Disabilities." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2025**). **Ahn, D. is a corresponding author.*

- [3] **Ahn, D.**, Almaatouq, A., Gulabani, M., and Hosanagar, K. "Impact of Model Interpretability and Outcome Feedback on Trust in AI." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2024**).
- [4] Park, H., **Ahn, D.***, and Lee, J. "Lessons from Working in the Metaverse: Challenges, Choices, and Implications from a Case Study." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems, (**CHI 2024, Best Paper Honorable Mention Award**). *Ahn, D. is a corresponding author.
- [5] Park, H. and **Ahn, D.** "The Promise and Peril of ChatGPT in Higher Education: Opportunities, Challenges, and Design Implications." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2024**).
- [6] Park, H., **Ahn, D.***, and Lee, J. "Towards a Metaverse Workspace: Opportunities, Challenges, and Design Implications." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2023**). *Ahn, D. is a corresponding author.
- [7] Park, H., **Ahn, D.***, Hosanagar, K., and Lee, J. "Designing Fair AI in Human Resource Management: Understanding Tensions Surrounding Algorithmic Evaluation and Envisioning Stakeholder-Centered Solutions." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems, (**CHI 2022**). *Ahn, D. is a corresponding author.
- [8] Park, H., **Ahn, D.**, Hosanagar, K., and Lee, J. "Human-AI Interaction in Human Resource Management: Understanding Why Employees Resist Algorithmic Evaluations at Workplaces and How to Mitigate Burdens." In Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (**CHI 2021**).
- [9] Kong, S. H., **Ahn, D.**, Kim, B., Srinivasan, K., Ram, S., Kim, J. H., Cho, N. H., and Shin, C. S. "A Novel Fracture Prediction Model Using Machine Learning in a Community-Based Cohort." JBMR Plus, e10337 (2020).
- [10] **Ahn, D.**, Park, H., and Yoo, B. "Which Group Do You Want to Travel with? A Study of Rating Differences among Groups on Online Travel Reviews." *Electronic Commerce Research and Applications*, (2017).
- [11] **Ahn, D.**, Jeon, S., and Yoo, B. "What's Your Real Age?: An Empirical Analysis of Identity Fraud in Online Games." *Information Systems and e-Business Management*, (2017).

PAPERS UNDER REVIEW

- [1] **Ahn, D.**, Mao, C., and Lee, D. K. (2026). "Item-Mean Surrogates: Why Richer Persona Data Fail to Improve LLMs as Human Surrogates." arXiv:2608.29455. <https://arxiv.org/abs/2608.29455>
- [2] **Ahn, D.**, Lee, D. K., and Hosanagar, K. "Representing Long Customer Event Histories for Churn Prediction at Scale."
- [3] **Ahn, D.**, Lee, A. H., Chung, S., and Lee, D. K. "The Hidden Cost of Explaining AI: A Field Experiment on Expert Information Design for AI-Advised Decisions."
- [4] Kim, S., **Ahn, D.**, Yum, K., Park, J., Yang, J. S., Choi, B. G., and Yoo, B. "When More Control Backfires: The Paradox of User Control in Algorithmic Decision-Making."
- [5] Park, H., **Ahn, D.**, and Kim, J. E. "The Organization Behind the Camera: Cascading Distrust under Digital Workplace Monitoring."
- [6] Hosanagar, K., and **Ahn, D.** "Designing Human and Generative AI Collaboration: Trade-offs in Productivity, Satisfaction, and Creative Diversity."

BOOK CHAPTERS

- [1] "Ophthalmology meets AI." In B&VIIT AI REPORT. (2020). Co-author. ISBN 9791196885618.

SELECTED RESEARCH PROJECTS

- [1] [2023–Current] "Upskilling Instructors and Enhancing Teaching Aids for Children with Developmental Disabilities Using Generative AI": Co-PI with Dr. Hyanghee Park, Industry research collaboration with Dubu Inc.
- [2] [2022–Current] "Designing Sustainable Metaverse Workspaces for the Future of Work": Co-PI with Dr. Hyanghee Park, Industry research collaboration with Soma and Zigbang.
- [3] [2023–Current] "Fostering Sustainable Engagement in Robo-Advisory Investment Services": Industry research collaboration with Fount, Republic of Korea.
- [4] [2023–2024] "Designing Optimal Human Expert Intervention in Explainable AI Systems for P2P Lending Investors": Industry research collaboration with Funda, Republic of Korea.
- [5] [2020] "Addressing Risk in Predictive Medical Systems Using Interpretability, Uncertainty, and Correlation-Guided MDN": Principal Investigator, Industry research collaboration with B&VITT Eye Center, Republic of Korea.
- [6] [2019] "Developing an Interpretable Novel Fracture Prediction Model Using Machine Learning in a Community-Based Cohort": Research collaboration with Seoul National University Hospital, Republic of Korea.

SELECTED GRANTS AND FUNDING

- [1] [2025] National Artificial Intelligence Research Resource (NAIRR) Pilot: Sole Principal Investigator, U.S. National Science Foundation, *500,000 Service Units (SUs)* GPU compute allocation.
- [2] [2025] "AI in Action: Industry-Ready Data Analytics for Consumer and Financial Futures": Principal Investigator, Sweaney Innovation Fund, College of Family and Consumer Sciences, University of Georgia, *\$5,000*.
- [3] [2018–2023] Research Grants from Industry Collaborations with 40FY Inc., Dubu, Momocon, and V&VITT Eye Center: Principal Investigator, totaling *\$77,000*.
- [1] [2021] "Designing an AI-Expert Collaboration System for Digital Clinical Trials via Causal Machine Learning": Principal AI Designer, TIPS Program, Korea Business Angels Association & KISED, *\$500,000*.
- [2] [2020] Research Grant: Wharton AI for Business, *\$24,000*; Marketing Science Institute (MSI), *\$5,000*.
- [3] [2018] "Deep Cognitive Therapy for Children with Developmental Disabilities": Principal AI Designer, TIPS Program, Korea Business Angels Association & KISED, *\$500,000*.
- [4] [2016] "Impact of Random Draw In-app Purchasing System in Online Games": Principal Investigator, Korea Internet & Digital Entertainment Association, *\$16,000*.
- [5] [2015] "Research on Promoting Investments to Early Startups Through Matching with Angel Investors": Investigator, Small and Medium Business Administration, *\$50,000*.

- [6] [2014] “Developing a Web System for Impact Measurement of Social Change Projects”: System Designer, \$15,000.
- [7] [2014] “Developing Business Review Cases”: Principal Investigator, Asan Nanum Foundation, \$10,000.
- [8] [2013] “Driving Harmonic Quality Index”: Principal Investigator, Hyundai Motors, \$20,000.
- [9] [2013] “Developing BI Dashboard for Risk Management Systems”: Investigator, Samsung Insurance, \$100,000.
- [10] [2012] “Estimating the Cost of Data Breach”: Investigator, Korea Internet & Security Agency, \$30,000.
- [11] [2012] “Used Car Price Estimation Model”: Investigator, KT Rent-A-Car, \$20,000.
- [12] [2009, 2013–2014] National Startup Funding: Founder, Small and Medium Business Administration/Korea Institute of Start-up and Entrepreneurship Development, \$100,000.
- [13] [2006] Superior Academic Performance Grant, Mirae Asset Park Hyeon Joo Foundation, \$5,000.

TEACHING EXPERIENCE

- [1] [2022–Current] Instructor, University of Georgia
 - Consumer Policy: AI Ethics and Policy (FHCE 5100/ 7100)
 - Consumer Analytics: Evidence-Based Strategy (FHCE 4000/6000)
 - Data for Consumer Analytics (FHCE 4900/6900)
 - Introduction to Social Entrepreneurship (FHCE 4010/6010)
- [2] [2020-2022] Teaching Assistant, University of Pennsylvania
 - AI for Business (one undergraduate course):
 - AI for Business (four MBA and two EMBA courses)
 - AI for Business (one Wharton Alumni course)
- [3] [2018] Coordinator & Instructor, SNU-MIS Summer Workshop for ML/DL
 - Python / Numpy / Pandas / Matplotlib
 - Regression / Classification / Clustering / Dimension Reduction in ML/DL
 - Text Analysis (BOW / TF-IDF / LDA / Embedding / Sentiment Analysis)
 - Generative DL (VAEs, U-Net, and GANs)
- [4] [2017] Lecturer, Seoul National University
 - Management Information Systems (Undergraduate Course)
- [5] [2015–2016] Teaching Assistant, Seoul National University
 - Statistics and Decision Models (global MBA course)
 - Statistics and Decision Models (two EMBA courses)
 - Management Information Systems (EMBA course)

OTHER INFORMATION

- [1] Selected Reviewing/Refereeing Journals and Conference Proceedings
 - Management Science
 - Information Systems Research
 - ACM CHI Conference on Human Factors in Computing Systems

- JAMA Network Open
- [2] Technical Skills
- Machine/Deep Learning (Python, Tensorflow, PyTorch)
 - Data Analysis (R, MATLAB, STATA, SPSS, SAS)
 - Business Intelligence (Tableau, MS Power BI)
 - Backend Tools (RDBMS, SQL, Columnar/NoSQL Database, ETL)
 - Big Data and Cloud Platforms (AWS, GCP, Azure, Google Colab)
- [3] Work Experience
- [2020–2022] AI/Business Analytics Researcher at Wharton AI for Business
 - [2018–Current] AI Advisor/ Designer: (1) 40FY Inc., app-based mental health therapies, Seoul, Korea; (2) Dubu, app-based educational cognitive therapies for children with developmental disabilities, Seoul, Korea; (3) V&VITT Eye Center, one of the biggest refractive surgery hospitals in Korea, Seoul, Korea; (4) Funda, P2P lending platform in Korea.
 - [2018–2020] AI Advisor: (1) Momocon, a new media content creation company, Seoul, Korea; (2) Cookapps, a global mobile gaming company, Seoul, Korea
 - [2011–2018] Co-Founder & Product Manager: BzPlug, business intelligence and analytic database (B2B), Seoul, Korea
 - [2007–2011] Founder: Wenistory, a social-filtering platform, Seoul, Korea
 - [2003–2005] Military Service: Eighth United States Army (EUSA), KATUSA (Korean Augmentation To the United States Army)

REFERENCES

- [1] **Kartik Hosanagar** (Postdoc Advisor)
 John C. Hower Professor of Technology and Digital Business and a Professor of Marketing Operations, Information and Decisions, Wharton School, University of Pennsylvania
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- [2] **Dokyun “DK” Lee** (Co-author)
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 Questrom School of Business, Boston University
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- [3] **Byungjoon Yoo** (Ph.D. advisor)
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 College of Business Administration, Seoul National University
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