

The Hong Kong University of Science and Technology

Dept of Information Systems, Business Statistics
and Operations Management

Seminar Announcement

Consumption, Addiction, and Self-Control: The Economics of Mobile Applications

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Date : 9 November 2015 (Monday)
Time : 2:00 - 3:30 pm
Venue : Conference Room 6045, LSK Business Building



Abstract: In this seminar, I will be presenting my on-going research works on mobile apps. The first study develops a utility theory-based structural model for mobile app analytics. We use the theoretical concepts of utility and satiation along with the factor analytic approach as bases in simultaneously modeling the complex relationships among choice, consumption, and utility maximization for consumers of various mobile apps. The second study investigates whether addiction to mobile social apps (e.g., SNS and social games) should be viewed as a rational behavior rather than an uncontrollable, irrational disorder. In contrast to previous works that are based on either self-report surveys or demand estimation at the aggregate level, this study examines, through the lens of rational addiction theory, addictive behaviors on the basis of consumption quantities. Finally, I will briefly discuss mobile app users' self-control behaviors in response to digital temptation.

Bio: Wonseok Oh is the KAIST C.B. Chair Professor of Information Systems in the College of Business at Korea Advanced Institute of Science and Technology. He received his Ph.D. in Information Systems from the Stern School of Business at New York University. His research interests include the economics of information systems, mobile app consumption and addiction, e-book pricing, and social media. His research has been published in Information Systems Research, International Journal of Electronic Commerce, Journal of the Association for Information Systems, Journal of Management Information Systems, Journal of Strategic Information Systems, MIS Quarterly, Management Science, and Production and Operations Management.