

FRANCIS JOSEPH COSTELLO

UK CITIZEN

CONTACT INFORMATION

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Hong Kong

WORK EXPERIENCE

2024 - Present **Postdoctoral Research**, The Chinese University of Hong Kong
- Advisor: Dr. Keongtae Kim

EDUCATION

2019-2024 **PhD in Management Information Systems**, Sungkyunkwan University
Advisor: Dr. Kun Chang Lee
2017-2019 **MSc in Business Administration**, Sungkyunkwan University
Major: Management
Advisor: Dr. Kun Chang Lee
2013-2014 **Dual BA in Business Administration**, Chonnam National University
2010-2015 **BA in Int. Business Management**, Newcastle Business School, Northumbria University

RESEARCH AND TEACHING INTERESTS

Main Themes Platform mediation of economic and behavioral decision making.
Sub Themes AI, Open Innovation, and Entrepreneurial IS.
Methodology Econometrics, Behavioral Analysis, NLP, Deep Learning.
Teaching Interests Business Analytics, AI Fundamentals, Programming (Introductory Python), FinTech.

PUBLISHED PAPERS

1. **Francis J. Costello**, Kun C. Lee (2022) "Exploring investors' expectancies and its impact on project funding success likelihood in crowdfunding by using text analytics and Bayesian networks," *Decision Support Systems*, 154, 113695.
2. S. Lee, **Francis J. Costello**, Kun C. Lee (2021) "Hierarchical balanced scorecard-based organizational goals and the efficiency of controls processes," *Journal of Business Research*, 132, 270-288.

3. C. Kim, **Francis J. Costello**, Kun C. Lee, (2020) “The Unobserved Heterogeneous Influence of Gamification and Novelty-Seeking Traits on Consumers’ Repurchase Intention in the Omnichannel Retailing,” *Frontiers in Psychology*, 11.

PAPERS UNDER REVIEW

1. Xinyu Li*, **Francis J. Costello***, Keongtae Kim, X. Michael Zhang “Assessing Open Source Software Developer's Opportunity Costs in a Time of Generative AI,” under 2nd round review **(major revision) at *Management Science***. *Equal Contribution
2. JaeHo Myeong, Yongjin Park, **Francis J. Costello**, Keongtae Kim, Jae Hyeon Ahn “From Bytes to Bites: Examining the Online and Offline Spillover Impacts of Online Food Delivery Platform Subscriptions,” under 2nd round review **(2nd round major revision) at *Management Science***.

WORKING PAPERS

1. “Gen(X)AI: “Gen(X)AI: Exploring Generative AI Boosts and Educational Nudges in Enhancing Explainable AI’s Understandability for All,” in preparation for *Management Science* (MS) (with Jooyoung Park, Keongtae Kim, Jason B. Thatcher).
 - Earlier version was presented at WITS 2024, Bangkok, Thailand.
 - Earlier version was presented at CIST 2025, Atlanta, USA.
 - 1st draft can be sent on request.
2. “An Exploration of Behavioral and Neurophysiological Responses to Dark Patterns: A NeuroIS Investigation with fNIRS,” in preparation for *Decision Support Systems* (DSS) with Min-Gyeong Kim, Cheong Kim).
 - Draft can be sent on request.

CONFERENCE AND WORKSHOP PRESENTATIONS

1. **Francis J. Costello**, Jooyoung Park, Keongtae Kim, Jason B. Thatcher “Gen(X)AI: Exploring Generative AI Boosts and Educational Nudges in Enhancing Explainable AI’s Understandability for All,” Conference on Information Systems and Technology (CIST) 2025, October 25-26, 2025, Atlanta, GA, USA.
2. Xinyu Li, **Francis J. Costello**, Keongtae Kim, X. Michael Zhang “Assessing Open Source Software Developer’s Opportunity Costs in a Time of Generative AI,” 3rd Joint University Summer Workshop on Information System (JUSWIS), July 16-19, 2025, Hong Kong.
3. Xinyu Li, **Francis J. Costello**, Keongtae Kim, “Assessing Open Source Software Developer’s Opportunity Costs in a Time of Generative AI,” 5th Annual AI in Management (AIM) Conference, March 21–22, 2025, Los Angeles, California.
4. **Francis J. Costello**, Jooyoung Park, Keongtae Kim, Jason B. Thatcher “Gen(X)AI - Exploring How Generative Artificial Intelligence Can Enhance XAI,” 34th Workshop on Information Technologies and Systems (WITS) 2024, December 18-20, 2024, Bangkok, Thailand.
5. **Francis J. Costello**, Kun C. Lee, “The Philosophy of Intelligencism and Its Implications on Potential Future Directions for IS Research and Practice, *Hawaii International Conference on System Sciences (HICSS 57) - AI in Design and Process Science (AIDPS 2024)*, January 2-4, 2024, Waikiki Hawaii.

6. **Francis J. Costello**, Min-Gyeong Kim, Kun C. Lee “Appreciating the Performance of Neuroscience Mining in NeuroIS Research: A Case Study on Consumer's Product Perceptions in the Two UI Modes—Dark UI vs. Light UI,” *Hawaii International Conference on System Sciences (HICSS 56)*, January 2-4, 2023, Maui, Hawaii.
7. **Francis J. Costello**, Jinho Yun, Kun C. Lee “Digital Dark Nudge: An Exploration of When Digital Nudges Unethically Depart,” *Hawaii International Conference on System Sciences (HICSS 55)*, Virtually Online, January 2022.
8. **Francis J. Costello**, Jinho Yun, Kun C. Lee “A NeuroIS Investigation of the Effects of a Digital Dark Nudge,” *NeuroIS Retreat*, Virtually Online, June 2-4, 2020.

TEACHING EXPERIENCE

Invited Lecturer

- 2025-
2026 **FINA6020G**, *Fintech Analytics*, graduate course at CUHK Business School.
- *Invited to build and teach the submodule on Generative AI in Fintech.*
 - *Built the lecture materials, exam questions, and marking criteria for this submodule.*
- 2022 **GBA2035**, *IT Management*, graduate course at SKK Business School
- *Invited to instruct on the IT Ethics submodule.*
- 2020 **DBA5104**, *Business Analytics Seminar*, undergraduate course at SKK Business School.
- *Instructed a mini prerequisite course on using Python in business analytics.*

Teaching Assistant

- 2022 **GBA2035**, *IT Management*, graduate course at SKK Business School
- 2021 **BIZ3015**, *AI and Business*, graduate course at SKK Business School.
- 2021 **BBA5098**, *AI and Business Informatics*, undergraduate course at SKK Business School.

HONORS, GRANTS, AND AWARDS

- 2025 PACIS Reviewer Commendation Award
- 2024 ICIS Junior Faculty Consortium
- *Invited Participant*
- 2022 Awarded the SKKU Excellence in Research Award, Ph.D. Program
- *Sungkyunkwan University (Est. Value: \$18,000)*
- 2021 Granted the AI Convergence Research Support Project (Supporting contributor)
- *Sungkyunkwan University AI Department (Est. Value: \$20,000)*
- 2021 Awarded the SKKU Excellence in Research Award, Ph.D. Program
- *Sungkyunkwan University (Est. Value: \$18,000)*
- 2020 Awarded the Brain Korea 21 scholarship
- *Sungkyunkwan University (Est. Value: \$12,000)*
- 2019 Awarded the Brain Korea 21 scholarship
- *Sungkyunkwan University (Est. Value: \$12,000)*
- 2015 Full Scholarship for MSc Program at Sungkyunkwan University

- *Korean Government Scholarship Program (KGSP – Est. Value: \$60,000)*
- 2015 Achieved first-class honors in undergraduate thesis
 - *Newcastle Business School, Northumbria University*
- 2013 Awarded a Full Scholarship for dual degree program at Chonnam University
 - *Chonnam National University*
- 2013 Awarded ERASMUS travel grant
 - *Newcastle Business School, Northumbria University (Est. Value: \$1200)*

ACADEMIC SERVICES

- Reviewer Decision Support Systems
International Conference of Information Systems (ICIS)
Pacific Asia Conference of Information Systems (PACIS)
ACM Transactions on Internet Technology
- Session Chair International Conference of Information Systems (ICIS) - 2024
- *For the session on Green IS in the track User Behaviors, User Engagement, and Consequences.*

SKILLS AND HOBBIES

- Language English (native)
Korean (medium-high proficiency)
- *Lv. 4 of 6 in the Test of Proficiency in Korean (TOPIK)*
 - *Passed the SKK Business School Korean language proficiency exam*
- Technical Programming: Python, R
Data Analysis: STATA, SPSS
Word processing: LaTeX.
- Hobbies Golf, Skiing, Football (Soccer), Sports Card Collectibles.