

Research Notes: Hongseok Jang

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[Hongseok Jang's](#) paper "Phygital Experiences: Optimization, Tailoring, and Pricing Contract Strategies on the Online Platform," co-authored with Kyung Sung Jung (Korea University) and Young Kwark (University of Denver), has been accepted for publication in *MIS Quarterly*. Jang is an assistant professor of management science.