Research Notes: Hongseok Jang

February 19, 2026



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.