

ZISU KIM

Management Information Systems
Fox School of Business, Temple University
1801 Liacouras Walk, Philadelphia, PA 19122

zisu@temple.edu
fox.temple.edu/directory/zisu-kim

Research Interests

Cybersecurity, Human-Technology Interaction, Privacy Enhancing Technologies

Education

Fox School of Business, Temple University Ph.D. in Management Information Systems	Philadelphia, PA (Aug 2024 – Present)
College of Business, Korea Advanced Institute of Science and Technology (KAIST) M.S. in Business and Technology Management	Daejeon, South Korea (Mar 2021 – Aug 2023)
Sookmyung Women's University B.S. in PR & Advertising	Seoul, South Korea (Mar 2012 – Aug 2016)

Conference Papers

32nd Americas Conference on Information Systems (AMCIS) Statistical Challenges in Electronic Commerce Research (SCECR) <i>Title: When Anthropomorphic Realism Backfires: Surface vs. Interpretive Ambiguity in AI-mediated IT Support Requests</i>	Aug, 2026 Jun, 2026
31st Americas Conference on Information Systems (AMCIS) <i>Title: When Recommendation Know You Too Well: Explanation Types, Privacy Concerns, and Eye-tracking Evidence in Personalized Systems</i> • Top 25% Paper at Human-Computer Interaction (SIG HCI)	Aug, 2025
Production and Operations Management Society (POMS) <i>Title: Measuring the Emotional Impact of Phishing Emails through Face Reader and Eye Tracker</i>	Jul, 2023

Honors and Awards

Temple University \$1,000 Grants Research Advancement Impact Seedfunding (RAIS)	Spring 2026
Temple University \$2,000 Grants Research Advancement Impact Seedfunding (RAIS)	Spring 2025

Work Experience

Korea Institute of Science and Technology Information (KISTI)
Seoul, South Korea

Jul 2023 – Jun 2024

HS Ad Inc.
Seoul, South Korea

Jan 2016 – Nov 2020