

Sunghun Chung

Leavey School of Business, Santa Clara University
500 El Camino Real, Santa Clara, CA, 95053

Phone: 408-551-7047, Fax: 408-554-5206
Email: shchung@scu.edu

PROFESSIONAL EXPERIENCE

- Assistant Professor**, Department of Information Systems and Analytics September 2019 – Present
Leavey School of Business, Santa Clara University, USA
- Lecturer (Assistant Professor)**, Business Information Systems Area February 2015 – August 2019
UQ Business School, University of Queensland, Australia
- Postdoctoral Research Fellow**, Information Systems Area August 2012 – January 2015
Desautels Faculty of Management, McGill University, Canada
- Associate Research Fellow**, Science and Technology Policy Institute, Seoul, Korea March 2012 – July 2012
Center for Strategic Foresight, Future Research for ICT and Firm Capability
- Senior Researcher**, Samsung Electronics Co., Ltd., Seoul, Korea March 2010 – February 2012
Quantitative Big Data Analysis and Multidisciplinary Research at Design Management Center (Headquarter)

EDUCATION

- Korea Advanced Institute of Science and Technology (KAIST)**, Seoul, South Korea February 2010
Ph.D. in Information Systems, College of Business
- Korea Advanced Institute of Science and Technology (KAIST)**, Seoul, South Korea February 2005
Bachelor of Engineering, Management Engineering (Focus on Information Systems)

RESEARCH EXPERTISE

Research Area

Fintech Analytics, Digital Innovation, Social Media Analytics
IT Business Value, IT and Corporate Governance

Research Methods

Applied Econometrics, Machine Learning, Experiments

SELECTED JOURNAL PUBLICATIONS

- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. (2019) "Software Patents and Firm Value: A Real Options Perspective on the Role of Innovation Orientation and Environmental Uncertainty," *Information Systems Research*, 30(3): 1073-1097.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. (2019) "Financial Returns to Firms' Communication Actions on Firm-Initiated Social Media: Evidence from Facebook Business Pages," *Forthcoming at Information Systems Research*.

MANUSCRIPTS UNDER REVIEW

- **Chung, S.**, Kim, K., and Lee, C. "Complements Rather than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets" Under review at *Management Science*.
* Nominated for the *INFORMS CIST Best Paper Award*, November 2018.

- **Chung, S.**, Han, K., Animesh, A., and Pinsonneault, A. "Value Impacts of Software Innovation: The Role of a Focal Firm's and Competitors' Capabilities," Under review at *MIS Quarterly*.
- Choi, I., **Chung, S.**, Han, K., and Pinsonneault, A. "Risk-based Managerial Incentives and IT Innovation: The Moderating Role of CEO's IT Education and Career Experience," Under 2nd round review at *MIS Quarterly*.
- Shin, D., **Chung, S.**, and Kim, B. "Managerial Risk Taking and Corporate Social Responsibility: Real Option Perspective" Under review at *Academy of Management Journal*.

WORKING-IN-PROGRESS

- **Chung, S.**, Shin, D., Animesh, A., and Han, K. "Predicting Firm's Market Performance Using Real-time Customer Satisfaction Index (RTCSI) based on Mining Social Media," In preparation for submission to *Information Systems Research*. <http://ssrn.com/abstract=3012420>
- **Chung, S.** and Pinsonneault, A. "Does Give-and-Take Really Matter? Dynamics of Social Interactions in Facebook," In preparation for submission to *Management Science*. <http://ssrn.com/abstract=3012420>
- **Chung, S.**, Nguyen, T., and Lim, J-H. "The Impact of CEO Monitoring on IT innovation: The Role of CEO Characteristics" In preparation for submission to *Journal of Financial and Quantitative Analysis*.
- **Chung, S.** and Lim, J-H. "Does IT Security Breaches matter for Rivals' IT Innovation?" (Work-in-progress, targeting at *Information Systems Research*, stage: Data Analysis)

OTHER REFEREED JOURNAL PUBLICATIONS

- Yang, S-B., Lee, K.Y., and **Chung, S.** (2019) "Smart Services and Internet of Things," *Asia Pacific Journal of Information Systems*, 29(3):1-7.
- **Chung, S.** and Park, J. (2017) "Exploring Consumer Evaluations in Social Media: The Role of Psychology Distance between Company and Consumer," *Computers in Human Behavior*, (76):312-320.
- Suh, H., **Chung, S.**, and Choi, J. (2017) "An Empirical Analysis of Maturity Model to Assess Information Systems Success: A Firm-level Perspective," *Behaviour & Information Technology*, 36(8):792-808.
- **Chung, S.** and Park, J. (2017) "The Influence of Brand Personality and Relative Brand Identification on Brand Loyalty in the European Mobile Phone Market," *Canadian Journal of Administrative Sciences*, 34(1):47-52.
- **Chung, S.** (2015) "Solving Strategy for Unintended Criticism in Online Space: Consumer Response to Firm Crisis in Online Discussion Forum," *Internet Research*, 25(1):52-66.
- **Chung, S.**, Lee, K.Y., and Kim, K. (2014) "Job Performance through Mobile Enterprise Systems: The Role of Organizational Agility, Location Independence, and Task Characteristics," *Information & Management*, 51(6):605-617.
- **Chung, S.**, Lee, K.Y., and Choi, J. (2014) "Exploring Digital Creativity in the Workspace: The Role of Enterprise Mobile Applications on Job Performance," *Computers in Human Behavior*, 42(2):93-109.
- **Chung, S.** (2014) "An Empirical Analysis of Usage Dynamics in a Mobile App: Evidence from Large-scale Data," *Internet Research*, 24(4):436-456.
- **Chung, S.**, Kim, K. (2014) "An Empirical Study on the Influencing Factors of Perceived Job Performance in the Context of Enterprise Mobile Applications," *Asia Pacific Journal of Information Systems*, 24(1):31-50.
- **Chung, S.** and Han, I. (2013) "Factors Influencing Information Distortion in Online Deliberations: The Effects of Informational Characteristics and Regulatory Focus," *Computers in Human Behavior*, 29(6):2188-2196.

- **Chung, S.** (2013) “The Role of Online Infomediaries for Consumers: A Dual Perspective about Price Comparison and Information Mediation.” *Internet Research*, 23(3):338-354.
- **Chung, S.** and Park, J. (2013) “Effects of Social and Temporal Distance on Evaluation of Corporate Ambivalent Behavior,” *Social Behavior and Personality*, 41(7):1219-1224.
- Suh, H., Hillegersberg, J.V., Choi, J., and **Chung, S.** (2013). “Effects of Strategic Alignment on IS success: The Mediation Role of IS Investment in Korea,” *Information Technology and Management*, 14(1):7-27.

BOOK & BOOK CHAPTER

- “Improving the Business Value of IS” in *Approaches and Processes for Managing the Economics of Information Systems*, pp. 67-81 (Chapter 4). IGI Global, PA, USA, 2014, January. ISBN: 9781466649835

MEDIA MENTION

- “Social media marketing – is it worth the effort?” *Momentum Update*, Australia – 08/09/2017
- “Social media efforts prove good for a firm’s bottom line,” *The Globe and Mail*, Canada – 10/02/2015

REFEREED CONFERENCE AND WORKSHOP PUBLICATIONS

- **Chung, S.**, Kim, K., and Lee, C. “Financial Leverage of Borrowers: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets,” *INFORMS Annual Meeting*, Seattle, Washington, USA, 2019 (scheduled).
- Shin, D., **Chung, S.**, and Kim, B. “Insured for Risks: Risk-Favoring CEO Compensation Plans and Corporate Social Responsibility,” *Academy of Management Proceeding (AOM 2019)*, Boston, Massachusetts, USA, 2019.
- **Chung, S.**, Kim, K., and Lee, C. “Complements Rather than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets,” *Statistical Conference in E-Commerce Research (SCECR 2019)*, Hong Kong, 2019.
- Choi, I., **Chung, S.**, Han, K., and Pinsonneault, A. “Managerial Incentives and IT Innovation: The Moderating Role of CEO’s IT-Education and Career Experience,” *International Conference on Information Systems (ICIS 2018)*, San Francisco, USA, 2018.
- **Chung, S.** and Kim, K. “Complements Rather than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets,” *INFORMS Conference on Information Systems and Technology (CIST 2018)*, Phoenix, Arizona, 2018 (**nominated for the best paper**).
- Choi, I., **Chung, S.**, Han, K., and Pinsonneault, A. “Managerial Incentives and IT Innovation: The Moderating Role of CEO’s IT-Education and Career Experience,” *INFORMS Conference on Information Systems and Technology (CIST 2018)*, Phoenix, Arizona, 2018.
- **Chung, S.**, Han, K., Animesh, A., and Pinsonneault, A. “Business Value and Competitive Impacts of Software Patents: A Stochastic Frontier Approach of Firm Capabilities,” *Workshop on Information Systems and Economics (WISE 2017)*, Seoul, South Korea, 2017.
- **Chung, S.**, Animesh, A., and Han, K. “Customer Attitude from Social Media, Customer Satisfaction Index, and Firm Value,” *International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea, 2017.
- **Chung, S.**, Shin, D., Animesh, A., and Han, K. “Customer Attitude from Social Media, Customer Satisfaction Index, and Firm Value,” *INFORMS Conference on Information Systems and Technology (CIST 2017)*, Houston, Texas, 2017.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Does Give-and-Take Really Matter? Dynamics of Social Interactions in Social Network,” *The 50th Hawaii International Conference on System Sciences (HICSS)*

2017), Big Island, Hawaii, 2017.

- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Does Give-and-Take Really Matter? Dynamics of Social Interactions in Facebook,” *International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, 2016.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Does Give-and-Take Really Matter? Dynamics of Social Interactions in Social Network,” *INFORMS Conference on Information Systems and Technology (CIST 2016)*, Nashville, Tennessee, 2016.
- **Chung, S.**, Han, K., Animesh, A., and Pinsonneault, A. “Competitive Impact of IT Innovation: An Empirical Analysis of Software Patents in the IT Industry,” *The 49th Hawaii International Conference on System Sciences (HICSS 2016)*, Kauai, USA, 2016.
- **Chung, S.**, Han, K., Animesh, A., and Pinsonneault, A. “Competitive Impact of IT Innovation: An Empirical Analysis of Software Patents in the IT Industry,” *International Conference on Information Systems (ICIS 2015)*, Fort Worth, USA, 2015.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Do Social Media Efforts Matter for a Firm's Bottom Line? Evidence from Facebook,” *Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore, 2015.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Firm’s Social Media Efforts, Consumer Behavior, and Firm Performance: Evidence from Facebook,” *CORS/INFORMS International Conference*, Montreal, Canada, 2015 (with Session Chair at Social Media and Marketing session).
- **Chung, S.**, Han, K., Animesh, A., and Pinsonneault, A. “Competitive Impact of Software Patents in the IT industry: An Empirical Examination,” *Workshop on Information Systems and Economics (WISE 2014)*, Auckland, New Zealand, 2014.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Firm’s Social Media Efforts, Consumer Behavior, and Firm Performance,” *International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand, 2014.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Firm’s Social Media Efforts, Consumer Behavior, and Firm Performance: Evidence from Facebook,” *INFORMS Conference on Information Systems and Technology (CIST 2014)*, San Francisco, California, 2014.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “Do IT Patents Matter for Firm Value? The Role of Innovation Orientation and Environmental Uncertainty,” *International Conference on Information Systems (ICIS 2013)*, Milan, Italy, 2013.
- **Chung, S.** “An Empirical Analysis of Usage Behavior by Content Type and Behavioral Orientation on a Mobile Music App,” *International Conference on Information Systems (ICIS 2013)*, Milan, Italy, 2013.
- **Chung, S.**, Animesh, A., Han, K., and Pinsonneault, A. “IT Patent and Firm Value in IT Industry: The Role of Innovation Orientation and Environmental Uncertainty,” *INFORMS Conference on Information Systems and Technology (CIST 2013)*, Minneapolis, Minnesota, 2013.

RESEARCH GRANTS AND FUNDED PROJECTS

- Principal Investigator, The University of Queensland, ‘Exploring Business Value from Social Media: A Perspective of Data Analytics,’ UQ Early Career Researcher Grant, 2017.1. ~ 2017.12, \$16,333.
- Principal Investigator, The University of Queensland, ‘The Business Value of Social Media: A New Way of Business Analytics,’ UQ BEL Faculty New Staff Research Start-up Fund, 2015.2. ~ 2015.12, \$12,000.

- Principal Investigator, The University of Queensland, 'Developing Innovative Teaching Method and Materials for Business Analytics Course,' UQ Business School Summer Teaching Grant, 2016.1. ~ 2016.2, \$5,000.
- Co-investigator, The University of Queensland, 'Collaborative Research Analytics Studio,' UQ Business School Innovation Fund, 2017.9. ~ 2018.8, \$30,000.
- Principal Investigator, National Research Foundation of Korea, 'Business Value and Competitive Impacts of IT Innovation: The Role of Firm Capabilities,' 2017.9. ~ 2018.8, \$13,000.
- Principal Investigator, National Research Foundation of Korea, 'The Impact of Firm's Social Media Efforts on Firm Performance,' 2014.9. ~ 2015.8, \$12,000.
- Principal Investigator, National Research Foundation of Korea, 'The Impact of IT Patents on the Business Value of Firms,' 2013.9. ~ 2014.8, \$12,000.

RESEARCH AWARDS

- **KAIST College of Business, Doctoral Student Conference**, Best Research Award, August 2007.

TEACHING INTEREST & EXPERTISE

FinTech Analytics, Introduction to FinTech, Blockchain and Cryptocurrency Application
Business Analytics & Big Data Analytics, Business Programming and Application,
Statistical Methodology, Social Media and Social Network, Economic of Information Systems,
Systems Development Project, and Introduction to Information Systems

TEACHING EXPERIENCE

SANTA CLARA UNIVERSITY

- **System Analysis and Design** (undergraduate), Fall 2019
- **R Programming** (graduate), Fall 2019

UNIVERSITY OF QUEENSLAND

- **Advanced Business Analytics:** An advanced course concerned with business data analytics, which creates value in the information-oriented society by using R and RapidMiner, Undergraduate & Graduate course,
 - Spring 2018, Instructor score: 4.5/5.0 (over 100 students class); school average: 3.8
 - Spring 2017, Instructor score: 4.9/5.0; school average: 3.8
 - Spring 2016, Instructor score: 4.9/5.0; school average: 3.8
- **Information Systems Strategy:** Capstone course with extensive use of case studies to develop skills in applying concepts & theories,
 - Fall 2016 Instructor score: 4.8/5.0; school average: 3.7
 - Fall 2015 Instructor score: 4.3/5.0; school average: 3.8
- **Database Management:** Focusing on SQL languages and Java Programming for database system in a business context, Fall 2015, Instructor score: 4.5/5.0; school average: 3.8
- **System Analysis and Design:** Focusing on Computer-aided Software Engineering (CASE) tool, Enterprise Architect (EA), Spring 2017, Instructor score: 4.6/5.0; school average: 3.8

INVITED TALKS

- UQ Business School, University of Queensland, November 2014.
- Department of Computing & Information Systems, University of Melbourne, December 2014.
- Row School of Business, Dalhousie University, November 2016.
- Sauder School of Business, University of British Columbia, January 2018.
- Peter T. Paul College of Business and Economics, University of New Hampshire, January 2018.
- Beedie School of Business, Simon Fraser University, February 2018.
- School of Business, University at Albany, SUNY, February 2018.
- Desautels Faculty of Management, McGill University, November 2018.
- Leavey School of Business, Santa Clara University, January 2019.

PROFESSIONAL SERVICES

- **Digital Communication Chair**, 2017 International Conference on Information Systems (ICIS), Seoul
- **Reviewer Coordinator**, 2019 Pacific Asia Conference on Information Systems (PACIS), Xi'an
- **Editorial Board**
 - Associate Editor, Electronic Commerce Research and Applications (2018-)
 - Associate Editor and Guest Editor, Asia Pacific Journal of Information Systems (2018-)
- **Reviewer:**
 - MIS Quarterly, Information Systems Research,
 - International Conference on Information Systems (ICIS 2013-2019), ECIS, and PACIS
 - Journal of Management Information Systems, Information & Management
- **Workshop Program Committee:**
 - ICIS 2018, Associate Editor, "Sharing Economy and Crowd Market" Track
 - Conference on Information Systems and Technology (CIST) 2017-2019
 - Post-ICIS LG CNS/KrAIS Research Workshop (2013-2019)

SELECTED COURSEWORK

IS Economics, Econometrics I, Econometrics II, Empirical Analysis in IO
Empirical Microeconomics, Multivariate Statistical Analysis, Mathematical Programming
Probability Models and Stochastic Processes, Probability and Statistics
Marketing Models with MCMC, Consumer Behavior, Marketing Data Analysis

ACADEMIC NETWORK & TECHNICAL SKILLS

- **Academic Membership**
 - Association for Information Systems (AIS), INFORMS (Info-Systems-Society)
 - The Korean Chapter of the Association for Information Systems (KrAIS), and KMIS
- **Big Data Analysis Skills, Programming Languages, and Software Packages**
 - Python, Apache Hadoop Hive, Deep Learning, Spark, C/C++, JAVA, Visual Basic
 - STATA, R, MATLAB, SPSS, SAS, Mathematica, MySQL