

# CURRICULUM VITAE

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## EDUCATION

- University of Arizona, Ph.D Management Information Systems, 1997
- Bernard Baruch College, MS Statistics, 1992
- Sogang University, BA Linguistics, 1986

## POSITIONS HELD

- San Diego State University Professor 2007 - present  
Associate Professor 2003 - 2006  
Assistant Professor 1999 - 2002
- Korea Advanced Institute of Science & Technology (KAIST) International scholar 2013(Fall)
- Kyunghee University International scholar 2013(Fall)
- Yonsei University Visiting scholar 2007(Spring)
- Univ. of Nebraska at Omaha Assistant Professor 1997 – 1999
- Hong Kong U. of Sci. & Tech. Research Assistant 1996
- The University of Arizona Instructor 1992 – 1995

## RESEARCH GRANTS

### Grants Awarded/Under Review

“Actionable Intelligence-Oriented Cyber Threat Modeling” Principal Investigator, Department of Defense, 2017, \$310,000 (Awarded)

“Dynamic Ranking of Firm Brand Values Based on Twitter Tweets: A Big Data Approach” Microsoft Azure Research Award, 2016-2017, Azure Account Sponsorship, \$20,000 (Awarded).

### External Grants Past Submissions - Cybersecurity

“STTR Phase 1: Ransomware Proactive Guardian (RPG) System”, Co-PI, National Science Foundation (NSF), \$154,000, 2017.

“SaTC: TTP: Small: Safeguarding Corporate File Servers from Ransomware”, PI, National Science Foundation (NSF), \$199,102, 2016.

“Eliminating Phishing Threats to the Scientific Workflow”, Principal Investigator, National Science Foundation (NSF), \$959,319, 2017.

“Safeguarding Corporate File Servers from Ransomware”, Principal Investigator, National Science Foundation (NSF), \$199,102, 2016.

“Leapfrogging Authentication & Access Control in Federated Identity Management”, Principal Investigator, National Science Foundation (NSF), \$1.19 million, 2016.

“Restoring Order in Cyberspace – Design of the Tri-Space Authentication Model and its Empirical Assessment,” Principal Investigator, NSF, \$497,600, 2015.

“Protecting Scientific Work Flows on the Cloud Platform through A Fortified Authentication, Authorization, and Access (or F3A) Architecture,” Principal Investigator, NSF, \$1 million, 2016

### **Internal Grants Awarded**

1. “Practical Training in Cybersecurity on Threat Intelligence” Graduate Fee Grant, College of Business, SDSU, 2017, \$5,130.
2. “Reengineering Internet's cybersecurity through the responsibilities of message origins and deliverers - A simulation study” Graduate Fee Grant, College of Business, SDSU, 2016, \$15,000.
3. “Practical training of advanced cybersecurity through SANS Institute” Graduate Fee Grant, College of Business, SDSU, 2015, \$5,979.
4. “Proposing an Analytical Framework of Threat Intelligence in Big Data Age” Graduate Fee Grant, College of Business, SDSU, 2015, \$15,000.
5. “Two Initiatives on Big Data Degree Programs” Assigned Time for Exceptional Service to Students, SDSU 2015.
6. “Dynamic Ranking of Brand Values - A Big Data Approach” Graduate Fee Grant, College of Business, SDSU, 2014, \$15,000.
7. “Conceptualization and Operationalization of Trust Constructs in Information Systems Research - A Critical View” Graduate Fee Grant, College of Business, SDSU, 2014, \$7,500.
8. “Practical training of security technologies with focus on computer/network hacking”, Graduate Fee Grant, College of Business, SDSU, 2012, \$3,895.

9. "Revealing Design Flaws of Trust and Trustworthiness Constructs in Information Systems Research and Suggesting Their Corrective Paths", Graduate Fee Grant, College of Business, SDSU, 2012, \$5,000.
10. "Exploring student exchange programs at the post-graduate level", Office of International Programs, SDSU, 2011, \$1,500.
11. "Broadening the Theoretical Lens of Expectancy-Value Relationship to Understand a Person's Adoption of IT Products with Sustainability", Graduate Fee Grant, College of Business, SDSU, 2011, \$5,000.
12. "Framing theoretical research for *trust repair* in the information systems field", Graduate Fee Grant, CBA, SDSU, 2010, \$7,500.
13. "Investigating the Nature of Error Variance of a Formative Construct in Structural Equation Modeling", College of Business, Faculty Development Program, SDSU, 2009, \$9,000.
14. "Examining Hazards of Second-Order Formative Measurement in Structural Equation Modeling", University Grants Program, SDSU, 2008, \$10,000
15. "Understanding Influencing Factors of Mobile Data Service (MDS) Usage: Two Factor-Theory Perspective", College of Business, Faculty Development Program, SDSU, 2008, \$6,500.
16. "Understanding implications of knowledge transfer on the success of consultant-assisted IT projects," College of Business, Faculty Development Program, SDSU, 2006, \$5,000.
17. "Ubiquitous Computing-Driven Business Models: Development of an Analytical Structure and its Empirical Validation", College of Business, Faculty Development Program, SDSU, 2005, \$8,216.
18. "Understanding implications of ubiquitous computing on business model design", Korea Research Foundation, 2005, \$26,000
19. "Evaluating E-business Models from Cross-Cultural (US vs. Korea) Perspective," Korea Research Foundation, 2003, \$30,000
20. "Diversion and Conversion of the Evolution of Business Models: A Cross-Cultural Investigation of B2C E-commerce", College of Business, Faculty Development Program and CIBER, SDSU, 2002, \$5,000
21. "Theoretical and Practical Issues of Trust in E-business Research: Literature Review", College of Business, Faculty Development Program, SDSU, 2001, \$6,000.
22. "Investigating Virtual Work Effectiveness: Focus on Telework Environment," Research, Scholarship and Creative Activity Program, SDSU, 2000, \$6,500.
23. "Use of Data Mining to Build Prediction Models for Large Scale Personnel Management",

Grant-in-Aid, SDSU, 1999, \$8,000.

24. "Promoting a Partnership between SDSU and Korean Universities", Office of International Programs, SDSU, 1999, \$1,500.
25. "Effects of Telecommuting on Worker Productivity and organizational Cost/benefit", University of Nebraska at Omaha, 1998, \$11,000.
26. "Infrastructure grant for Electronic commerce system", University of Nebraska Foundation, Co-Principal Investigator, 1997, \$96,972.

## **BOOKS (SOLO AUTHOR)**

1. *A practical introduction to Enterprise Network and Security Management*, CRC Press, Taylor & Francis Group, ISBN-13: 978-1-4987-8797-0 (Fall 2017)
2. *A practical introduction to Computer Networking and Cybersecurity*, San Diego, CA. Montezuma Publishing, ISBN-13: 978-0-7442-9627-3, 978-0-7442-8855-1 (Fall 2014)
3. *Principles of Data Communications and Network Security: Practice Orientation*, San Diego, CA. Montezuma Publishing. (2010 ~ Spring 2014)

## **RESEARCH**

### **RESEARCH INTEREST**

#### **Cybersecurity**

### **JOURNAL PUBLICATIONS**

1. Choi, B., Kwon, O., & Shin, B. (2017). Location-Based System: Comparative Effects of Personalization vs. Ease of Use. *Telematics and Informatics*, 34(1), 91-102.
2. Lee, N., Li, S., Shin, B., & Kwon, O. (2016). Social Comparison, Goal Contagion, and Adoption of Innovative Information Technology. *Journal of Computer Information Systems*, 56(2), 127-136.
3. Shin, B., Lee, S., & Lee, H. G. (2016). Examining an extended duality perspective regarding success conditions of IT service. *International Journal of Information Management*, 36(2), 226-239.
4. Kim, G., Shin, B., & Shin, S. (2015). Testing a Theory of Bi-directional Trust Transfer in Online Marketplace. *Journal of Internet Electronic Commerce Research*, 15(5), 75-99.
5. Kwon, O., Lee, N., & Shin, B. (2014). Data quality management, data usage experience and acquisition intention of big data analytics. *International Journal of Information Management*, 34(3), 387-394. (Most viewed/downloaded article, 4918 times between Mar 2014 and Feb 2015).

6. Kim, H. J., Shin, B., & Lee, H. (2013). The mediating role of psychological contract breach in IS outsourcing: inter-firm governance perspective. *European Journal of Information Systems*, 22(5), 529-547.
7. Kim, G., Shin, B., & Kwon, O. (2012). Investigating the value of sociomaterialism in conceptualizing IT capability of a firm. *Journal of Management Information Systems*, 29(3), 327-362.
8. Kim, G., Shin, B., & Kim, K. (2013). Three Reasons We May Shun the Research Practice That Employs Formative Measurement in the Endogenous Position. *Journal of Information Technology Applications & Management*, 20(3), 129-141.
9. Shin, B. & Kim, G. (2011) Investigating the reliability of second-order formative measurement in information systems research. *European Journal of Information Systems (EJIS)*, 20(5), 608-623.
10. Kim, G., Shin, B., Lee, H. G. & Kim, K. K. (2011). IT Capabilities, Process-Oriented Dynamic Capabilities, and Firm Financial Performance\*. *Journal of the Association for Information Systems*, 12(7), 487.
11. Lee, S., Shin, B., & Lee, H. (2012). Boundary spanning role of the IS development team in consultant-partnered projects: Knowledge management perspective. *Dynamic Models for Knowledge-Driven Organizations*, 99. (also in *International Journal of Knowledge Management* 7(2), 2011, pp/ 22-48).
12. Kim, G., Shin, B., & Grover, V. (2010). Assessing the Reliability of Formative Measurement in Structural Equation Modeling *MIS Quarterly* 34(2), 345-365.
13. Sawng, Y. W., Om, K., Shin, B., & Lee, J. (2010). Discontinuous innovation and market chasm: the case of digital convergence services. *Journal of Research and Practice in Information Technology*, 42(3), 219-239.
14. Shin, Y. M., Lee, S. C., Shin, B., & Lee, H. G. (2010). Examining influencing factors of post-adoption usage of mobile internet: Focus on the user perception of supplier-side attributes. *Information Systems Frontiers*, 12(5), 595-606.
15. Lee, S., Shin, B., & Lee, H. G. (2009). Understanding post-adoption usage of mobile data services: The role of supplier-side variables. *Journal of the Association for Information Systems*, 10(12), 2.
16. Kim, G., Shin, B., & Lee, H. G. (2009). Understanding dynamics between initial trust and usage intentions of mobile banking. *Information Systems Journal*, 19(3), 283-311.
17. Lee, H., Shin, B., & Higa, K. (2007). Telework vs. central work: A comparative view of knowledge accessibility. *Decision Support Systems*, 43(3), 687-700.

18. Kim, G., Shin, B., & Lee, H. G. (2006). A study of factors that affect user intentions toward email service switching. *Information & Management*, 43(7), 884-893.
19. Shin, B., & Lee, H. G. (2005). Ubiquitous Computing-Driven Business Models: A Case of SK Telecom's Financial Services. *Electronic Markets*, 15(1), 4-12.
20. Shin, B., & Dick, K. (2005). A Comparison Of The Business Strategies Of Two Telecommunication Service Providers. *Journal of Information Technology Case and Application Research*, 7(2), 19-30.
21. Shin, B., & Higa, K. (2005). Meeting scheduling: Face-to-face, automatic scheduler, and email based coordination. *Journal of organizational computing and electronic commerce*, 15(2), 137-159.
22. Hwang, K. T., Shin, B. S., & Kim, K. J. (2005). Ubiquitous Computing-Driven Business Models: An Analytical Structure and Empirical Validations. *Journal of Information Technology Application and Management*, 12(4), 105-121.
23. Hwang, K. T., Shin, B. S., & Amoroso, D. (2004) Evaluating E-business Models from Cross-Cultural (Korea vs. US) Perspective. *Journal of Information Technology Applications & Management* 11(1), 83-100.
24. Higa, K., & Shin, B. (2003). The telework experience in Japan. *Communications of the ACM*, 46(9), 233-242.
25. Shin, B. (2003). An exploratory investigation of system success factors in data warehousing. *Journal of the Association for Information Systems*, 6(4), 141-170.
26. Reinig, B. A., & Shin, B. (2002). The dynamic effects of group support systems on group meetings. *Journal of Management Information Systems*, 19(2), 303-325.
27. Shin, B. (2002). A case of data warehousing project management. *Information & Management*, 39(7), 581-592.
28. Dick, K., & Shin, B. (2001). Implementation of the Telecom Management Network (TMN) at WorldCom—Strategic Information Systems Methodology Focus. *Journal of systems integration*, 10(4), 329-354.
29. Shin, B., Sheng, O. R. L., & Higa, K. (2000). Telework: Existing research and future directions. *Journal of organizational computing and electronic commerce*, 10(2), 85-101.
30. Higa, K., Sheng, O., Shin, B., & Figueredo, A. (2000). Software engineers' media use and their perception on the work productivity under telework environment. *IEEE Transactions on Engineering Management*, 47(2), 163-173.

31. Nazem, S. M., & Shin, B. (1999). Data mining: a new arsenal for strategic decision-making. *Journal of Database Management* 10(1), 39-42
32. Luo, D., Shin, B., & Wolcott, P. (1999). A Holistic Evaluation Scheme for the Components of an Enterprise Data Warehouse System: A Theory Based Approach. *Journal of Data Warehousing*, 4(3), 44-63.
33. Shin, B., Higa, K., Sheng, O. R. L., & Ide, T. (1999). Analyzing the media usage behavior of telework groups: a contingency approach, *IEEE Transactions on Systems, Man, and Cybernetics*, 29(1), 127-139.

## **BOOK CHAPTERS**

1. "Telework Effectiveness: Task, Technology, and Communication Fit Perspective," *Business Strategies for Information Technology Management*, Kalle Kangas (ed), March 2003, pp. 1-13, IRM Press.
2. "Increasing Business Value of Communications Infrastructure: The Case of Internet-based Virtual Private Networks," *Creating Business Value with Information Technology: Challenges and Solutions*, N. Shin (ed), October 2002, pp. 220-235 (with Kinsella, D.).
3. "Telecommuting," *The IEBM Handbook of Information Technology in Business*, International Thomson Business Press, volume 1, 1999, 804-811.
4. "Enterprise Technological Architecture," *The IEBM Handbook of Information Technology in Business*, International Thomson Business Press, volume 1, 1999, 674-680 (with Dick, K.).

## **CONFERENCE PROCEEDINGS**

1. "Towards the Elucidation of Organizational Cyber Threat Intelligence" 17<sup>th</sup> Annual Security Conference, 2018, Las Vegas (with Matthew Levy)
2. "Optimal Payoff for Selectively Traceable Anonymity of a Network System" Bright Internet Global Summit, 2017, Seoul (with Rasel Md Mamun, Bin Mai, Shailesh Kuikarmi, and Dan Kim)
3. "Predicting Botnet Flows with Machine Learning" Post-ICIS KrAIS Workshop, 2017, Seoul (with Raihan Sultan, Ricardo Tamborell, Jennifer Adalja, Rohith Raj Kalakuntla, Kumar Shourabh and Anjana Sompur)
4. "Reengineering Cybersecurity – A Simulation Study" 16<sup>th</sup> Annual Cybersecurity Conference, Discourses in Cybersecurity, 2017, Las Vegas (with Kim, D)
5. "Conceptualizing Trust Constructs in IS Research" *Proceedings of Post-ICIS LG CNS/KrAIS Research Workshop*, 2015, Dallas TX (with Kim, G).

6. "Extending the Duality Theory Regarding the Effects of Explanatory Variables on Successful IT Service" *Proceedings of KMIS* (The Korea Society of Management Information Systems), 2014 Seoul, Korea (with Lee, H., and Lee, S.).
7. "Mis-conceptualization of Trust and Trustworthiness in IS Research" *Proceedings of Post-ICIS, LG CNS/KrAIS Workshop*, 2012, Orlando, Florida (with Kim, G., and Byun, J.).
8. "Understanding the nature of formative construct's error variation in conducting IS research" *Proceedings of Conf-IRM*, 2011, Seoul, Korea (with Kim, G.).
9. "Examining Implications of Collinearity among Formative Measures on Structural Model Estimation" *Proceedings of KMIS* (The Korea Society of Management Information Systems), 2012 Seoul, Korea (with Kim, G.).
10. "Second-Order Formative Modeling in Information Systems Research" *Proceedings of KMIS* (The Korea Society of Management Information Systems), 2010, Seoul, Korea (with Kim, G.).
11. "Understanding Post-Adoption Usage of Mobile Internet," *Proceedings of ASAC 2009*, Volume 30, Niagara Falls, Canada (with Shin, Y., Lee, S., and Lee, H.).
12. "Does Information Systems Research Need Formative Measurement?," *The Proceedings of KMIS* (The Korea Society of Management Information Systems), 2008, Seoul, Korea, pp. 689-695 (with Kim, G. and Grover, V.).
13. "What Makes Usage of Mobile Data Service Increase or Decrease: Perspective of Two Factor Theory," *Proceedings of the 21th Pacific Asia Conference on Information Systems* (PACIS2008), Suzhou, People's Republic of China, July 3<sup>rd</sup>-7<sup>th</sup>, 2008 (with Lee, S.H. and Lee, H.G.).
14. "Investigation of Factors That Have Impacts on Usage Increase and Decrease of Mobile Data Service." *Proceedings of Hawaii International Conference on System Sciences (HICSS)*, 2007 (nominated for HICSS-41 Best Paper Award) (with Lee, S and Lee, H.)
15. "Understanding the role of trustee in the adoption of IT services," *KMIS Spring Conference*, 2007 (with Kim, G. and Lee, H.).
16. "Psychological Contracts in Information Systems Outsourcing," *Proceedings: KMIS Spring Conference*, 2006, pp. 406-416. (Received Best Paper Award) (with Kim, H., Lee, S. and Lee, H.)
17. "Assumption-based assessment of a Business Model: A Feasibility Study," *Proceedings: KMIS Spring Conference*, 2006, pp. 909-920.
18. "Switching Portal Email Services: Switching Costs and Attractive Alternatives", *Networking and Electronic Commerce Research Conference (NAEC 2006)*, Italy (with Lee, H. and Kim, G.).



19. "Exploratory study for email switching: impacts of switching costs and user satisfaction," *Proceedings: San Diego International Systems Conference*, 2005 (with Kim, G. and Lee, H.G.).
20. "MONETA Service: A New Business Model for Ubiquitous Computing," *Proceedings: San Diego International Systems Conference*, 2005 (with Lee, H.).
21. "Knowledge Transfer in IS projects: Its critical role for IS success" *Proceedings: San Diego International Systems Conference*, 2005 (with Lee, S. and Lee, H.).
22. "Exploring implications of telework arrangements on knowledge creation and sharing," *Proceedings of the Information Resources Management Association International Conference (IRMA)*, May 2003 (with Lee, H. and Higa, K.).
23. "Proposing an Analysis Structure of E-business Models from Value Perspective," *Proceedings: Information Technology and Global Management*, August 21-23, 2003, San Diego State University, pp. 67-76 (with Hwang, K.).
24. "Predicting Individual Promotion at an Organization: A Data Mining Approach," *Proceedings of ISOneWorld Conference*, 2002 (with Yudhbir, A.).
25. "Contingency Theory of Virtual Work effectiveness: Task, Technology, and Communication Fit" *Proceedings of Information Resources Management Association International Conference (IRMA)*, May 2002.
26. "Telework Adoption and its Effectiveness: A Multi-level Contingency Perspective," *Proceedings of Eastern Academy of Management*, May 2001, 99-102 (with Jung, D.).
27. "Comparative Studies of E-commerce in US and Japan," *Proceedings of Pan Pacific Business Conference XVII*, Australia, May 31-June 2, 2000 (with Chen, M. and Yoshine, K.).
28. "Introduction to the Data Warehousing Minitrack," *Proceeding of the 2000 Americas Conference on Information Systems*, 2000, Long Beach, CA, 106-107 (Wixom, B. H. and Wolcott, P.).
29. "Risk Assessment of Data Warehousing, A Case Study," *Proceedings of the 5<sup>th</sup> APDSI Conference*, 2000, Tokyo, Japan.
30. "Policy Implications for Speedy Rural Telecommunications Development," *Proceedings of the Annual Conference of the Information Resource Management Association*, 1999 (with Nazem, S. M.).
31. "Investigating the Use of a Data-Warehouse at a Fortune 500 company" *Proceedings of America's Conference on Information Systems (AIS)*, 1998.

32. "Investigating the impact of GSS support on the process quality and outcomes of a group meeting, " *Proceedings of America's Conference on Information Systems (AIS)*, 1998 (with Reinig, B.).
33. "A Study of Teleworkers' Media Use," *Proceedings of Hawaii International Conference on System Sciences (HICSS)*, vol. 4, 178-187, 1998 (with Sheng, O.R., Higa, K., and Figueredo, A.J.).
34. "Suggesting a Diffusion Model of Telemedicine: A Focus on Hong Kong's Case," *Proceeding of Hawaii International Conference on System Sciences (HICSS)*, vol. 4, 156-165, 1997 (with Higa, K. and Au, G.).
35. "An Adoption Model of Telework for Organizations," *Proceedings of Hawaii International Conference on System Sciences (HICSS)*, vol. 4, 110-119, 1997 (with Higa, K., and Sheng, O. L.).
36. "Modeling Intra-Organizational Adoption and Diffusion of Telework," *Proceedings of the America's Conference on Information Systems (AIS)*, Phoenix, 1996, 359-361 (with Higa, K., and Sheng, O.L.).
37. "Evaluating the Role of Anonymity and Technology on Meeting Process and User Satisfaction in a GSS," *Proceedings of the First Asia Pacific Decision Science Institute Conference*, Hong Kong, 1996, 395-402 (with Lee, B., and Mejias, R.J.).
38. "Telework: Organizational Innovation," *Proceedings of Korean Federation of Scientists and Engineers International Technical Conference*, Seoul, Korea, 1996, 1248-1256 (with Higa, K., and Sheng, O.L.).
39. "Meeting Scheduling: An Experimental Investigation," *Proceedings of IEEE International Conference on Systems, Man, and Cybernetics*, Beijing, China, 1996, 2023-2028 (with Higa, H. and Sivakumar, V.).
40. "Telework: Current Status and Future directions," *Research Report, Symposium in Information Technology: Directions and Impact to the Society*, Dec. 1996, pp. 72-81 (with Higa, K.).

#### **INVITED PRESENTATIONS**

1. "Cybersecurity research", Panelist, Left of Boom Conference, 2016.
2. "Theoretical Issues at Stake in Constructing Measurement Models" KAIST, Dec. 2013.
3. "A Theoretical Issue in Constructing Research Models: Reflective vs. Formative Measurement in SEM" UNIST, Nov. 2013
4. "Investigating Two Contradictory Views of Formative Measurement in Structural Equation Modeling" SDSU, Nov. 2011. KAIST & Kyunghee University, Dec. 2011

5. "Examining the theoretical validity of formative measurement through the lens of construct error term" Yonsei University, June 2011.
6. "Radio Frequency Spectrum Management in US" Electronic and Telecommunications Research Institute (ETRI), Korea, June 2011.
7. "Understanding Post-adoption Usage of Mobile Data Services, The Role of Supplier-side Variables" Electronic and Telecommunications Research Institute (ETRI), Korea, June 2010.
8. "Assessing the Reliability of Formative Measurement in Structural Equation Modeling," Seoul National University, June 2010.
9. "Case Study as a Research Methodology," Electronic and Telecommunications Research Institute (ETRI), Korea, May 2007.
10. "A study of factors that affect user intentions toward email service switching," KAIST & Yonsei University, Seoul, April 2007.
11. "Research in IT Business Model Assessment: Current Status and Future Prospects in Assumption Analysis," Gookmin University, Kyunghee University, Seoul, June 2006.
12. "An Assessment of IT Business Models based on Embedded Assumptions," San Diego International Systems Conference, 2006.
13. "E-business models from the value perspective: The proposition of a parsimonious architecture," Yonsei Univ., Seoul, December 2003.
14. "Data Mining from Existing and New Sources," National Multi Housing Council (NMHC) Technology Forum, Hilton Torrey Pines, La Jolla, CA, May 2000.
15. "Electronic Commerce Development in the US," Kookmin Univ. and Seoul City Univ., Korea, May 2000.
16. "Telework Policy by the US Organizations – Focus on Characterizing Formal Policies," Tokyo Institute of Technology, Japan, July 2000.
17. "Telecenters in US: Current Status and Future Prospect," Japan Telework Society, Japan, July 2000.
18. "The Role of IT in the US Organizations, Creating a Virtual World," NTT DOCOMO (Nippon Telegraph and Telephone Corporation), Japan, July 2000(Audience: NTT executives and employees)
19. "E-commerce Growth and Adaptive IT Structure," Multimedia Venture Forum, San Diego, August 2000.
20. "The Development of Telecommunication Technologies and Their Impact on Business Competition," International Professional Development Program, University of Nebraska at Omaha, November 1998.

## **TEACHING**

### **TEACHING INTERESTS/AVAILABILITY**

- Cybersecurity/IT Security Management
- Computer Networks/Data Communications
- Decision Support Systems (Business Analytics, Data Mining & Visualization)
- Big Data Analysis on Cloud Platforms
- Data Base & Data Warehousing
- Business Statistics
- Research Methodology (Quantitative and Qualitative)
- Management Information Systems (for MBA)

## **TEACHING EXPERIENCE**

### **New Courses Proposed & Developed**

Fundamentals of Cybersecurity Management (Undergraduate & Graduate, SDSU)

Seminar on Electronic commerce (Graduate, SDSU)

Advanced Technology in E-Commerce (Graduate, SDSU)

Seminar on Data Warehousing (Graduate, University of Nebraska, Omaha)

### **Graduate Teaching**

Cybersecurity

Networking & Data Communications

DSS (Database/Data Mining/Visualization)

Statistical Analysis for Business

Seminar on Data Warehousing

Seminar on Electronic commerce

Advanced Technology in E-Commerce

Research methodology (Qualitative, Quantitative)

Management Info Systems (EMBA)

### **Undergraduate Teaching**

Cybersecurity

Networking & Data Communications

IT Strategy/Management

Statistical Analysis for Business

Operating Systems

Introduction to MIS

## **SUPERVISION OF INDEPENDENT STUDIES**

1. Proposing research for ransomware prevention of enterprise file servers (F2016, Marc Perez)
2. Brand Value Prediction with Social Media Data (F2016, Sunny Kim)
3. Automatic Gathering of Threat Intelligence Feeds and its Analytics (S2016, Mohammed Raihan Sultan)
4. Support Vector-based Automation of Spam Filtering in Social Network (S2016, Nupur Mehta)
5. Understanding Software Cross-Selling and Up-Selling through Business Analytics (F2015, Arunachalam Viswanathan)

6. NCPD Official Website Development - National City Government (S2015, Rishika Rani Darumagari)
7. Mapping Parking Sign Inventory - National City Government (F2015, Nupur Mehta & Ravi Kiran Kondoju)
8. Enterprise Resource Planning with SAP Data warehousing
9. In-depth look at Component Technologies
10. Forecasting Interest Swap based on Neural Net Models
11. Electronic Commerce: Starting a Small Business Online
12. Systems Analysis of BattleTop.COM Operational Plan
13. Designing E-Commerce Systems: Considerations for Building E- Commerce Solutions
14. Certification and Accreditation of the Tactical Training Group, Pacific Automated Information Systems, US Navy
15. Microchip Identification Technology: RFID and SmartCards
16. Digital Cash: Current Technologies and Applications
17. Linux networking

### **ADVISER: MBA BUSINESS CONSULTING**

1. Knowledge Management at COMNAVSURFPAC, US Navy
2. The Balanced Scorecard, The Customer Perspective and A Strategic Implementation Guide”
3. Kaiser Permanente, California Service Center
4. USA Marketing Plan,” BattleTop.COM.
5. Technology Exploitation Analysis for the Wireless USB Implementation of GAP’s Ultra Wideband Technology,” Photonics Division, General Atomics
6. Market Feasibility Analysis and Business Plan Development for a Web-based HR System,” Qualcomm
7. Developing solutions for an effective database management system,” San Diego Telecommunication Council
8. Advisory for E-Commerce Project: E-commerce Strategic Planning for First National Bank
9. Advisory for E-Commerce Project: Web Development Project for DineOutDiscounts.com
10. Advisory for E-Commerce Project: Strategic and IT planning for BattleTop USA
11. Faculty intern for data warehousing projects
12. Data Mining & Data Warehouse Project with Union Pacific Railroad Co. -- Investigation of the use of data warehouse Evaluation of organizational information need for data mining Development of evaluation scheme for data mining tools and products evaluation (1998)
13. Data Warehouse Development Project with Mutual of Omaha Co. The creation of a central information & knowledge depository for a data warehouse and data mart project (1999)

### **MASTER/DOCTORAL THESIS**

1. Kim, S., “Domain-Specific Sentiment Analysis of Firm Brand” SDSU Spring 2017 (Advisor)
2. Lee, D., “From Free to Fee for Digital Content through Utility-based Business Rule Analytics” KAIST, Fall 2013 (Committee member)
3. Zhu, W., “Website Design Optimization with Genetic Algorithms,” Department of Computer Science, SDSU Fall 2011 (Committee member)

4. Srikanathan, S., "Online Homework System" Department of Computer Science, SP 2010, SDSU (Committee member)
5. Rower, D. T., "Providing Legacy Applications Access to PKI-Protected Resources by Trusted Proxy" Management Information Systems, SDSU, SP 2009 (Committee member)
6. Ramos, J. O., "Philippine Dichotomy: Filipino and Nationalism or English and Globalization" Department of Philosophy, SDSU, 2009 (Committee member)
7. Yang, J. W., "Moderating Effects of Organizational Climate and Followers' Psychology between Authentic Leadership and Followers' Attitude" Department of Management, SDSU, Spring 2009 (Committee member)
8. Raj, J., "Normalizing Systems Engineering requirements counts at the *sea level*" Department of Computer Science, SDSU, SP 2006. (Committee member)
9. Yudhbir, A. "Impact of marital transitions on household savings," Department of Economics, SDSU, F 2006 (Committee member)
10. Lee, N., "Web Services and Their Security Issues" Department of Computer Science, SDSU, F 2005(Committee member)
11. Momeni, Z., "Mobile Agent Protection against malicious host in the Internet environment," Department of Computer Science, SDSU, F 2004.(Committee member)
12. Jung, W., "The Application of System Analysis and Design Principles to the Prototyping of an E-Business Information System," SDSU, SP 2001(Supervisor).

## **SERVICE**

### **SERVICE TO THE DEPARTMENT**

1. MIS Scholarship Committee (F2017)
2. AITP (Association of IT Professionals) Faculty Advisor (F2016~)
3. Undergraduate IS Major Advisor (F2016~)
4. MIS Peer Review Committee (2007~)
5. MSIS Advisor (F2011~ S2015)
6. IS Group Coordinator (F2011~ present)
7. Undergraduate IS curriculum task force (Fall 2012~ present)
8. MSIS Application Review Committee (Spring 2012~ present)
9. Graduate Curriculum Committee (1999- present)
10. Post-Promotion Increase Review Committee (2007- present)
11. Ph.D program committee (2005- present)
12. Library Resource Committee (1999- present)
13. MIS Recruiting Committee (1999- present)
14. Recruiting Committee of Business Analytics/Statistics (Fall 2014)
15. Journal List Committee - Ad Hoc (Fall 2014)
16. MSIS Task Force Coordinator (Fall 11)
17. Peer Review Committee, Chair (2011)
18. Ph.D director recruiting committee (2010)
19. Professional Leave Committee (2009)

20. Chair Review Committee (2009, 2011)
21. Department Branding Task Force (2009)
22. Developed the MSIS Proposal for Academic Master Plan (2008)
23. Developed the MSIS Implementation Proposal (2009)
24. Graduate adviser for MBA in Information Systems (2000-2007)
25. Re-design and construction of the IDS website (2006)
26. Department chair review committee (2006, 2009)
27. Faculty marshal for commencement (2006)
28. Undergraduate Curriculum Committee (1999-2001)
29. IDS Representative to the Library (2000-2001)
30. Recruitment representative to the AIS conference (2000)

## **SERVICE TO THE COLLEGE & UNIVERSITY**

1. SDSU Big Data Science Steering Committee (Spring 2015~)
2. Faculty Development Committee (Spring 2014~ present)
3. CBA Culture Workgroup (Spring 2014~ present)
4. Instructional & Information Technology Committee, University Senate (Spring 2005- present)
5. Faculty liaison to the university computer lab(Aug. 01 - present)
6. Steering Committee (Spring 2012)
7. CBA Peer Review Committee (Fall 2009- Spring 2013)
8. Faculty Hearing committee (07/08 – 08/09)
9. Distance Learning Task Force, CBA (Summer 2006)
10. International Programs Committee(Spring 06)
11. University Senate (fall 2003- spring 2006)
12. Committee on Committees, University Senate (Fall 05-Sp 06)
13. Distance learning committee(Summer 2006)
14. CBA representative to ICT Steering Committee, Advisory Board (2001-2004): Proposed the establishment of the “QUALCOMM Institute for Innovation and Educational Reform at San Diego State University.” This initiative ultimately resulted in two grants from Qualcomm (\$250,000, and \$2.6 million).
15. Graduate Council, University Senate(fall 2003- fall 2004)
16. Graduate Curriculum Committee, University Senate (fall 2003- fall 2004)
17. Research Committee, University of Nebraska at Omaha, 1998/1999

## **ACADEMIC SERVICE**

### **Ad hoc Reviewer: Journals/Conferences/Books**

1. Communications of the ACM
2. Database
3. Decision Sciences
4. Decision Support Systems (DSS)
5. Electronics and Telecommunications Research Institute (ETRI) Journal
6. Encyclopedia of Information Systems
7. Information Systems Research (ISR)
8. International Journal of Contents

9. International Journal of Electronic Business
10. International Journal of Electronic Commerce
11. International Journal of Info. Technology and Decision Making
12. International Journal of Information Management
13. International Journal of Information Technology & Decision Making
14. International Journal of Technology Management
15. Journal of Business Economics and Management
16. Journal of Electronic Commerce Research (JECCR)
17. Journal of Information Science and Technology
18. Journal of Information Technology Applications & Management
19. Journal of Information Technology Applications & Management
20. Journal of Management Information Systems (JMIS)
21. Journal of Organizational Computing and Electronic Commerce
22. Journal of the Association for Information Systems (JAIS)
23. Management Information Systems Quarterly (MISQ)
24. BISE / WIRTSCHAFTSINFORMATIK
25. Information & Management
26. International Conference on Information Systems (ICIS): 2010, 2011, 2012
27. Americas Conference on Information Systems (AIS)
28. Hawaii International Conference on Systems Sciences (HICSS)
29. The First Asia Pacific DSI Conference (APDSI)
30. San Diego International Systems Conference (SISC)
31. Business Data Comm.(4<sup>th</sup> ed), William Stallings, Prentice Hall.
32. Business Data Comm.(1<sup>st</sup> ed), Behrouz A. Forouzan, McGraw Hill.
33. New Economy Handbook, Academic Press
34. Basic Statistics for Business and Economics, Douglas A. Lind, William G. Marchal, and Samuel A Wathen, McGraw Hill

#### **Conference Chair/Co-chair/Committee**

1. Member of AMCIS Conference Chairs Advisory Subcommittee 2015 - 2018
2. Member of AMCIS Executive Committee for 2015-16, 2016-17, and 2017-18.
3. Conference Co-Chair: Association for Information Systems Conference (AMCIS), 2016
4. Conference Chair: San Diego International Systems Conference, San Diego, 2005 & 2006
5. Program Committee, Document Management track, Integrated Design & Process Technology (IDPT) Conference, Dallas, Texas, June 2000.
6. Cluster Chair, Data Warehousing Cluster, Operations Research and the Management Sciences Conference, Seoul, Korea, June 2000,
7. Mini-track Co-chair, Data Warehousing Mini-track, America's Conference on Information Systems, Long Beach, CA. August 2000.
8. Program committee, The Fourth Workshop on e-Business (WEB2005), Las Vegas, NV, Dec. 2005.

#### **External Reviewer for RTP Candidates/Research Proposal**

1. University of Tulsa - RTP



2. Pennsylvania State University - RTP
3. KAIST(Korea Advanced Institute of Science and Technology) - RTP
4. Utah State University - RTP
5. National Research Foundation of Korea: Research Proposal
6. University of Massachusetts at Boston - RTP

## **RECOGNITIONS**

- Teaching Excellence Award, Fowler College of Business, San Diego State Univ., 2017
- Most downloaded paper: “Data quality management, data usage experience and acquisition intention of big data analytics,” *International Journal of Information Management*, 2014.
- Most cited paper: “Understanding dynamics between initial trust and usage intentions of mobile banking,” *Information Systems Journal*, 2009-2014.
- Research Global Rank (AIS Senior Scholar’s Basket of Top 6 Journals) (source: aisnet.org)
  - 88th (2007~2016: last 10-year period)
  - 60th (2010-2014; 5-year period)
  - 20th (2009-2013; 5-year period)
  - 26th (2008-2012; 5-year period)
  - 35th (2007-2011; 5-year period)
- Outstanding Faculty Contribution Award, College of Business Administration, SDSU, 2011
- MARQUIS Who’s Who in America (2017~)
- Worldwide Who’s Who
- International Who’s Who of Information Technology
- Who’s Who in Business Higher Education
- International WHO’S WHO of Professionals
- MARQUIS Who’s Who in Science and Engineering
- Chancellor’s Award of Excellence, Sogang University, Korea

### **Media Coverage**

Los Angeles Times (4/22/2015): [Google's new Project Fi offers low-cost wireless phone service.](http://www.latimes.com/business/la-fi-google-wireless-20150422-story.html)  
<http://www.latimes.com/business/la-fi-google-wireless-20150422-story.html>