Eun Ju Jung

Eli Broad Graduate School of Business,   Office: (517) 353-8542
Department of Accounting and Information Systems,   Mobile: (517) 897-4842
Michigan State University, 632 Bogue Street N203,   Email: jung@broad.msu.edu
East Lansing, MI 48824

EDUCATION

Ph.D   Michigan State University, Doctoral Candidate (Expected Completion: May 2014)
        Major: Information Technology Management (Minor: Organizational Study)

M.B.A   Kyungpook National University, South Korea, 2005
        Major: Management Information Systems
        The University of Oklahoma, Norman, OK, 2003
        Exchange Student in MBA (MIS)

B.A   Kyungpook National University, South Korea, 2001
        Major: Business Administration

EMPLOYEE HISTORY

Michigan State University, MI – Instructor   Summer 2013/2012/2011

Michigan State University, MI – Research Assistant   Fall 2012 - present

Michigan State University, MI – Teaching Assistant   Fall 2009 - Spring 2012

Korea Institute for Defense Analysis (KIDA), Seoul, Korea - Researcher
   Center for Defense Information System Studies (Jan. 2005 – Aug. 2006)   Jan. 2005 - Aug. 2009
   Center for Security and Strategy (Sep. 2006 – Aug. 2009)

The Organization Committee of Summer Universiade (International   July 2003 - Aug. 2003
Headquarters), South Korea - *Volunteer English Interpreter*

RESEARCH

Primary Research Interests

- The role of social influence and network structure in crowdfunding and sourcing marketplace
- Information strategy, entrepreneurship, crowdfunding, and open innovation
- Post-adoptive online social networking behaviors and the role of online social media in business
- Health information systems adoption
- Business analytics, business intelligence, social network analysis, and Big data analytics
- The impact of privacy concerns on online social networking adoption
- The impact of open innovation strategy on new product development and firm performance

Dissertation

Title: Funding Success and Entrepreneur Performance in Crowdfunding Marketplace

This dissertation uses a two essay format and focuses on funding dynamics and mechanisms in crowdfunding platforms. The first essay investigates the impacts of network structure and entrepreneurs' strategic actions on crowdfunding success. The second essay investigates factors that influence entrepreneurs' performance in crowdfunding marketplace.

Essay 1   The Impact of Network Characteristics and Entrepreneurs' Strategic Actions on Crowdfunding Success

Essay 2   Wisdom of Crowds: Factors that Influence Entrepreneurs' Performance

Dissertation Co-Chairs: V. Sambamurthy and Anjana Susarla

Committees: Brian Pentland, Roger Calantone (Marketing), and Yong Tan (University of Washington)

Proposal Defense Date: December 2, 2103

Attend the ***ICIS Doctoral Consortium***, December 11-13, 2013

ARTICLES IN PROGRESS

Eun Ju Jung, Nancy Lankton, Harrison D. McKnight, and Euisung Jung, "Three Processes that Form Online Social Networking Post-Adoptive Use Intention" (Undergoing final copy editing for submission, target: *Journal of the Association for Information Systems*)

Eun Ju Jung, V. Sambamurthy, and Anjana Susarla, "The Impacts of Digitally Enabled Network Characteristics on Crowdfunding Success" (target: *Information Systems Research*)

Brian Pentland and **Eun Ju Jung**, "How Does Practice Go viral? Revolutionary Change in Sociomaterial Practices" (target: *MIS Quarterly, **NSF-funded** research*)

Eun Ju Jung and Roger Calantone, "The Role of IT in New Product Development and Alliance Performance" (target: *Information Systems Research*)

Brian Pentland, **Eun Ju Jung**, and Peng Liu "Organizational Routines as Networks of Action" (target: *Organization Science*, ***NSF-funded** research*)

BOOK CHAPTER (INVITED)

Brian Pentland and **Eun Ju Jung**, "Evolutionary and Revolutionary Change in Path Dependent Patterns of Action," *The Sixth International Symposium on Process Organization Studies* (Theme: Organizational routines: How they are created, maintained, and change) & *the Series on Perspectives on Process Organization Studies*, will be published by Oxford University Press (October 2014).

REFEREED PUBLICATIONS IN CONFERENCE PROCEDDINGS

Eun Ju Jung, Nancy K. Lankton, Harrison D. McKnight, and Euisung Jung, "Three Processes that Form Online Social Networking Post-Adoptive Use Intention," *AMCIS 2012 Proceedings,* Seattle, 2012.

Eun Ju Jung, McKnight, D. Harrison, Euisung Jung, and Nancy K. Lankton, "The Surprising Lack of Effect of Privacy Concerns on Intention to Use Online Social Networks," *AMCIS 2011 Proceedings,* Detroit, 2011.

Euisung Jung, Mark Srite, William Haseman, and **Eun Ju Jung**, "Attitude Change Process toward ERP Systems using the Elaboration Likelihood Model," *AMCIS 2013 Proceedings*, Chicago, 2013.

Euisung Jung, Jeongho Yoon and **Eun Ju Jung**, "An Environmental Knowledge Management System in Korea," *American Society for Information Science & Technology (ASIST)/ICKM*, Ohio, Oct. 2008.

Eun Ju Jung and Jongsub Choi, "A Suggestion for Information Technology Architecture & Enterprise Architecture Cost Estimation," *Conference of the Korea Society of IT Services*, Seoul, Korea, Nov. 2006.

Eun Ju Jung, "The Operational Concept for Defense Information Resource Management System," *Conference of Innovation in IRM*, Korean Navy, Seoul, Korea, Sep. 2006.

INVITED PRESENTATION & CONSORTIA

ICIS Doctoral Consortium, Milan, Italy, December 2013.

Academy of Management (AOM), OCIS Doctoral Consortium, Orlando, August 2013.

Eun Ju Jung, V. Sambamurthy, and Anjana Susarla, "The Antecedents of Crowdfunding Success," *INFORMS (Social Networks and Business Analytics Section) Annual Meeting in Minneapolis*, 2013.

Eun Ju Jung and V. Sambamurthy, "Open Innovation Strategies and Firm Performance," *Big Ten Information Systems Conference*, Minneapolis, May 2012.

OTHER PUBLICATIONS

"Comparative Study on South-North Koreas Military Capability and War Execution Capability," KIDA Report, 2008 (funded by National Intelligence Service, South Korea)

"Study on Defense IT Architecture Established Budget Pertinence Analysis and Government Wide Enterprise Architecture Linkage Method," *KIDA Report*, 2007(funded by Ministry of National Defense, South Korea)

"Application Information System Transfer Methodology for Defense IPv6 Introduction," *NCA report*, 2006 (funded by Ministry of Information and Communication, South Korea)

"Study on Defense Combat Field Management Enterprise Architecture (EA) Development Direction," *KIDA Report*, 2006 (funded by Joint Chiefs of Staff, South Korea).

"Effective Establishment Method for Integrated Data Base Management System of Defense IT Asset," *KIDA Report*, 2005 (funded by Ministry of National Defense, South Korea)

TEACHING EXPERIENCE

Instructor

Information Technology Management 309 (Summer 2013)	Michigan State University	Instructor rating (**Five** is the best score) : **4.38**/5
Information Technology Management 309 (Summer 2012)	Michigan State University	Instructor rating (**Five** is the best score) : **4.78**/5
Information Technology Management 309 (Summer 2011)	Michigan State University	Instructor rating (**One** is the best score) : **1.86**/5

Teaching Assistant: Recitation Lecturer

- Business Process Modeling – IBM WBI and ARENA
- Business Intelligence & Database – Microsoft Access, IBM Cognos, and Excel
- Web 2.0 Technology – Wikis
- Team Project Management

Information Technology Management 309 (Spring 2012)	Michigan State University	Instructor rating (**Five** is the best score) : 4.71/5 ; 4.44/5
Information Technology Management 309 (Fall 2011)	Michigan State University	Instructor rating (**Five** is the best score): 4.31/5; 4.22/5
Information Technology Management 309 (Spring 2011)	Michigan State University	Instructor rating (**One** is the best score): 1.93/5; 2.03/5
Information Technology Management 309 (Fall 2010)	Michigan State University	Instructor rating (**One** is the best score): 2.21/5 ; 2.37/5
Information Technology Management 309 (Spring 2010)	Michigan State University	Instructor rating (**One** is the best score): 2.91/5; 3.00/5
Information Technology Management 309 (Fall 2009)	Michigan State University	Instructor rating (**One** is the best score) : 2.92/5; 3.32/5

AWARDS AND HONORS

2012   ***Excellence in Teaching Award***, Department of Accounting & Information Systems, Michigan State University

2009 - *present*   ***Doctoral Fellowship***, Department of Accounting & Information Systems, Michigan State University

2012 - 2013   ***National Science Foundation (NSF)Funding*** *(Award number: 1026932, "Path Dependence in Repetitive Patterns," Principal Investigator: Brian Pentland)*

2012   ***Graduate School Research Funding,*** Michigan State University

2008   ***Research Award 'Silver Prize***,' *"An evaluation on North Korea's defense industry and R&D capability,"* presented by President of Korea Institute for Defense Analysis

2007   ***Research Award 'Bronze Prize'*** *"Military Integration of the Unified Korea (I),"* presented by President of Korea Institute for Defense Analysis

2006   ***Research Award 'Bronze Prize'*** *"The Operational Concept to Research North Korean Military Area,"* presented by President of Korea Institute for Defense Analysis

2003   ***The 2nd Competition of Business Presentation*** for Undergraduate & Graduate Students, presented by Dean of Department of Business Administration, Kyungpook National University

1997- 2003   ***Scholarship***, Kyungpook National University

COMPUTER CERTIFICATES AND SKILLS

Certificates   MCDBA (Microsoft Certified Database Administrator)
MCSD (Microsoft Certified Solution Developer)
CISA (Certified Information Systems Auditor - passed the exam in 2005)

Skills   Business Intelligence & Database: IBM Cognos, MySQL, MS-SQL, MS Access and Oracle DB
Business Analytics & Social Network Analysis: Pajek, UCINET, R, Python, and Matlab
Programming Languages: Python, Ruby, and Java
Business Process Modeling: ARENA and IBM WBI
Statistical Analysis Tools: R, STATA, SPSS, EQS, PLS and LISREL

GRADUATE COURSEWORK

Content Courses

Behavior Aspects Information Systems	Dr. D. Harrison McKnight
Seminar in Accounting Research (Managerial Accounting Seminar)	Dr. Mike Shields
IT Transactional Cost Perspectives	Dr. Steven Wildman
Doctoral Seminar in Information Systems	Dr. V. Sambamurthy
Seminar in Information Systems Designs	Dr. Brian Pentland
Information Technology and Organization	Dr. Andrew T. Fiore
Cognition and Technology	Dr. Rand J. Spiro
DB Design and Application	Dr. Richard L. Van Horn
System Approach and Design	Dr. Albert Schwarzkopf
IT Enabled E-Business	Dr. Robert W. Zmud
Management Information Systems	Dr. Laku Childambaram
Web Programming with Java	Dr. Seongho Ha
Database Management	Dr. Changkyo Seo
Multiple Criteria Decision Making	Dr. Chungyong Jung

Methods Courses

Seminar in Organizational Research Methods	Dr. Remus Ilies
Applied Regression	Dr. Paul A. Rubin
Introduction to Econometrics Methods	Dr. Jeff Biddle
Causal Models in Marketing	Dr. Roger Calantone
Seminar on the Theory and Method of Social Networks	Dr. Kenneth Frank
Research Methods in Information Systems	Dr. Roger Calantone
Cross Section Econometrics I	Dr. Jeffrey M. Wooldridge

SERVICE AND PROFESSIONAL ACTIVITY

Review service

- *Information and Management Journal*, 2012
- ICIS, 2011, 2012, and 2013
- AMCIS 2010, 2011, 2012, and 2013

Professional Affiliations

- Association of Information Systems (AIS)
- Academy of Management (AOM)
- INFORMS
- Korean Association for Information Systems (KrAIS)

Professional activity

Committee Member of Evaluation (*Ministry of National Defense*, 2006)

- Assessment of National Information System Capability Level
  (Defense Areas: Defense Health Information Systems, and Integrated Defense Financial System)

Administrative Services at Michigan State University

- College Advisory Council - Graduate Student Representative, 2013
- Doctoral Programs Committee – Doctoral Student Representative, 2013

REFERENCES

Dr. V. Sambamurthy

Department Chair and Professor of Accounting and Information Systems

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Dr. Anjana Susarla

Associate Professor of Accounting and Information Systems

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Dr. Brian Pentland

Director of Information Systems Doctoral Program and Professor of Accounting and Information Systems

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