**EUN JU JUNG**

Eli Broad Graduate School of Business,

Department of Accounting and Information Systems, Michigan State University,

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Email: [jung@broad.msu.edu](mailto:jung@broad.msu.edu)

**EDUCATION**

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| --- | --- |
| Ph.D. | **Michigan State University**, Doctoral Candidate (Expected Completion: May 2015)  Major: Information Technology Management (Minor: Marketing) |
| M.B.A | **Kyungpook National University**, South Korea, 2005  Major: Management Information Systems  The University of Oklahoma, Norman, OK (Exchange student in MBA), 2003 |
| B.A | **Kyungpook National University**, South Korea, 2001  Major: Business Administration |

**RESEARCH INTEREST**

* Crowdfunding, Crowdsourcing, Open Innovation
* Healthcare Innovation and Crowdfunding, Online Social Media in Healthcare
* Role of IT in Entrepreneurship
* Online Social Networks, Network Analysis, Big Data analytics
* Post-Adoptive Behaviors and Privacy Issues in Online Social Networks
* Enterprise Information Systems

**DISSERTATION**

* **Title: Funding Success and Entrepreneurial Performance in Crowdfunding Marketplace**

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| **Essay 1** | The Impact of Network Characteristics and Entrepreneurial Actions on Crowdfunding Success |
| **Essay 2** | Wisdom of Crowds: Dynamics of Fundraising and Entrepreneurial Performance |

* **Committee**: V. Sambamurthy (co-chair), Anjana Susarla (co-chair), Brian Pentland, Roger Calantone (Marketing), and Yong Tan (University of Washington)

**PAPERS UNDER REVIEW**

Euisung Jung and **Eun Ju Jung**, “The Role of Environmental Information Systems for Mitigating Impact of Natural Disasters,” *(Under review at the Journal of Enterprise Information Management)*

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Two-sided Network Effects: Success in Attracting Crowdfunding Investment” *(Under review at the Information Systems Research)*

**READY FOR SUBMISSION**

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Beyond Fundraising Success in Crowdfunding Platforms: Dynamics of Fundraising and Entrepreneurial Performance” (Undergoing final copy editing for submission, *Anticipate submission* to *MIS Quarterly*)

**Eun Ju Jung**, Nancy Lankton, Harrison D. McKnight, and Euisung Jung, “Three Processes that Form Online Social Networking Post-Adoptive Use Intention” (Under review at *Journal of the Association for Information Systems*)

Brian Pentland and **Eun Ju Jung**, “How Does Practice Go viral? Revolutionary Change in Sociomaterial Practices” (*Anticipate submission* to *MIS Quarterly,* ***NSF-funded*** *research*)

Brian Pentland, Peng Liu, and **Eun Ju Jung**, “Organizational Routines as Networks of Action” (*Anticipate submission* to *Organization Science*,***NSF-funded*** *research*)

**PAPERS IN PROGRESS**

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy “Dynamics of Fundraising Success in Healthcare Crowdfunding” (completed data collection & preliminary analysis, *Anticipate submission* to *Information Systems Research*)

**Eun Ju Jung** and Roger Calantone, “The Role of IT in New Product Development and Alliance Performance” (*Anticipate submission* to *Information Systems Research*)

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy “The Role of Network Characteristics in Healthcare Innovation” (completed data collection & preliminary analysis, *Anticipate submission* to *Management Science*)

**Eun Ju Jung**, “The Impacts of Online Social Media on Crowdsourcing Success” (completed data collection)

**BOOK CHAPTERS**

Brian Pentland and **Eun Ju Jung**, “Evolutionary and Revolutionary Change in Path Dependent Patterns of Action,” *Organizational Routines: A Process Perspective (C. Rerup, J. Howard-Grenville and H. Tsoukas, Eds.)* will be published by Oxford University Press, 2015.

**PAPERS IN REFEREED CONFERENCES**

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Dynamic Patterns and Entrepreneurial Performance in Crowdfunding Platforms,” ***INFORMS Annual Meeting***, Philadelphia, 2015 (forthcoming).

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Dynamics of Fundraising Success in Healthcare Crowdfunding,” ***Workshop on Information Systems and Economics (WISE)***, Auckland, 2014.

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Evolutionary Fundraising Patterns and Entrepreneurs’ Performance in Crowdfunding Platforms,” 35th ***International Conference on Information Systems (ICIS)*** *Proceedings*, Auckland, 2014.

**Eun Ju Jung**, Anjana Susarla, and V. Sambamurthy, “Dynamics of Fundraising in Crowdfunding Platforms,” *2014* ***Workshop on Information Technologies and Systems (WITS)***, Auckland, 2014.

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.

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

**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** and V. Sambamurthy, “Open Innovation Strategies and Firm Performance,” ***Big Ten Information Systems Conference***, Minneapolis, May 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, 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 (ITA) & Enterprise Architecture (EA) 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 Information Resource Management*, Seoul, Korea, Sep. 2006.

**CONSORTIA**

**Structural Modeling Applications for Research in Technology (S.M.A.R.T) Workshop**(Invited Participant),Carnegie Mellon University, Pittsburgh, August 2014.

**AMCIS Doctoral Consortium** (Invited Participant),Savannah, August 2014.

**ICIS Doctoral Consortium** (Invited Participant),Milan, Italy, December 2013.

**Academy of Management, OCIS Doctoral Consortium** (Invited Participant), Orlando, August 2013.

**OTHER PUBLICATIONS**

Jongsub Choi and **Eun Ju Jung**, “Study on Defense Enterprise Architecture (EA) and Government Enterprise Architecture (EA) Linkage Methods,” *KIDA Report*, 2007 (funded by *Ministry of National Defense*, South Korea)

Nam Hun Jo, Hyeong-pil Han, **Eun Ju Jung**, Junho Lee, Hyeong-gon Moon, Chan-ho Park, Chaegi Sung , and Yongbo Suh, “Comparative Study on South-North Koreas Military Capability and War Execution Capability,” *KIDA Report*, 2008 (funded by *National Intelligence Service*, South Korea)

Eui-Soon Kim, Jongsub Choi, and **Eun Ju Jung**, “Study on Defense Enterprise Architecture (EA) Development Direction,” *KIDA Report*, 2006 (funded by *Joint Chiefs of Staff*, South Korea).

Jin Gi Hong, In-sue Choi, Eun Ju Jung, and Jae-Hyuk Lim, “Application Information System Transfer Methodology for Defense IPv6 Introduction,” *NCA report*, 2006 (funded by *Ministry of Information and Communication*, South Korea)

**Eun Ju Jung**, Sang-ho Lee, Seongbae Sim “Effective Establishment Methods for Integrated Data Base Management System (Enterprise Systems) of Defense IT Asset,” *KIDA Report*, 2005 (funded by *Ministry of National Defense*, South Korea)

**EMPLOYEE HISTORY**

|  |  |
| --- | --- |
| **Korea Institute for Defense Analysis (KIDA)**,  Seoul, South Korea – Researcher  Center for Defense Information System Studies  (Jan. 2005 – Aug. 2006)  Center for Security and Strategy (Sep. 2006 – Aug. 2009) | Jan. 2005 - Aug. 2009 |
| **Michigan State University**  – Instructor | Summer 2013/2012/2011 |
| **Michigan State University** – Research Assistant | Fall 2012 - present |
| **Michigan State University** – Teaching Assistant | Fall 2009 - Spring 2012 |

**CERTIFICATES AND TECHNICAL SKILLS**

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| Certificates | MCDBA (Microsoft Certified Database Administrator)  MCSD (Microsoft Certified Solution Developer)  CISA (Certified Information Systems Auditor - passed the exam in 2005) |
| Skills | Database: MySQL, MS-SQL, MS Access  Business Analytics & Intelligence, Network Analysis: IBM Cognos, SAS Pajek, R. UCINET, 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 |

**TEACHING INTEREST**

* Business Analytics & Business Intelligence
* ERP & Business Process Modeling
* Social Network & Social Media Analytics
* Programming
* Introduction to Information Systems
* Database, Systems Analysis & Design
* E-commerce, Collaboration Technology & IT Trend
* IT Auditing

**TEACHING EXPERIENCE**

**Instructor**

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| 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

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| 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**

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| 2013-2014 | ***Excellence in Research Award***, Department of Accounting & Information Systems, Michigan State University |
| 2011-2012 | ***Excellence in Teaching Award***, Department of Accounting & Information Systems, Michigan State University |
| 2009 - *present* | ***Doctoral Fellowship***, Department of Accounting & Information Systems, Michigan State University & Center for Leadership in the Digital Enterprise (CLODE), The Broad College of Business |
| 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 (IT capability),”* 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 |
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**SERVICE AND PROFESSIONAL ACTIVITY**

**Review service**

* ICIS, 2011, 2012, 2013, 2014 and 2015
* Academy of Management (AOM) annual meeting, 2014
* *Information and Management Journal*, 2012
* AMCIS 2010, 2011, 2012, and 2013

**Professional Affiliations**

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

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| **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, 2013-2014 * Doctoral Programs Committee – Doctoral Student Representative, 2013-2014 |

**REFERENCES**

**Dr. V. Sambamurthy**

Department Chair and Professor of Accounting and Information Systems

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