

# Sung-Hee “Sunny” Park

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## EDUCATION

### **University of South Carolina**, Columbia, SC

Doctor of Philosophy in Business Administration, Major: Information Systems, 2007

Dissertation Title: Role of Personal Values in IT Acceptance

Dissertation Committee: Mun Y. Yi (Chair), Kirk D. Fiedler, William J. Kettinger,  
Bruce M. Meglino (Management), and Fred D. Davis (University of Arkansas)

### **University of South Carolina**, Columbia, SC

IMBA (formerly MIBS), Major: International Business, 2002

## ACADEMIC EXPERIENCE

### **University of South Carolina**, Columbia, SC

Clinical Associate Professor in Management Science Department, August 2014 – Present

### **Dalton State College**, Dalton, GA

Assistant Professor of MIS at School of Business, August 2011 – July 2014 (Tenured)

### **Kettering University**, Flint, MI

Assistant Professor in Business Department, July 2007 – July 2011

### **University of South Carolina**, Columbia, SC

Lecturer in Management Science Department, August 2006 – June 2007

Graduate Research and Teaching Assistant, August 2001 – July 2006

## INDUSTRY EXPERIENCE

**Conita Technology Inc.**, Columbia, SC, Intern, June 2001 – May 2002

**SBDC at USC**, Columbia, SC, Web Developer, August 2000 – May 2001

**Government of Korea**, Korea, Consultant, August 1998 – April 2000

**LG-EDS Systems Inc.**, Korea, Systems Engineer/Analyst, August 1993 – April 2000

# TEACHING

## TEACHING INTERESTS

- Information Systems (Managerial & Technical) / Programming / System Development
- Business Analytics / Big Data / Business Intelligence / CRM / OLAP / e-Business
- Innovation Management / Entrepreneurship / Project Management / Quality / Security
- Enterprise System Software (SAP, Microsoft Dynamics GP, etc.) / SCM / SOA / AIS

## COURSES TAUGHT

### *Undergraduate Level (Sorted by course level - Lower level courses are listed first)*

- BUSN 122 - Quantitative Method for Business: Wi09, Wi10, & Wi11 at KU<sup>1</sup>
- ISYS 201 - Fundamentals of Information Systems: Wi09 & Wi11 at KU
- ACCT 210 - Financial Accounting: Su08 at KU
- ISYS 211 - IS Productivity: Su07, Fa07, Su08 & Fa08 at KU
- MIGS 2201 - Fundamentals of Computer Applications: Fa11, Su12, & Fa12 at DS<sup>2</sup>
- BUSN 226 - Business Statistics: Fa08 & Fa10 at KU
- ISYS 290 - Enterprise Systems: Fa10 at KU
- MGSC 290 - Computer Information Systems in Business: Sp05 & Sp07 at SC<sup>3</sup>
- BUSA 3351 - International Business: Fa11, Sp12\*, Fa12, Sp13\* & Fa13\* at DS
- MGIS 3352 - Management Applications Programming I: Fa11, Fa12 & Fa13 at DS
- MGIS 3353 - Management Applications Programming II: Sp12 & Sp13 at DS
- MGIS 4380 - Project Management: Sp13, Su13 & Fa13 at DS
- ISYS 444 - Systems Analysis: Wi08\*, Su09\*, Wi10\*, & Wi11 at KU
- ISYS 448 - Information Technology Management: Sp09\*, Fa09\*, Sp10\* & Sp11\* at KU
- BUSN 451 - International Business: Su07, Fa07, Fa08, Fa09, Sp10, & Fa10 at KU
- MRKT 471 - Marketing Management: Sp08 at KU
- MARK 4800 - Special Topics in Marketing: Su12 at DS
- MGIS 4800 - Special Topics (IS Security - Sp12 & Web Programming - Su13) at DS
- MGSC 490 - Information Systems Analysis and Design: Fa06 & Sp07 at SC

### *Graduate Level (Sorted by course level - Lower level courses are listed first)*

- MGSC590 - Information Systems Development (E-Commerce): Fa06 at SC
- ISYS619 - Analysis, Modeling and Design: Wi08, Su08\*, Wi09\*, Su09\*, Wi10, Su10\*, & Wi11\* at KU
- ISYS649 - IT Policy and Strategy: Sp08, Fa08\*, Sp09\*, Fa09, Sp10\* & Fa10\* at KU
- BUSN656 - International Business: Fa08, Sp09, Su09\*, Fa09, Wi10\*, Sp10, Su10\*, Fa10\*, Wi11\*, & Sp11 at KU

### *Co-teaching / Guest Lecture (Sorted by course level - Lower level courses are listed first)*

- ISYS 201 - Fundamentals of Information Systems: Wi10 at KU
- MGMT 350 - Managing Organizations (guest lecture): Fa10 at KU at KU

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<sup>1</sup> Kettering University

<sup>2</sup> Dalton State College

<sup>3</sup> University of South Carolina

\*Online classes

- BUSN 572 - Innovation & New Ventures: Su07, Su08, Su09 & Su10 at KU
- MRKT 679 - Business Marketing Management (guest lecture): Su10 at KU
- DMSB 712 - Decision Analysis (guest lecture): Su05 & Su06 at SC
- RSCH 8220 - Advanced Measurement (guest lecture): Fa07 & Fa08 at UNCC

### **OTHER TEACHING ACTIVITIES**

- Omnibus Lecture Series, Speaker, Globalization 3.0 for KNUT Students, Korea National University of Transportation, Chongjoo, Korea, May 30, 2013
- Introduction to SAP, an Enterprise Resource Management System, DSC Accounting Club, Guest Speaker, Dalton, GA, April 5, 2012
- Special Topic on the Engineering Education Program, Guest Lecture, KAIST, Daejeon, Korea, May 20, 2011
- Technology-based Entrepreneurship in Advanced Technical Vocational Education Training Program (TVET), Guest Lecture, Korea Tech, Cheon-An, Korea, August 9-12, 2010
- Oswald International Fellow Speech, Presenter, Flint, MI, December 8, 2009
- E-Commerce in International Exchange Program, Visiting Scholar, Tong-Ji University, Shanghai, China, May 6-27, 2009
- Kettering International Speech Series – South Korea, Speaker, Flint, MI, July 28, 2008

### **TEACHING AWARDS**

- Two Thumbs Up Teaching Award by Department of Student Development and University Housing - Office of Student Disability Services, USC, 2005

# RESEARCH

## RESEARCH INTEREST

- **Information Systems (IS) Adoption** – Technology Acceptance; Innovation Diffusion; IS Design and Implementation; Computer Training; Human-Computer Interaction
- **E-Commerce & International IS** - Global e-Business Strategy; Web Intelligence; Global e-Consumer Behavior; Cross-Cultural Adjustment, Networked Multinationals
- **Cross-disciplinary research** - Safety Management; Service Operations Management; Innovation Management; Entrepreneurship Education
- **Multilevel Theory, issues, and methods (HLM, MGMLSEM, etc.)**

## REFEREED JOURNAL PUBLICATIONS

- Smith, J., Gleim, M., Robinson, S. G., Kettinger, W. J., & **Park S.-H.** “Using an Old Dog for New Tricks: A Regulatory Focus Perspective on Consumer Acceptance of RFID Applications,” *Journal of Service Research*, Vol. 17, No 1, pp. 85-101, 2014
- Santhanam, R, Yi, M. Y., & Sasidharan, S., & **Park S.-H.** “Toward an Integrative Understanding of Information Technology Training Research Across IS and HCI: A Comprehensive Review,” *AIS Transactions on Human-Computer Interaction*, Vol. 5, No 3, pp 1-22, 2013
- Strubler, D.C., **Park S.-H.**, Agarwal, A., Kayo, K. “Development of a Macro Model of Cross-Cultural Ethics,” *Journal of Legal, Ethical and Regulatory Issues*, Vol. 15, No 2, pp 25-34, 2012
- Jayaram J., Smith, J., **Park S.-H.**, & McMackin, D. “A Framework for Safety Excellence: Lessons from UPS,” *Supply Chain Management Review*, Vol. 14, No 1, pp 30-36, 2012
- **Park S.-H.**, Lee, L., & Yi, M. Y. “Group-level Effects of Facilitating Conditions on Individual Acceptance of Information Systems,” *Information Technology and Management*, Vol. 12, No 4, pp 315-334, 2011.
- Strubler, D.C., Agarwal, A., **Park S.-H.**, & Elmer, M. “From Cognition to Behavior: A Cross Cultural Study for Business Effectiveness,” *Journal of International Business Research*, Vol. 10, SI, No 1, pp 35-46, 2011.
- Strubler, D.C., **Park S.-H.**, & Agarwal, A. “Revisiting Black, Mendenhall, and Oddou's (1991) Framework for International Adjustment Model: A Prescriptive Approach,” *Journal of International Business Research*, Vol. 10, No 2, pp 103-120, 2011.
- Borchers, A. & **Park S.-H.** “Understanding Entrepreneurial Mindset: A Study of Entrepreneurial Self-Efficacy, Locus of Control and Intent to Start a Business,” *Journal of Engineering Entrepreneurship*, Vol. 1, No. 1, pp 51-62, 2010.
- Kettinger, W. J., **Park S.-H.**, & Smith, J. “Understanding the Consequences of Information Systems Service Quality on IS Service Reuse,” *Information & Management*, Vol. 46, No. 6, pp 335-341, 2009.

- Strubler, D.C., **Park S.-H.**, & Agarwal, A. “Toward a Prescriptive Model of Cross-Cultural Ethics: An Integrated Approach,” *International Journal of Global Business and Economics*, Vol. 2, No. 2, pp 83-92, 2009.
- Smith, J., Fox, G. L., **Park S.-H.**, & Lee, L. “Institutional Antecedents to Operations Management Research Productivity,” *International Journal of Operations and Production Management*, Vol. 28, No. 1, pp 7-26, 2008.

## REFEREED PROCEEDINGS

- Ngo-Ye, T. L., **Park, S.-H.** (2014). “Motivating Business Major Students to Learn Computer Programming – A Case Study” (pp. 1-6). Macon, Georgia: Proceedings of the Seventeenth Annual Conference of the Southern Association for Information Systems (SAIS 2014). <http://sais.aisnet.org/>
- **Park S.-H.** Kim, K., Smith, J. & Ngo-Ye, T. (2014) “Mobile Consumer Self-Confidence and Behaviors: Investigating the Consequences of Consumer Self-Confidence with Mobile Commerce” *Southeast Decision Sciences Institute (SEDSI) 44<sup>th</sup> Annual Meeting*, Wilmington, NC
- Rutti, R., **Park S.-H.** & Helms, M. (2013) “Information Congruency Model: The role of information congruency in job seekers’ decision making process” *Southeast Decision Sciences Institute (SEDSI) 43<sup>rd</sup> Annual Meeting*, Charleston, SC
- Smith, J. & **Park S.-H.** (2012) “Safety in the Face of Urgency: An Ethnographic Investigation of the UPS System” *Association of Marketing Theory and Practice (AMTP) 20<sup>th</sup> Annual Meeting*, Myrtle Beach, SC
- Cayo, K. & **Park S.-H.** (2012) “An Empirical Test of a Measurement Model for Online Quality Learner” *Southeast Decision Sciences Institute (SEDSI) 42<sup>nd</sup> Annual Meeting*, Columbia, SC
- Borchers, A. & **Park S.-H.** (2010) “Measuring the Impact of Entrepreneurship Across the Curriculum,” *American Society for Engineering Education (ASEE) 117<sup>th</sup> Annual Conference & Exposition*, Louisville, KY
- **Park S.-H.**, Borchers, A., & Echempati, R. (2009) “Measuring Effectiveness of Entrepreneurial Education Programs: An Program Evaluation of E-ship in an Engineering School,” *International Conference on Manufacturing and Engineering Systems (MES)*, National Formosa University, Taiwan
- Borchers, A. & **Park S.-H.** (2009) “Undergraduate Engineering Student Attitudes Towards Entrepreneurship,” *American Society for Engineering Education (ASEE) 116<sup>th</sup> Annual Conference & Exposition*, Austin, TX
- Strubler, D.C., **Park S.-H.**, Agarwal, A., Jones, B., & Cayo, K. (2009) “Toward a Prescriptive Model of Cross-Cultural Ethics: An Integrated Approach,” *Global Business Development Institute (GBDI) 11<sup>th</sup> International Conference*, Las Vegas, NV.

- Strubler, D.C. & **Park S.-H.** (2009) “Framework for International Adjustment: Refining and Extending a Model,” *Midwest Business Administration Association (MBAA) 45th Annual International Conference*, Chicago, IL.
- Smith, J., Gleim, M., & **Park S.-H.** (2009) “Consumer Acceptance of RFID: A Test of Competing Models” *Southeast Decision Sciences Institute (SEDSI) 39th Annual Meeting*, Charleston, SC
- Borchers, A., **Park S.-H.**, & Smith, J. (2008) “Business Value of IS Security Quality: The Effect of Data Breaches on the Market Value Firms,” *39th Annual Meeting of the Decision Sciences Institute*, Baltimore, MD.
- Borchers, A. & **Park S.-H.** (2008), “Entrepreneurial Self Efficacy, Locus of Control and Intent to Start a Business: An Expanded Study in an Engineering Schools,” *44th Annual MBAA International Conference*, Chicago, IL.
- **Park S.-H.**, Lee, L., & Yi, M. Y. (2005), “Modeling Multilevel Structures of Information Technology Acceptance: An Investigation of Group Level Effects on Individual Usage of Web-Based Systems,” *11th Americas Conference on Information Systems*, Omaha, NE.
- **Park S.-H.**, Kunev, D., & Bearden, B. (2003), “A Comprehensive Model of Customer Satisfaction in Electronic Commerce: Investigating the Asymmetric Relationship between Attribute-Level Performance and Overall Satisfaction,” *9th Americas Conference on Information Systems*, Tampa, FL.

#### WHITE PAPERS / NON-REFEREED ARTICLES / CONFERENCE PRESENTATIONS

- **Park S.-H.** (2014), “Big Data Analytics in Transportation and Logistics,” *Business Analytics*, Vol. 3 Issue 1, p4-6
- **Park S.-H.** (2012), “Human Engineering at Work: UPS Case,” *Dalton Magazine*, July-August Issue, p36-37
- Cayo, K., **Park S.-H.**, & Yang, H.-S. (2010), “Digital Native, Superior Online Learners,” *41th Annual Meeting of the Decision Sciences Institute*, San Diego, CA.
- **Park S.-H.** (2006), “Role of Personal Work Values in Information Systems Adoption Behaviors,” *37th Annual Meeting of the Decision Sciences Institute*, San Antonio, TX.
- **Park S.-H.**, & Lee, L. (2005), “How an ‘Online-Stamp’ System and a Recommendation System using Relevancy Ranking Improve the Effectiveness and Efficiency of E-mail Interactions,” *36th Annual Meeting of the Decision Sciences Institute*, San Francisco, CA.

#### PAPERS UNDER REVIEW

- **Park S.-H.**, Kim, K.-H., & Smith, J. “Mobile Consumer Self-Confidence” (Under Review at *International Journal of Human-Computer Studies*)
- **Park S.-H.**, Jayaram, J., & Smith, J. “A Multilevel Approach to Theory and Research in Safety Management” (Preparing 2<sup>nd</sup> revision at *Journal of Operations Management*)

- Rutti, R., **Park S.-H.**, & Ramsey, J. “The Role of Heuristics and Relational-Interdependent Self-Construal on Team Decision Making” (Under review at *Journal of Managerial Psychology*)

#### **WORK IN PROGRESS (PAPERS NEARER COMPLETION ARE LISTED FIRST)**

- **Park S.-H.**, Yi, M., & Davis, F. D. “The Two Sides of Technology Acceptance: Economics vs. Evolution” (in manuscript preparation for *Management Science*)
- **Park S.-H.**, Yi, M., & Davis, F. D. “The Role of Personal Value in Collaborative Information Systems Adoption” (in manuscript preparation for *MIS Quarterly*)
- Mobile Consumer Self Confidence – This project, funded by the Dalton State International Faculty Development Grant & the Korea National University of Transportation International Research Fund jointly, conceptually develops and examines a new measure assessing mobile consumers’ self-confidence. (in data collection)
- A Framework for International IS Deployment – This study proposes a framework which investigates relationship between organizations’ global strategy and global IS deployment using a series of ERP deployment cases of multinational corporations including Samsung Electronics. (in data collection)
- An International Study of Expectations for Information Service with Kettinger, W. J., & Mills, A. – This project, funded by CIBER grant, investigates how the expectations for IS services develop and how they differ globally (in manuscript preparation)
- An Empirical Test of the Online Quality Learner Model with Cayo, K. & Apple, D. – This study examines the Online Quality Learner Model developed by Pacific Crest (Dr. Dan Apple)

# **GRANTS, SERVICE, HONORS AND OTHER ACTIVITIES**

## **GRANTS / MONETARY AWARDS**

- “2013 Dalton State International Faculty Development Grant,” Dalton State Foundation, Sole Recipient, **\$1,000** - Awarded: April 2013
- “KEEN - Kettering Grant 2010-2015,” Kern Entrepreneurship Education Network Program, Kern Family Foundation, Steering Committee, **\$1,651,000** - Awarded: May 2010 (PI: Michael Harris)
- “Oswald International Fellowship,” Oswald International Exchange Program, Oswald Family, Sole Recipient, **\$5,000** - Awarded: May 2009
- “KEEN - Kettering Grant 2009-2010,” Kern Entrepreneurship Education Network Program, Kern Family Foundation, Co-Investigator, **\$225,000** - Awarded: October 2008 (PI: Massoud S. Tavakoli)
- “KEEN - Kettering Grant 2008-2009,” Kern Entrepreneurship Education Network Program, Kern Family Foundation, Co-Investigator, **\$50,000** - Awarded: October 2007 (PI: Massoud S. Tavakoli)
- “An International Study of Expectations for Information Services,” Center for Intentional Business Education and Research (CIBER) Grant, US Department of Education, Fellow, **\$25,000** - Awarded: January 2006 (PI: William J. Kettinger)

## **EDITORIAL SERVICES FOR JOURNALS**

- Editorial Board Member for International Journal of Business and Management, September, 2012 ~ Present, ISSN: 1833-3850 (Print) 1833-8119 (Online)

## **COORDINATING SERVICES FOR CONFERENCES**

- Program Committee for Decision Sciences Institute Annual Meeting, 2004 ~ 2005, DSI 2005 Annual Meeting Website Coordinator (developed DSI 2005 Website and CIS)

## **SESSION CHAIRING SERVICES FOR CONFERENCES**

- International Conference on Information Systems (ICIS) / Americas Conference on Information Systems (AMCIS) / Decision Sciences Institute Annual Meeting (DSI) / International Conference on Manufacturing and Engineering Systems (MES)

## **DEPARTMENT, SCHOOL, AND REGIONAL COMMITTEE SERVICE**

- IRB Committee of Dalton State College, 2013 ~ Present



- Co-director for University Systems of Georgia's Study Abroad in Korea Program, 2012 ~ Present
- Faculty Senate of Dalton State College, 2012 ~ Present
- MIS-IT Club Faculty Advisor of Dalton State College, 2012 ~ 2013
- DSC representative on University Systems of Georgia's Asian Council, 2011 ~ Present
- Online/Distance Education Committee of Dalton State College, 2011 ~ Present
- International Education Committee of Dalton State College, 2011 ~ Present
- Faculty Development Committee of School of Business at Dalton State, 2011 ~ Present
- Strategic Planning Committee of School of Business at Dalton State, 2011 ~ Present
- University Task Force on the Reconceptualization of the Senior Experience at Kettering University, March ~ July, 2011
- Faculty Senate of Kettering University, 2010 ~ 2011
- Thesis Committee of Kettering University, 2008 ~ 2011
- Mid-Michigan Innovation Team Learning Committee, 2007 ~ 2011
- Innovation Quest (Kettering Entrepreneurship Competition) Coordinator, 2007 ~ 2011
- Kettering Entrepreneurship Society Advisory Committee, 2007 ~ 2011
- Curriculum Committee of Business Department at Kettering University, 2007 ~ 2009
- Academic Computing Committee of Kettering University, 2007 ~ 2008
- MRA (Mutual Recognition Agreement) Technical Consultative Committee for Ministry of Commerce, Industry and Energy, Government of Korea, Korea, 1998 ~ 2000

## **PROFESSIONAL DEVELOPMENTS/CERTIFICATIONS/HONORS/ACHIEVEMENTS**

- University System of Georgia Symposium: New Models: MOOCs and Beyond, Georgia Tech, Atlanta, GA, November 6, 2013
- Conference on Infusing Southeast Asian Perspectives into Social Science, Humanities, Education and Business Courses, Southern Polytechnic State University, Marietta, GA, April 12, 2013
- Learning-Centered Redesign Workshops, Dalton State College, Fall 2011
- SAP Workshop, Participant, Kettering University, Sept 23-24, 2010
- SAP Workshop (Business Process), Participant, Charlotte, NC, March 13-14, 2009
- Pacific Crest Faculty Development, Participant, Kettering University, Nov 11-13, 2008
- Decision Sciences Institute New Faculty Development Consortium, Participant, Phoenix, Arizona, November 17, 2007

- Certification for Performance Above and Beyond in recognition of service and scholarly achievements, Moore School of Business, 2007
- Certification for Performance Above and Beyond in recognition of service and scholarly achievements, Moore School of Business, 2006
- Certification for Excellence in Scholarly Achievement in recognition of academic achievements as a doctoral student, Moore School of Business, 2006
- Certificate of Recognition for Outstanding Service for Decision Sciences Institute Annual Meeting as Annual Meeting Website Coordinator, 2005
- Decision Sciences Institute Doctoral Student Consortium Participant, San Francisco, California, 2005
- Certificate of Appreciation for Outstanding Service by The Frank L. Roddey USC Small Business Development Center, 2001
- Darla Moore Fellowship, Moore School of Business, 2002 ~ 2006

### **OTHER CERTIFICATIONS/HONORS/ACHIEVEMENTS**

- Certified Analytics Professional (CAP®) by INFORMS, 2014
- Logistics Consultant Certification by Government of Korea, 1997
- LG-Group President Award - Excellent Employee, 1996.
- Certification of Dan-Hak (Yoga + Massage + Meditation) Instructor by Dan-Hak Ins., 1995.
- ANAM Scholarship, the highest scholarship at Korea University, 1990 ~ 1993
- Minister of Education Award for Student Leadership, 1987

### **PROFESSIONAL AFFILIATIONS**

- Association for Information Systems, Decision Sciences Institute, Institute for Operations Research and the Management Sciences, Information Systems Audit and Control Association, SAP Curriculum Congress, Global Business Development Institute, Chief Marketing Officer Council, Allied Academies