

# Moonwon Chung

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## EDUCATION

*Ph.D. Candidate*, Management Science  
University of South Carolina, Columbia, SC, USA, Expected May 2019  
Research Interest: Buyer-Supplier Relationship, Technology and Innovation Management, Operations-Marketing Interface

*Master of Science*, Operations Management  
Seoul National University, Seoul, South Korea, February 2013  
Thesis: The Effect of Buyer-Supplier Performance Metrics Alignment on Supply Chain Performance

*Bachelor of Arts*, Business Administration  
Yonsei University, Seoul, South Korea, February 2010  
Minor: Law

## PUBLICATION

Dong, Y., M. Chung, C. Zhou, S. Venkataraman (2018) Banking on “Mobile Money”: The Implications of Mobile Money Services on the Value Chain, Forthcoming, Manufacturing & Service Operations Management

Chung, M., M.K. Malhotra, S. Park (2018) The Longitudinal Impact of Supplier Development Efforts on the Buying Firm’s Financial Performance, Conditional accept, Journal of Managerial Issues

Malhotra, M.K., R. Janakiraman, S. Mishra, M. Chung (2017) POM and Marketing, Routledge Companion for Production and Operations Management (POM), Ch.22

Chung, M., J. Oh, I. Lee (2014) Managing Online Distribution Channels to Enhance Content Quality and Satisfaction, Asian Journal on Quality, 14(3)

Kim, S., Y. Kim, C. Kim, M. Chung (2012) Incheon International Airport: World-Class Service Operations Management, European Case Clearing House 612-044-1

## WORKING PAPERS

Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2017) Innovation Ecosystem Coordination with Exclusive Contracts: The Case of iPhone Launch, Working Paper

Chung, M., M.K. Malhotra (2017) Consumer Lifetime Value of Mobile Applications, Working Paper

Chung, M. (2017) Freshly Squeezed: Deinstitutionalization of Supply Chain Unfair Trading Practices and Firm Value, Working Paper

Malhotra, M.K., M. Chung, C. Robinson (2017) The Role of Market-Based Flexibility in Environmental Supply Chain Collaboration, Working Paper

**WORKING PROJECTS**

Chung, M., L. Sharma, M.K. Malhotra (2018) New Product Life Cycles in Software Development

Chung, M., L. Sharma, M.K. Malhotra (2018) Initial Success Strategies in Software Development

Chung, M., L. Sharma, M.K. Malhotra (2018) Product Life Cycle Extension Strategies in Software Development

Handley, S., M. Chung (2018) The Role of Contracts in Inter-Firm Relationships

**PRESENTATION**

*2016 POMS Annual Conference* May 2016  
Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2016) Investigating the iPhone Effect: Building Competitive Advantage with Technology Migration

*2016 POMS Annual Conference* May 2016  
Chung, M., M.K. Malhotra (2016) The Longitudinal Impact of Supplier Development Efforts on a Buying Firm's Financial Performance

*2015 DSI Annual Conference* November 2015  
Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2015) Investigating the iPhone Effect: Building Competitive Advantage with Technology Migration

*2012 DSI Annual Conference* November 2012  
Chung, M., S. Park, H. Yang (2012) Assessing the Unbundling Trend and Pricing Strategies of Digital Experience Goods in Online Proprietary Marketplace

**PROFESSIONAL EXPERIENCE**

*University of South Carolina* Jan - May 2017  
Instructor, Columbia, SC, USA  
Taught undergraduate "MGSC 395: Operations Management" (1 section)

*Hansung University* Sep - Dec 2013  
Instructor, Seoul, South Korea  
Taught undergraduate "Service Science II: Business Analytics" (2 sections)  
Contents: Discriminant Analysis, DEA, Forecasting, Queueing, System Dynamics in Excel and Vensim

*Asian Journal on Quality* Sep 2011 - Dec 2013  
Editorial Assistant, Seoul, South Korea  
Assisted journal review and publication process

*A.T.Kearney* Apr - May 2010  
Research Analyst, Seoul, South Korea  
Data Collection and analysis in CPFR operations consulting project

*Institute of Global Management* Jun - Dec 2007  
Research Analyst, Seoul, South Korea  
Assisted Web 2.0 market research and trend analysis for Executive Education

*Republic of Korea Army* Jun 2005 - Jun 2007  
Field Engineer, Anyang, South Korea  
Military occupation: Field Intelligence and Interpreter

**CERTIFICATE  
AND HONORS**

*University of South Carolina*  
Faculty Development in International Business  
Concentration: Global Supply Chain and Operations Management

Jun 2015

*University of South Carolina*  
SAP-HEC Montreal ERPsim Training Level 1 Certified

Jun 2015

**SKILLS**

*Software:* VBA, Python, SQL, R, Linux, SPSS, SAS, STATA, MPLUS, AMOS,  
VENSIM, Latex, Tableau, MS Office applications

*Language:* Korea, English, Japanese

*Research Methods:* Econometrics, SEM, System Dynamics, Linear Optimiza-  
tion, Discrete Event Simulation