Bong Keun Jeong

Department of Management and Decision Sciences
Wall College of Business
Coastal Carolina University
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EDUCATION

Ph.D. in Information Technology (Major: Business Information Systems & Operations Management)
University of North Carolina at Charlotte, 2010

B.S. in Management Information Systems
University of North Carolina at Charlotte (Magna Cum Laude), 2005

WORK EXPERIENCES

Associate Professor (August 2018 – Current)
Department of Management and Decision Sciences
Coastal Carolina University

Associate Professor (August 2017 – July 2018)
Department of Computer Information Systems and Business Analytics
Metropolitan State University of Denver

Assistant Professor (August 2012 – July 2017)
Department of Computer Information Systems and Business Analytics
Metropolitan State University of Denver

Assistant Professor (August 2010 – June 2012)
Department of Business Administration
SP Jain School of Global Management, Singapore

Instructor (January 2007 – May 2010)
Department of Business Information Systems & Operations Management
University of North Carolina at Charlotte

Teaching / Research Assistant (August 2005 – December 2006)
Department of Business Information Systems & Operations Management
University of North Carolina at Charlotte

RESEARCH

RESEARCH INTEREST

- Digital Piracy
- IT Governance & Process Management
- IT investment on the Market Value of Firms
- Technology Adoption
- Data Mining
- Network Intrusion Detection

REFERRED JOURNAL PUBLICATIONS

1. Soo-Yeon Ji, Bong Keun Jeong, Dong Hyun Jeong "Evaluating Visualization Approaches to Detect Abnormal Activities in Network Traffic Data" forthcoming in *International Journal of Information Security*

2. Soo-Yeon Ji, Bong Keun Jeong, Dong Hyun Jeong "An Analysis of Human Emotions by Utilizing Wavelet Features" *International Journal of Multimedia Data Engineering and Management*, 10(4), 2019, pp. 46-63

3. M. Ikram, Sarah S. Khan, Bong Keun Jeong "An Empirical Investigation of Smartphone Adoption in Pakistan" *International Journal of Technology and Human Interaction*, 14(3), 2018, pp. 1-20

4. Tom E. Yoon, Bong Keun Jeong "Service Oriented Architecture (SOA) Implementation: Success Factors and Realized Benefits" *International Journal of Information Systems in the Service Sector*, 10(2), 2018, pp. 1-21

5. Tom E. Yoon, Bong Keun Jeong, Biswadip Ghosh "User Acceptance of Business Intelligence Application: Motivation to Learn, Technology, Social Influence, and Situational Constraints" *International Journal of Business Information Systems*, 26(4), 2017, pp. 432-450

6. Bong Keun Jeong, Tom E. Yoon "Improving IT Process Management through Value Stream Mapping Approach: A Case Study" *Journal of Information Systems and Technology Management*, 13(3), 2016, pp. 389-404

7. Soo-Yeon Ji, Bong Keun Jeong, Seonho Choi, Dong Hyun Jeong "A Multi-Level Intrusion Detection Method for Abnormal Network Behaviors" *Journal of Network and Computer Applications*, 62, 2016, pp. 9-17

8. Bong Keun Jeong, Moutaz Khouja "Analysis of the Effectiveness of Preventive and Deterrent Piracy Control Strategies: Agent-Based Modeling Approach" *Computers in Human Behavior*, 29(6), 2013, pp. 2744-2755

9. Bong Keun Jeong, Tom E. Yoon "An Empirical Investigation on Consumer Acceptance of Mobile Banking Services" *Business and Management Research*, 2(1), 2013, pp. 31-40

10. Bong Keun Jeong, Kexin Zhao, Moutaz Khouja "Consumer-Piracy Risk: Conceptualization

and Measurement in Music Sharing" *International Journal of Electronic Commerce*, 16(3), 2012, pp. 89-118

11. Bong Keun Jeong, Moutaz Khouja, Kexin Zhao "The Impact of Piracy and Supply Chain Contracts on Digital Music Channel Performance" *Decision Support Systems*, 52(3), 2012, pp. 590-603

12. Bong Keun Jeong, Antonis C. Stylianou "Market Reaction to Application Service Provider (ASP) Adoption: An Empirical Investigation" *Information & Management*, 47(3), 2010, pp. 176-187

13. Bong Keun Jeong, Ying Lu "The Impact of Radio Frequency Identification (RFID) Investment on the Market Value of Firms" *Journal of Theoretical and Applied Electronic Commerce Research*, 3(1), 2008, pp. 41-54

14. SungJune Park, Nallan C. Suresh, Bong Keun Jeong "Sequence-Based Clustering for Web Usage Mining: A New Experimental Framework and ANN-enhanced K-Means Algorithm" *Data & Knowledge Engineering*, 65(3), 2008, pp. 512-543

CONFERENCE PROCEEDINGS / PRESENTATIONS

1. Bong Keun Jeong, Bomi Kang, Dong Hyun Jeong, Soo-Yeon Ji "A Cluster Analysis of Digital Pirates: Multi-Dimensional Piracy Risk Perception Approach" *Southeastern Institute for Operations Research and the Management Sciences (SEINFORMS)*, 2019

2. Ji Hun Lee, Bong Keun Jeong "Understanding Sensor Data with Uncertainty using a Visual Representation" **(Best Paper Award on Data Management, Exploration and Mining track)** *IEEE 7th Annual Computing and Communication Workshop and Conference*, 2017

3. Dong Hyun Jeong, Bong Keun Jeong, Soo-Yeon Ji "Designing a Hybrid Approach with Computational Analysis and Visual Analytics to Detect Network Intrusions" *IEEE 7th Annual Computing and Communication Workshop and Conference*, 2017

4. Bong Keun Jeong, Tom E. Yoon "Improving the Persuasive Effectiveness of Anti-Piracy Educational Campaign Messages" *Institute for Operations Research and the Management Sciences (INFORMS)*, 2015

5. Bong Keun Jeong, Tom E. Yoon "The Role of Regulatory Focus and Message Framing on Persuasion of Anti-Piracy Educational Campaigns" *Proceedings of the 20th Americas Conference on Information Systems (AMCIS)*, 2014

6. Tom E. Yoon, Biswadip Ghosh, Bong Keun Jeong "User Acceptance of Business Intelligence (BI) Application: Technology, Individual Difference, Social Influence, and Situational Constraints" *Proceedings of the 47th Hawaii International Conference on System Sciences (HICSS)*, 2014

7. Bong Keun Jeong, Moutaz Khouja "Effective Piracy Control Strategies: An Agent-based Modeling Approach" *Workshop on Information Technologies and Systems (WITS)*, 2011

8. Bong Keun Jeong, Moutaz Khouja, Kexin Zhao "The Impact of Piracy and Supply Chain Contracts on Digital Music Channel Coordination" *Institute for Operations Research and the Management Sciences (INFORMS)*, 2009

9. Bong Keun Jeong "Supply Chain Coordination in Digital Age" *US-Korean Conference*, 2009

10. Bong Keun Jeong "Sequence-Based Clustering For Web Usage Mining" *KSEA North Carolina Regional Symposium*, 2007

11. Bong Keun Jeong, SungJune Park, Nallan C. Suresh "An Experimental Investigation of the Performance of Sequence-Based Clustering in Web Usage Mining" *Proceedings of the Decision Sciences Institute (DSI)*, 2006

WORKING PAPERS

1. Bong Keun Jeong, Tom E. Yoon, Sarah S. Khan "The Role of Message Frame, Issue Involvement, Risk Perception, and Message Evidence on Perceived Effectiveness of Anti-Piracy Educational Campaign" Under review in *Journal of Theoretical and Applied Electronic Commerce*

2. Bong Keun Jeong, Bomi Kang "A Cluster Analysis of Digital Music Pirates and The Effectiveness of Targeted Anti-Piracy Educational Campaign" *Status: data collection in progress*

3. Bong Keun Jeong, "Application of Value Stream Mapping (VSM) for Lean and Cycle Time Reduction in Software Development Life Cycle (SDLC) Process: A Case Study" *Status: write up the result*

4. Soo-Yeon Ji, Bong Keun Jeong, Charles Kamhoua, Dong Hyun Jeong "A Wavelet Transform Approach for Identifying Malicious Attack: Time Series Events in Honeypot" *Status: write up the result*

TEACHING

TEACHING INTEREST

- Business Statistics
- Predictive Analytics & Data Mining
- Business Application Development (Java, VB)
- Management Science
- Management Information System
- System Analysis and Design

TEACHING EXPERIENCE

Coastal Carolina University
- Business Statistics
- Decision Analysis
- Management Internship

Metropolitan State University of Denver
- Structured Problem Solving in Information Systems (Java)
- Foundations of Information Systems
- Business Analytics II (Management Science)
- Advanced Computer Applications for Business
- Knowledge Discovery and Data Mining

S P Jain School of Global Management
- Business Computer Skills
- Business Information Systems
- Decision Science
- IT in Business (MBA)

University of North Carolina at Charlotte
- Business Application Development (Visual Basic)
- Management Information Systems
- Introduction to Business Computing

CURRICULUM DEVELOPMENT

Metropolitan State University of Denver
- Knowledge Discovery and Data Mining
- Data Mining for Business Intelligence (MBA)

S P Jain School of Global Management
- Business Computer Skills
- Business Information Systems

- Decision Science

SERVICES

DEPARTMENT SERVICES

Coastal Carolina University
- Assessment Committee (2020 – Current)

Metropolitan State University of Denver
- Curriculum Committee (2012 – 2018)
- Faculty Search Committee (2014 – 2015, 2017 – 2018)
- Business Analytics Program Taskforce (2014 – 2015)
- Course Coordinator – CIS 2010 (2014 – 2017)
- Course Coordinator – CIS 2110 (2017 – 2018)
- Promotion, Tenure, Retention Committee (2017 – 2018)
- Mission and Policies Committee (2012 – 2018)
- Graduate Program Committee (2012 – 2018)
- ABET Re-accreditation Committee (2012 – 2018)

S P Jain School of Global Management
- Faculty Search Committee (2010 – 2012)
- Curriculum Committee (2010 – 2012)
- Faculty Advisor – MBA Dissertation and Applied Research Project (2010 – 2012)
    - S. Dharmapalan "Reducing Cycle Time of Software Development Life Cycle Using Lean Tools"
    - Yadav Asharam "Achieving Operation Efficiency through IT Process Re-engineering for Database Server Provisioning"
    - Devkant Shacksaria, Nagarjun Ayyagari, Parul Oberai "Consumer Acceptance of Mobile Banking in Singapore"
- Faculty Advisor – Student Mentor Program (2010 – 2012)

COLLEGE SERVICES

Metropolitan State University of Denver
- International Business Studies Taskforce (2012 – 2014)
- Business Resources Committee (2012 – 2015)

UNIVERSITY SERVICES

Coastal Carolina University

- Faculty Development Committee (2019 – Current)

Metropolitan State University of Denver
- Faculty Senator (2015 – 2016)
- Faculty Senate Welfare Committee (2015 – 2016)
- International Education Committee (2014 – 2017)
- Faculty Advising Committee (2015 – 2018)

PROFESSIONAL SERVICES

- Program Committee
  - POST-ICIS KrAIS Research Workshop, 2017, 2018
- Reviewer
  - International Conference on Information Systems (ICIS), 2013
  - Americas Conference on Information Systems (AMCIS), 2014
  - Hawaii International Conference on System Sciences (HICSS), 2013, 2014
  - TMC Academic Journal, 2011
  - Management Research Review, 2011
  - International Journal of Information Management, 2010
  - Workshop on e-Business (WEB), 2008
- Conference Session Chair
  - Workshop on Information Technologies and Systems (WITS), Shanghai, China, 2011
  - Institute for Operations Research and the Management Sciences (INFORMS), San Diego, CA, 2009

HONORS, AWARDS, ACTIVITIES

HONORS / AWARDS

- Dean's Award for Excellence in Scholarship, Metropolitan State University of Denver, 2017
- Best Paper Award, Data Management, Exploration and Mining track, IEEE 7th Annual Computing and Communication Workshop and Conference, 2017
- IT Professor of the Year, SP Jain School of Global Management, 2012
- Ph.D. Academic Fellowship, University of North Carolina at Charlotte, 2010
- Research Assistantship, University of North Carolina at Charlotte, Summer 2009
- Chancellor's List, University of North Carolina at Charlotte, Fall 2005
- Business Honors Program, University of North Carolina at Charlotte

ACTIVITIES / PROFESSIONAL AFFILIATION

- Invited Guest Speaker, "Success Skills for the Future" Yongsan International School of Seoul, Gyeonggi Suwon International School, and Seoul Foreign School, Korea, January 2011
- Professional Membership
  - Beta Gamma Sigma
  - Association for Information Systems (AIS)
  - Institute for Operations Research and the Management Sciences (INFORMS)
  - Decision Science Institutes (DSI)
  - Korean-American Scientists and Engineering Association (KSEA)