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Professor of Management
Graduate School of Business
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Education

Ph.D. University of Wisconsin - Milwaukee, School of Business Administration, 2000
Major: Management Information Systems
Minor: Organizational Behavior and Strategy
Dissertation: Successful Design of Electronic Commerce Environments: The Role
of Sense of Presence On User Behavior

MBA Graduate School of Business, Seoul National University, S. Korea, 1991

B.A. College of Business Administration, Seoul National University, S. Korea, 1989

Academic and Professional Experience

Seoul National University, Graduate School of Business, Professor of Management, 2011-Present.

Seoul National University, Graduate School of Business, Associate Professor of Management, 2006-2011.

Seoul National University, Graduate School of Business, Assistant Professor of Management, 2004-2006.

Seoul National University, Office of Information Systems and Technology, Deputy-CIO, 2010-2016

Seoul National University, Office of International Affairs, Associate Dean for International Affairs, and Director of SNU-America, 2009-2010

Rensselaer Polytechnic Institute (USA), Lally School of Management & Technology, Assistant Professor of Management, 2000-2004.

University of Wisconsin – Milwaukee, School of Business Administration, Lecturer of Management, 1999-2000.

Professional Experience

Korean Corporation Management Association, Vice President, 2014 – Present.

Korean Society of Management Information Systems, Vice President, 2014

Korean Society of Internet Information, Managing Director, 2014.

Samsung Data System Co., Ltd., Seoul, S. Korea, Information Systems Strategy Specialist, 1992-1995.

Samil Coopers & Lybrand Consulting Co., Seoul, S. Korea, Information Technology Consultant, 1991.

Honors and Awards

The OR Society's Stafford Beer Medal for The Best Paper published in the European Journal of Information Systems (EJIS) in 2002, Awarded by The Operation Research Society, 2004.

Listed in “Who’s Who in America”, Marquis Who’s Who, 57th Edition, 2003 & 58th Edition, 2004.

Listed in “Who’s Who in the World”, Marquis Who’s Who, 21st Edition 2004, 2017

Beta Gamma Sigma: The Honor Society for Outstanding Scholars in Business Programs accredited by AACSB, 2000.

Ernst & Young/ICIS (International Conference on Information Systems) Doctoral Consortium Fellow, Charlotte, NC, December 1999.

Best Paper Award for the Marketing & Consumer Behavior in Electronic Markets Track, AMCIS (Americas Conference on Information Systems), August 1999.

Research Interests

Digital Business & Strategy
Digital Innovation

Journal Article Publications

S. Lee, H. Baek, and J. Jahng, Governance strategies for open collaboration: Focusing on resource allocation in open source software development organizations, *International Journal of Information Management* 37 (2017), pp. 431–437

Cho, H., Jahng, J., Factors affecting the performance of voluntary participants in the knowledge sharing virtual community, *International Journal of Web based community*, 2014, (10:3), pp. 339 – 356.

Yang, S., Yoo, B. and Jahng, J., Does the SaaS model really increase customer benefits?, *Asia Pacific Journal of Information Systems*, Vol. 20, No.2, June 2010, pp. 87-101.

Joo, J., Jahng, J., and Cho, H., A Study on the Profitability Enhancement of SI Business in Public and Finance Sector, *Information Systems Review*, 12(1), April 2010, pp. 165-188. (in Korean)

Sung, K., Kim, T., Jahng, J., and Ahn, J., The Effect of Personal Characteristics and User Involvement on Knowledge Sharing in the Knowledge-Exchange Website Context, *Journal of Society for e-business Studies*, 14(4), Nov. 2009, pp. 229-253. (in Korean)

Choi, J. and Jahng, J., Predictors of E-commerce Use of the Internet: A Multinational Comparative Study - the U.S., the Netherlands, and S. Korea, *Seoul Journal of Business*, 15(1), June 2009, pp. 63-82.

Cho, H. and Jahng, J., An Empirical Study on the Relationship between Performance and Behaviors of Participants in the Knowledge Sharing Virtual Community 19(1), *Asia Pacific Journal of Information Systems*, 19(1), March 2009, pp. 63-82. (in Korean)

Yang, J., Ahn, J., and Jahng, J., The Effects of The Board's Participation in Strategic IT Decision Making on Business Performance: IT Governance Perspective, *Korean Management Review*, 38(1), February 2009, pp. 239-267. (in Korean)

Huang, M., Ahn, J., and Jahng, J., Patterns of Collaboration Networks: Co-authorship Analysis of MIS Quarterly from 1996 to 2004, *The Journal of Society for e-Business Studies*, 13(4), November 2008, pp. 193-207. (in Korean)

Jahng, J., Kwon, S., and Koh, S., A Study on the History of IS Development Methodology, *Information Systems Review*, 10(2), August 2008, pp. 211-234. (in Korean)

Kim, Y., Oh, S., Ahn, J., and Jahng, J., What happens after IT adoption?: Role of habits, confirmation, and computer self-efficacy formed by the experiences of use, *The Journal of MIS Research*, 18(1), March 2008, pp. 25-51. (in Korean)

Park, C., Ahn, J., and Jahng, J., Factors influencing the Intention to Adopt Mobile Banking, *The Journal of Internet e-Commerce Research*, 7(3), September 2007, pp. 97-129. (in Korean)

Jahng, J., Jain, H., and Ramamurthy, Effects of Interaction Richness on Consumer Attitudes and Behavioral Intentions in E-Commerce: Some Experimental Results, *European Journal of Information Systems*, 16(3), July 2007, pp. 254-269.

Kim, C, Jahng, J., and Lee, J., An Empirical Investigation of the Utilization-based Information Technology Success Model: Integrating Task-Performance and Social Influence Perspective, *Journal of Information Technology*, 22(2), June 2007, pp. 152-160.

Jahng, J., Jain, H., and Ramamurthy, K., An Empirical Study of The Impact of Product Characteristics and Electronic Commerce Interface Richness on Consumer Attitude and Purchase Intentions, *IEEE Transactions on Systems, Man, and Cybernetics*, 36(6), November 2006, pp.1185-1201.

Lee, S., Ahn, J., and Jahng, J., The Effect of Perceived Interactivity's Mediator Role on Mobile Contents Users' Attitude and Behavioral Intention, *Journal of MIS Research* 16(3), September 2006. (in Korean)

Park, C., Kim, E., Ahn, J., and Jahng, J. Empirical Study on Factors Influencing the Value of Mobile Advertising: From the Perspective of Information Value, *Information Systems Review* 8(2), August 2006, pp. 29-49. (in Korean)

Kim, S., Jahng, J., Lee, S., and Choi, K., The effects of Supply Chain Integration Components on Supply Chain Management and Firm Performance, *Daehan Journal of Business* 19(3), June 2006, pp. 987-1014. (in Korean)

Jahng, J. and Kim H., A Study on Conceptual Framework for a Typology of Cyber Communities , *Journal of Information and Operations Management*, 15 (1), August 2005, pp. 103-116. (in Korean)

Jahng, J. and Rhee, H., A Conceptual Study on On-Line Reference Group, *The Korean Business Journal*, 38 (4), December 2004. (in Korean)

Mendoza, R. and Jahng, J., An Exploratory Study on Adoption of Complex Networked Technologies: The Case of the eXtensible Markup Language (XML) Specifications, *Seoul Journal of Business*, 10 (2), December 2004, pp.81-98.

Jahng, J., Information Systems Reuse: Organizational Focus, *Journal of Information and Operations Management*, 14 (2), December 2004, pp. 93-106. (in Korean)

Jahng, J., Jain, H., and Ramamurthy, K., Personality Traits and Effectiveness of Presentation of Product Information in E-Business Systems, *European Journal of Information Systems*, 11 (3), September 2002, pp. 181-195. **“Best Paper” Awarded.**

Jahng, J., Jain, H., and Ramamurthy, K., The Impact of Electronic Commerce Environment on User Behavior: The Case of a Complex Product, *e-Service Journal*, 1 (1), Fall 2001, pp. 41-53.

Jahng, J., Jain, H., and Ramamurthy, K., Effective Design for Electronic Commerce Environments: A Proposed Theory of Congruence and An Illustration, *IEEE Transactions on Systems, Man, and Cybernetics*, 30 (4), July 2000, pp.456-471.

Books

Jahng, J., and Kwon, S., History of Management Information Systems in South Korea (in Korean), Seoul National University Press, February 2009 (in Press).

Jahng, J., Emerging IT and the Role of Top Management (in Korean), Electronic Commerce Resource Center, Seoul National University, Seoul, Korea, 2005.

Conference Proceedings/Presentations

Lee, S. and Jahng, J., Tense Moods Make You Use Habitually Facebook: A New Framework for Habitual IT Use based on the Mechanisms of Mood Regulation, *Proceedings of Americas Conference of Association for Information Systems*, August 2013.

Jahng, J., Has fundamental rules of game changes?, *Wuhan International Conference of E-Business*, May 2012, Wuhan China.

Lee, S. and Jahng, J., Identification of factors affecting habitual IS use, Post-ICIS (*International Conference on Information Systems*) *LGCNS/KRAIS Workshop*, Orlando, FL, USA, December 2012.

Kim, T., Jahng, J. and Ravichandran, T. "Study on the Innovation of South Korean Mobile Telecommunication Businesses: An Institutional Intervention Perspective," in Proceedings of 15th Americas Conference of Association for Information Systems, San Francisco, CA, USA, August 6-9, 2009.

Cho, H., and Jahng, J. "Factors Affecting Volunteer Participants' Performance in the Virtual Community: The Case of Knowledge Sharing Website," in Proceedings of 15th Americas Conference of Association for Information Systems, San Francisco, CA, USA, August 6-9, 2009.

Lee, H., Jahng, J., and Ahn, J., A study on Business Factors in Ubiquitous Digital Contents Environment (Focused on User Created Contents), *Pre-ICIS (International Conference on Information Systems) Workshop*, Montreal, Canada, December 2007.

Kwon, S., Jahng, J., and Koh, S., History of IS Development Methodology in South Korea, *Proceedings of Joint Conference of The Korea Society of Information Technology*

Applications, Korea Society of Industrial Information Systems, and Korean Society of Information Strategy, November 2006, pp. 357-371. (in Korean)

Cho, H. and Jahng, J., Emergence of Community Governance: A Framework of the institutional mechanism for control and synergy, *Proceedings of Annual Fall Conference of Korean Society of Management Information Systems*, Nov. 2006, pp. 382-387. (in Korean)

Kim, T. and Jahng, J., SSPD based Revenue Model for Digital Contents: How to design the-network-type-digital-money fitting into a business model?, *Proceedings of Annual Fall Conference of Korean Society of Management Information Systems*, Nov. 2006, pp. 537-543.

Oh, S., Jahng, J., and Ahn, J., Context-Aware Computing Impacts on Business, *Proceedings of Annual Fall Conference of Korean Society of Management Information Systems*, Nov. 2006, pp. 701-706.

Huang, M., Ahn, J., and Jahng, J., MISQ Community: Social Network Analysis of MIS Quarterly 1996-2004, *CNAIS (China Association for Information Systems) 2005 Conference*, November 2005.

Oh, H. and Jahng, J., An Exploratory Study of Channel Choice Behavior, *2005 KMIS (Korean Society of Management Information Systems) International Conference*, November 2005.

Mendoza, R., Ravichandran, T., and Jahng, J., Adoption of Vertical Standards, *Proceedings of 13th European Conference on Information Systems*, May 2005.

Ahn, J., Jahng, J., Kim, E., and Park, C. A Study on Factors Influencing Information Value and User Attitude in Mobile Environments: The Case of Mobile Advertising, *Annual Fall Conference of The Korean Society of Management Information Systems*, November 2004.

Kim, C., Jahng, J., and Lee, J., A Causal Model for Information Technology Acceptance and Its Impact on Individual Performance, *Proceedings of 10th Americas Conference of Association for Information Systems*, August 2004. pp. 3317-3328.

Mendoza, R. and Jahng, J., The eXtensible Markup Language (XML) and eBusiness: Significance and Impact, *Proceedings of 9th Americas Conference of Association for Information Systems*, August 2003.

Mendoza, R. and Jahng, J., Adoption of XML Specifications: An Exploratory Study of Industry Practices, *Proceedings of 9th Americas Conference of Association for Information Systems*, August 2003.

Mendoza, R. and Jahng, J., Electronic Commerce and Technology Standards: The eXtensible Markup Language and The Electronic Markets Hypothesis, *Proceedings of 8th Americas Conference of Association for Information Systems*, August 2002.

Jahng, J., Jain, H., and Ramamurthy, K., Personality and Product Information Presentation In E-Commerce Environments, *Proceedings of 7th Americas Conference of Association for*

Information Systems, August 2001.

Jahng, J., Jain, H., and Ramamurthy, K., Empirical Investigation into Impact of Electronic Commerce Systems Richness on User Behavior: The Case of a Complex Product, *Proceedings of 6th Americas Conference of Association for Information Systems*, August 2000.

Jahng, J., Successful Design of Electronic Commerce: The Role of Sense of Presence on User Behavior, *Proceedings of ICIS 1999 Ernst & Young Foundation Doctoral Consortium*, 1999.

Jahng, J., Jain, H., and Ramamurthy, K., Product Complexity, Richness of Web-based Electronic Commerce Systems, and System Success: A Proposed Research Framework, *Proceedings of 5th Americas Conference of Association for Information Systems*, 1999, pp. 520-522. (AIS 99 Best Paper in Track)

Jahng, J., Successful Design of Electronic Commerce: On the role of Sense of Presence in User Behavior, *Proceedings of AIS 1999 Doctoral Consortium*, 1999.

Product Attributes, Consumer Information Processing Style, and Information Presentation in Web-Based Commerce: A Proposed Model, *Presented at INFORMS Conference*, Philadelphia, PA, November 1999.

Jahng, J. and Ramamurthy, K., Influence of IT Architectural Strategy and Business Strategy Alignment on Competitive Advantage: A Proposed Research Framework, *Proceedings of 4th Americas Conference of Association for Information Systems*, 1998, pp. 517-520.

Jahng, J. and Zahedi, F., Intelligent Electronic Facilitator: Increasing GDSS Effectiveness and Making Web-based GDSS Possible, *Proceedings of 4th Americas Conference of Association for Information Systems*, 1998, pp. 481-483.

Executive Education

I taught the following executive education programs offered in Graduate School of Business in SNU:

- Advanced Management Program
- Digital Management Program
- KT(Korea Telecom) MBA Program
- KEPCO(Korea Electric Power Corporation) Executive Program
- State-owned Companies' Executive Program
- KAL(Korean Airline) Executive Program
- Hyundai Kia Motor Company Executive Program
- Lotte Daesan Petrochemical Executive Program
- MBC (Munhwa Broadcasting Corporation) Executive Program
- Others

I also taught management (top and middle) in major companies in Korea including CJ, SKT, LS, STX, etc..

Professional Services

Korean Government Services

Management Performance Evaluation of State-owned Companies and Organizations, Ministry of Strategy and Finance, 2009 - 2013

Committee on Management Performance Evaluation of Local Government-owned Companies, Committee Member, Ministry of Public Administration and Security, 2008.4.22 - 2010.4.21

Korean Government Innovation Management Committee, Committee Member, Ministry of Government Administration and Home Affairs, 2007. 6 - 2008. 6

Annual Evaluation of Innovation of State-owned Companies, 2008 - 2009

Academic Services:

The Korean Academic Society of Business Administration, Managing director, 2008
Annual Conference of Korean Society of Management Information Systems, Program Chair, Spring 2014.

Annual Conference of Korean Society of Internet Information, Academic Chair, Spring 2014.

Editorial Board:

Seoul Journal of Business, 2006.1- 2008.

Journal of Korean Trade, 2013-2015.

Journal of Internet Computing and Services, 2014-2016.

Editorial Review Board:

International Journal of E-Business Research, 2004.1-2006.1

Ad-Hoc Reviewer for:

Information Systems Research, 2005-2007

European Journal of Information Systems, 2005 -2008.

Journal of Organizational Computing and Electronic Commerce, 2004.

IEEE Transactions on Engineering Management, 2002, 2004, 2006.

IEEE Transactions on Systems, Man and Cybernetics, 2001, 2004.

Journal of Computer-Mediated Communication, 2002.
Journal of Business Venturing, 2001
Informing Science, 2001
International Conference on Information Systems (ICIS), 2002, 2005.
Americas Conference on Information Systems (AMCIS), 1999, 2001.
Global Information Technology Management (GITM) World Conference, 2000.

Ad-Hoc Grant Reviewer for:

Israel Science Foundation, 2004.

Discussant for:

International Conference on Information Systems (ICIS), 2002

Professional Association

The Association for Information Systems
Academy of Management
The Korean Academic Society of Business Administration
Korean Society of Management Information Systems
Korean Society of Internet Information

Administration and Committee Assignment

SNU Information Committee, 2010-Present.
SNU Publication Committee, SNU Press, 2014-Present.
SNU Future Committee, 2014-2015
Director of ICT Management Research Center, Graduate School of Business, Seoul
National University, 2007.9- 2016
Co-chair, eBusiness Course Development Committee, RPI Lally School of
Management & Technology, 2000
Committee Member, Graduate Program Committee, RPI Lally School of
Management & Technology, 2001-2002

Industry Experiences

Information Systems Strategy Specialist, Samsung Data System Co., Ltd., Seoul,
Korea, 1992-1995.

Establishment of Standard IS Development Methodology for Samsung Electronics
Corporation (SEC), 1994, under the guidance of *ISO 9000*

Strategic Information Systems Planning & BPR Project for Samsung Electronics
Corporation (SEC), 1993-1994, with *Ernst and Young*

MIS Master Planning Project for Samsung Conglomerate, 1992

IT Consultant, Samil Coopers & Lybrand Consulting Co., Seoul, Korea, 1991.

MIS Master Planning Project for Korea Telecom, 1991, with *Coopers & Lybrand*

Media Publication

[Online Buyers: Let's Get Physical](#), *RPI Campus.News*, March 25, 2002.

Online Buyers: Let's Get Physical, *Rensselaer*, June 2002, Page 5.

Other Professional Activities

Academy of Management, OCIS/TIM Division, Junior Faculty Consortium Fellow,
August 2001.

ICIS, Junior Faculty Consortium Fellow, December 2001.

AMCIS, Junior Faculty Consortium Fellow, August 2002.