Jungwon Kuem

Email: jkuem@albany.edu

EDUCATION

University of Wisconsin-Madison　　　　　　　(GPA: 4.0/4.0)　　(expected) 2018
Ph.D., Operations and Information Management
Dissertation: "Two Essays on Non-Work-Related-Computing in Organizations (Cyberloafing)"
Committee: Sung S. Kim (chair), James Morris, Jordan Tong, Lara Khansa

University of Jyväskylä, Finland　　　　　　　　　　　　　　　　2016
Ph.D., Information Systems Science
Dissertation: "Four Essays on IT Users' Psychological States and Behaviors"
Committee: Mikko Siponen (chair), Atreyi Kankanhalli (opponent)
Reviewers: Dorothy Leidner, Jason Thatcher

National University of Singapore, Singapore　　　　　　　　　　2013
Visiting PhD student, School of Computing

Hanyang University, S. Korea　　　　　　　(GPA: 3.63/4.0)　　　2009
M.S., Management Information Systems

Hoseo University, S. Korea　　　　　　　　(GPA: 3.78/4.0)　　　2007
B.S., Business Administration　(summa cum laude)

Centenary College, US　　　　　　　　　　　　　　　　　　　2006
ELP (English Language Program)

RESEARCH INTERESTS

- Information Security and Privacy
  - Cyberloafing (i.e., non-work-related computing)
  - Phishing
- Social Networking Services and Online Communities

JOURNAL ARTICLES

Kuem, J., S. Ray, M. Siponen, and S.S. Kim (2017), "What Leads to Prosocial Behaviors on Social Networking Sites: A Tripartite Model," *Journal of Management Information Systems*, 34, 1, pp. 40-70.

Khansa, L., **J. Kuem**, M. Siponen, and S.S. Kim (2017), "To Cyberloaf or Not to Cyberloaf: The Impact of the Announcement of Formal Organizational Controls," *Journal of Management Information Systems*, 34, 1, pp. 141-176.

1

WORKING PAPERS/RESEARCH IN PROGRESS

Kuem, J., and L. Khansa, "Dual Model of Online Community Behavior: Different Mechanisms Regulating Continuance and Contribution". Under a 1ˢᵗ round review at ***Information Systems Research***.

Kuem, J., S.S. Kim, Y. Zhang, and M. Siponen, "The Impact of Computer Use Policy on Task Performance over Time," to be submitted to ***Information Systems Research***.

Kuem, J., L. Khansa, and S.S. Kim, "Vulnerability to Multiple Phishing Attempts: Two Longitudinal Experiments on the Effects of Security-Awareness Announcements," to be submitted to ***Management Information Systems Quarterly***.

Kuem, J., M. Siponen, and Z. Jiang, "Non-work-related-computing Increases Creative Performance and Decreases Decision Making Performance," in data collection.

REFEREED CONFERENCES AND PROCEEDINGS

Kuem, J., and M. Siponen (2014) "Short-Time Non-Work-Related Computing and Creative Performance," *Proceedings of the 47th Hawaii International Conference on System Science (**HICSS**)*, pp.3215-3223.

Lawrence, C., and **J. Kuem** (2012) "Getting From "Know-What" To "Know-How" Via Online Communities: A Conversational Analysis of An Openoffice.Org Language Project," *Proceedings of the 16ᵗʰ Pacific Asia Conference on Information Systems (**PACIS**)*, pp.53.

TEACHING INTERESTS

- Information Security and Privacy
- Database Management Systems
- Information Systems Analysis and Design
- Business Analytics
- Data Mining

TEACHNICAL SKILLS

- **Programming Language**: Java, Python, HTML/CSS, Javascript, PHP, Visual Basic, ASP.net
- **Data Analysis Software**: R, LISREL, SMART PLS, HLM7, AMOS, SPSS, NVivo
- **Database Management Softwares**: SQL, MySQL, MS Access

TEACHING EXPERIENCE

- *INSTRUCTOR EXPERIENCE*

University of Wisconsin-Madison

OTM 442: Database Concepts for Operation Management   Undergraduate Elective
OTM 765: Database Management and Applications   Graduate Elective
- Course Evaluation: **4.42**/5 (College Average: 4.33) (Spring 2017) (N=29) (*Course Instructor*)
- Course Evaluation: **4.14**/5 (College Average: 4.27) (Fall 2016) (N=33) (*Course Instructor*)
- Course Evaluation: **4.28**/5 (College Average: 4.26) (Spring 2016) (N=31) (*Discussion Instructor*)
- Course Evaluation: **4.44**/5 (College Average: 4.20) (Fall 2015) (N=30) (*Discussion Instructor*)

- *TEACHING ASSISTANT EXPERIENCE*

University of Wisconsin-Madison

IS 422: Computer-Based Data Management	Undergraduate Elective
IS 424: Analysis and Design of Computer-Based Systems	Undergraduate Elective
IS 722: Computer Based Data Management	Graduate Elective
IS 724: Analysis and Design of Computer-Based Systems	Graduate Elective
GB 365: Business Analytics II *(Guest lecturer)*	Undergraduate Core

Hanyang University

BUS4005: Management Information Systems	Undergraduate Elective

PROFESSIONAL EXPERIENCES

University of Wisconsin-Madison, Wisconsin School of Business, WI, US

Instructor	2016 - 2017
Teaching & Research Assistant	2015 - 2016

Korean Educational Development Institute (KEDI), Seoul, Korea

Researcher	2011

Hanyang University, School of Business, Seoul, Korea

Teaching & Research Assistant	2009 - 2010

iPark Silicon Valley, San Francisco, CA, U.S.

Intern at the Department of e-business Marketing	2005

HONORS and AWARDS

Finnish Government Scholarship (Four-Year Full Scholarship)	2012
Two-Year Full Scholarship for Academic Excellence, Hanyang University	2007
Four-Year Full Scholarship for Academic Excellence, Hoseo University	2003
Best Paper Award, Association of Digital Policy and Management	2008

"A Study on Industrial User Satisfaction Difference and Impact Factors to Information Technology Service Management (ITSM) provided by Data Center"

SERVICE CONTRIBUTIONS

Academic Journal Reviewer

MIS Quarterly

Academic Conference Reviewer

Hawaii International Conference on Systems Sciences (HICSS)

International Conference on Information Systems (ICIS)

Pacific Asia Conference on Information Systems (PACIS)

REFERENCES

Prof. Sung S. Kim
Peter T. Allen Professor
Department of Operations and Information Management
Wisconsin School of Business
University of Wisconsin-Madison
Tel: (608) 262-3481
Email: skim@bus.wisc.edu

Prof. James Morris
Professor Emeritus
Department Chair for Operations and Information Management
Wisconsin School of Business
University of Wisconsin-Madison
Tel: (608) 262-1284
Email: james.morris@wisc.edu

Prof. Lara Khansa
Associate Professor
Department of Business Information Technology
Pamplin College of Business
Virginia Tech
Tel: (540) 231-5003
Email: larak@vt.edu

Prof. Mikko Siponen
Professor
Head of Department and Professor
Department of Information Systems
University of Jyväskylä
Tel: +358 (50) 558-8128
Email: mikko.t.siponen@jyu.fi

What Leads to Prosocial Behaviors on Social Networking Services: A Tripartite Model
(Published at *Journal of Management Information Systems***)**

The major challenge for social networking services (SNS) has been in getting users to exhibit prosocial behavior by active participation in creating and sharing content. We seek to integrate and reconcile the varying, and sometimes conflicting, explanations of prosocial behaviors at SNS. Rooted in postadoption behavior and commitment theory, our study offers three distinct mechanisms that regulate how one's experience at an SNS translates into commitment that leads to prosocial behavior. In particular, satisfaction, affective commitment, and active participation substantiate a dedication-based mechanism; past investments, continuance commitment, and resulting inattention to alternatives form a constraint-based mechanism; and social support, normative commitment and users' intentions to moderate comments are a third, obligation-based mechanism. We empirically tested this tripartite model against data collected from actual Facebook users. The results of our analysis supported the proposed relationships between each mechanism's experiential factor, mediating type of commitment, and prosocial outcome. Intermechanism effects were rare between commitment mediators and outcomes, they were common between experiential antecedents and commitment factors. Understanding these mechanisms allows SNS managers to fine-tune their service experience to promote specific prosocial behaviors. Meanwhile, researchers benefit from our overarching view of prosocial behavior at SNS that helps to combine and contrast emergent perspectives and theories.

An In-Depth Look at Technology Addiction: A Refined Model and Empirical Study of Smartphone Use

The objective of this study was to develop and test a theory-driven model of technology addiction within the context of smartphone use. Drawing on incentive-sensitization theory, we proposed a nomological network that centers on a second-order factor of smartphone addiction. The proposed model was empirically evaluated against longitudinal data collected from 441 smartphone users. Our analysis used structural equation modeling and found that our two-factor measurement of smartphone addiction, consisting of heightened desire and mobile social interaction, is more parsimonious and better represents smartphone addiction than the four-factor alternative implied in the literature. In addition, our findings suggest that addiction and its negative consequences have different effects on subsequent perceptions such as perceived usefulness and perceived enjoyment. We also found that personal innovativeness in information technology and a perception of loneliness explain a large amount of variation in smartphone addiction because these antecedents represent individual characteristics related to the components of smartphone addiction. Overall, the present study contributes significantly to the Information Systems (IS) literature by offering a refined model of smartphone addiction that effectively describes longitudinal patterns in pathological smartphone use while correcting critical biases in existing models.

Engagement and Prominence: Their Complementary Roles in the Context of Online Community Behavior

Online communities depend on the ongoing contributions of their members, but convincing members to actively contribute new content and help grow their communities has been challenging. We propose that prominence, a concept still in its infancy in information systems (IS) research, is essential to the success of online communities. Community prominence de-notes the extent to which an online community is top-of-mind for its members. As such, prominence differs from the previously introduced engagement construct, in that, while engagement is willful, prominence is effortless. We constructed and tested a framework that shows how separation distress, i.e., distress resulting from separation from one's online com-munity, serves as an intermediary through which prominence complements engagement in explaining continuance intention and knowledge contribution. Our results show that, as expected, both prominence and engagement have significant effects on separation distress that is directly related to continuance intention but lacks a direct link with knowledge contribution. Importantly, after taking separation distress into account, engagement is no longer a significant determinant of continuance intention, nor is prominence a determinant of knowledge contribution. We find that our proposed model, as compared with prior research, results in a 23% increase in the explained variance of knowledge contribution. Our findings significantly contribute to the area of IS by adapting to the online community context the prominence construct that constitutes a distinctive phenomenon on its own and complements the engagement construct in explaining online community behavior. Practically, given that prominence and engagement have different antecedents and exhibit different behaviors, different managerial strategies are required to stimulate prominence and empower engagement.

How Non-Work-Related Computing Impacts Employees' Recovery and Performance-Related Outcomes

The pervasiveness of the Internet in the workplace allows employees to use an organization's IT artifact for personal purposes that are not related to their work—a phenomenon known as non-work-related Computing (NWRC). Despite controversies on the effects of NWRC, either positive or negative, on employees' performance and psychological states, previous research has not revealed the underlying mechanism that relates NWRC to its performance-related consequences. By drawing upon the notion of recovery, we attempt to develop a model of NWRC. We conducted a field study with a two-step recall questionnaire based on data collected from 280 employees. Our findings indicate that three aspects of NWRC (psychological detachment, relaxation, and a sense of mastery) influence recovery, which in turn determine employees' performance-related outcomes (attentional capacity and personal initiative). Overall, this study gives researchers and practitioners a useful conceptual tool for analyzing the proper and improper NWRC activities in terms of employees' recovery experiences.

To Cyberloaf or Not to Cyberloaf: The Impact of the Announcement of Formal Organizational Controls
(Published at *Journal of Management Information Systems***)**

We investigate the changing causal relationships between cyberloafing behavior and its antecedents after the announcement of formal organizational controls that, unlike informal controls, are officially imposed by organizations. Drawing on Akers's social learning theory, we first propose neutralization, perceived risk, past cyberloafing, and peer cyberloafing as antecedents of cyberloafing. We then develop a theoretical account of how their impacts change from before to after the announcement of formal controls. The proposed model was empirically tested using data collected from two separate surveys administered a month apart. The first survey captured the preannouncement state of cyberloafing among respondents; the follow up survey was administered after the respondents were asked to assume that their company had just announced anti-cyberloafing controls that used explicit monitoring and sanctions. We show that preannouncement, employees' intentions to cyberloaf are mostly influenced by their past tendencies to cyberloaf and by others' cyberloafing, but their neutralization and perceived risk play no significant role. In contrast, postannouncement, the impacts of individuals' neutralization and perceived risk on their cyberloafing suddenly become significant. Theoretically, we demonstrate that to accurately predict noncompliant behavior, it is important to account for all four antecedents and incorporate the announcement of formal controls. Practically, understanding how this announcement affects the relationships between cyberloafing and its antecedents suggests different areas managers need to target, pre- and postannouncement, to curb cyberloafing.

The Impact of Computer Use Policy on Task Performance
(To be submitted to *Information Systems Research***)**

As a follow up of the previous cyberloafing study, I am currently conducting experiments that attempt to investigate how the types of cyberloafing policy (i.e., cyberloafing allowed/not allowed) and presence of incentive (i.e., with incentive vs without incentive) influence employees' job-related outcomes (i.e., fatigue, job satisfaction, intention to turnover, and job performance). Specifically, we adopted a 2 (cyberloafing accept/not accept) * 2 (incentive/non-incentive) experimental design with repeated measures. In the experiment, subjects were asked to go through five rounds of task assignment. In each round, subjects were asked to identify spelling errors in a 2-page pdf file for 10 minutes. At the end of each round, they were asked to fill out a survey questionnaire. I also evaluated task performance in each round in order to have objective performance data. We have collected data from 200 subjects. Our data contained a hierarchical structure in which repeated responses from each round (Level1) were nested within individuals (Level2). Thus, to explain these dependencies in the data, we used random coefficient modeling with HLM 7 to test our hypotheses. I expect that incentive will lead to high performance and high level of fatigue, but this relationship will be weaker in the case where subjects are allowed to do cyberloafing than in the setting where cyberloafing is prohibited. In general, this study is expected to contribute to IS research by showing the role of organizational policy in affecting individuals' psychological and behavioral states as well as actual work performance.