

# Jungwon Kuem

School of Business #309  
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## ACADEMIC EMPLOYMENT

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State University of New York (SUNY) at Albany  
Associate Professor, School of Business, 2023-present  
Assistant Professor, School of Business, 2018-2023

University of Wisconsin-Madison  
Lecturer, Wisconsin School of Business, 2016-2017

## EDUCATION

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University of Wisconsin-Madison, Wisconsin School of Business  
Ph.D., Operations and Information Management, 2018

University of Jyväskylä, Faculty of Information Technology, Finland  
Ph.D., Computer Science and Information Systems, 2016

National University of Singapore, Singapore  
Visiting Doctoral Researcher, School of Computing, 2013

Hanyang University, School of Business, South Korea  
M.S., Management Information Systems, 2009

Hoseo University, School of Business, South Korea  
B.S., Business Administration, *Summa Cum Laude*, 2007

Centenary College  
English Language Program, 2006

## RESEARCH & PUBLICATIONS

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### Journal Articles

1. Kwak, D.H., S. Deng, **J. Kuem**, and S.S. Kim (2022), "How to Achieve Goals in Digital Games? An Empirical Test of a Goal-Oriented Model in Pokémon GO," *Journal of the Association for Information Systems\**, 23, 2, pp. 553-588. (*ABDC Journal Ranking*<sup>1</sup>: A+)
2. **Kuem, J.**, and S. Ray (2022), "Personality Antecedents and Consequences of Internet Addiction vis-à-vis Internet Habit: A Theory and a Longitudinal Investigation," *Information Systems Frontiers*, 24, pp. 579-594. (*ABDC Journal Ranking*: A)
3. **Kuem, J.**, S. Ray, P. Hsu, and L. Khansa (2021), "Smartphone Addiction and Conflict: An Incentive-Sensitization Perspective of Addiction for Information Systems," *European Journal of Information Systems\**, 30, 4, pp. 403-424. (*ABDC Journal Ranking*: A+)

4. Ma, X., **J. Kuem**, J. Hou, L. Khansa, and Z. Zhu (2021), “Are All Contributions Equal? Investigating the Role of Community Participation in Crowdwork,” *Decision Sciences*, 52, 6, pp. 1282-1325. (ABDC Journal Ranking: A+)
5. **Kuem, J.**, L. Khansa, and S.S. Kim (2020), “Prominence and Engagement: Different Mechanisms Regulating Continuance and Contribution in Online Communities,” *Journal of Management Information Systems\**, 37, 1, pp. 162-190. (ABDC Journal Ranking: A+, *Financial Times Top 50 Journal*)
6. **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. (ABDC Journal Ranking: A+, *Financial Times Top 50 Journal*)
7. 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. (ABDC Journal Ranking: A+, *Financial Times Top 50 Journal*)

### Working Papers

8. Pan, S., **J. Kuem**, D.H. Kwak, and S.S. Kim (2022), “Roles of Feedback and Phishing Characteristics in Antiphishing Training Performance: Perspectives of Goal-Setting and Skill Acquisition,” Under 3<sup>rd</sup> round review at *Journal of the Association for Information Systems\**. (ABDC Journal Ranking: A+)
9. **Kuem, J.**, D.H. Kwak, and S. Goel (2022), “How to Enhance Antiphishing at Work? The Roles of Organizational Training Affordances, Individual Characteristics, and Message-Specific Responses,” Under 2<sup>nd</sup> round review at *Information Systems Journal\**. (ABDC Journal Ranking: A+)
10. **Kuem, J.**, R. Liu, S. Pan, and Z. Jiang (2022), “Work Automaticity, Repeated Exposure to Phishing, and Their Impact on Antiphishing Behavior: Longitudinal Field Experiments,” Under review at *Information Systems Journal\**. (ABDC Journal Ranking: A+)
11. **Kuem, J.**, L. Khansa, S. Pan, and S. Goel (2022), “Generic or Specific Announcement? Three Experiments on the Effects of Antiphishing Campaigns,” Under review at *Information Systems Journal\**. (ABDC Journal Ranking: A+)
12. Pan, S., and **J. Kuem** (2022), “The Impacts of Attention and Task Performance on Antiphishing Performance: A Multi-goal Perspective,” Under revision for 2<sup>nd</sup> round review at *Information Technology and People*. (ABDC Journal Ranking: A)
13. **Kuem, J.**, and Y.Zhang (2022), “How Does Incentive Influence Cyberloafing’s Effects on Task Performance?” Under review at *Information Systems Frontiers*. (ABDC Journal Ranking: A)
14. **Kuem, J.** (2023), “How Cyberloafing Influences Employees’ Recovery Experiences and Proactive Outcomes,” Under review at *Information Systems Journal\**. (ABDC Journal Ranking: A+)
15. Pan, S., **J. Kuem**, and S. Goel, “Users’ Attention and Privacy Policy Statements.”
16. **Kuem, J.**, “Goal Setting, Monetary Incentive, and Their Impacts on Smartphone Addiction.”

### Conference Proceedings

17. **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.

18. 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 16<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS)*, pp.53.

## GRANTS & FELLOWSHIPS

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- Faculty Research Award Program – Category A (FRAP-A), SUNY at Albany, 2021-2023  
Principal Investigator, “The Effects of Antiphishing Training and Organizational Practices on Antiphishing Performance in the Era of COVID-19,” \$5,750
- Morgridge Wisconsin Distinguished Graduate Fellowship, Morgridge Institute for Research, 2016-2018
- Wisconsin School of Business Scholarship, University of Wisconsin-Madison, 2015-2018
- Finnish Government Scholarship, Finnish National Agency for Education, 2012-2016
- Full Scholarship for Academic Excellence, Hanyang University, 2007-2009
- Full Scholarship for Academic Excellence, Hoseo University, 2003-2007

## HONORS & AWARDS

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- Dr. Nuala McGann Drescher Award, SUNY Research Leave Award, Spring 2022
- Research Award, School of Business, SUNY at Albany, 2021
- 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”

## TEACHING EXPERIENCE

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- Courses at SUNY at Albany
  - BFOR 200 Information Security for Business (Spring 2020<sup>1</sup>, Fall 2020, Spring 2021, Fall 2021)
    - Instructor Rating: 4.32 out of 5 (Fall 2020) (N=80)
    - Instructor Rating: 4.44 out of 5 (Spring 2021) (N=45)
    - Instructor Rating: 4.22 out of 5 (Fall 2021) (N=197)
    - Mean Instructor Rating (2020-2021): 4.33 out of 5 (N≈107 per section)
  - BFOR 202 Cyber Crime Investigations (Fall 2018)
    - Instructor Rating: 4.08 out of 5 (Fall 2018) (N=25)
    - Instructor Rating: 4.50 out of 5 (Fall 2018) (N=22)
    - Mean Instructor Rating (2018): 4.3 out of 5 (N≈24 per section)
  - BFOR 204 Introduction to Cyber Security (Spring 2019, Fall 2019, Spring 2020<sup>1</sup>, Spring 2021)
    - Instructor Rating: 3.90 out of 5 (Fall 2019) (N=21)
    - Instructor Rating: 4.67 out of 5 (Spring 2021) (N=20)
    - Instructor Rating: 4.88 out of 5 (Spring 2021) (N=25)
    - Mean Instructor Rating (2019-2021): 4.48 out of 5 (N≈22 per section)
  - BFOR 205 Introduction to Database Systems (Fall 2020, Fall 2021)
    - Instructor Rating: 4.14 out of 5 (Fall 2020) (N=29)
    - Instructor Rating: 4.23 out of 5 (Fall 2020) (N=32)
    - Instructor Rating: 4.28 out of 5 (Fall 2021) (N=26)

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<sup>1</sup> The classes in Spring 2020 (COVID breakout) were opted out from course evaluations.

- Instructor Rating: 4.42 out of 5 (Fall 2021) (N=26)
- Mean Instructor Rating (2020-2021): 4.27 out of 5 (N≈28 per section)

BCYB 660 Internship in Cyber Security<sup>2</sup> (Summer 2021)

- Courses at the University of Wisconsin-Madison
  - OTM 442/765: Database Concepts for Operation Management/Database Management and Applications
    - Course Evaluation: 4.28 out of 5 (Spring 2016) (N=31)
    - Course Evaluation: 4.14 out of 5 (Fall 2016) (N=33)
    - Course Evaluation: 4.42 out of 5 (Spring 2017) (N=29)
    - Mean Instructor Rating (2016-2017): 4.28 out of 5 (N≈31 per section)
- Courses at the University of Wisconsin-Madison as a TA
  - GB 365: Business Analytics II (Guest lecturer) (undergraduate level)
  - BUS 4005: Management Information Systems (undergraduate level)
  - IS 422: Computer-Based Data Management (undergraduate level)
  - IS 424: Analysis and Design of Computer-Based Systems (undergraduate level)
  - IS 722: Computer-Based Data Management (graduate level)
  - IS 724: Analysis and Design of Computer-Based Systems (graduate level)

## **SUPERVISING STUDENTS**

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- Doctoral Students
  - Shihe Pan, Information Systems, University of Wisconsin-Madison, 2019-2022
- Student Organizations
  - Pitch Please Acapella, 2019-present
- Undergraduate Students
  - Ahuja Tejasvi, 2020-2021; Scott White, 2020; Carson Park, 2019-2020; Tory Tyksinski, 2019-2020; Jordan Bowes, 2019

## **SERVICE ACTIVITIES**

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### Professional Service

- Academic Journal Reviewer
  - Information Systems Research (ISR)
  - Journal of Management Information Systems (JMIS)
  - Management Information Systems Quarterly (MISQ)
  - International Journal of Electronic Commerce (IJEC)
- Academic Conference Reviewer
  - Americas Conference on Information Systems (AMCIS)
  - Hawaii International Conference on Systems Sciences (HICSS)
  - International Conference on Information Systems (ICIS)
  - Pacific Asia Conference on Information Systems (PACIS)
- Academic Conference Editor and Session Chair
  - International Conference on Information Systems (ICIS), Dec 10-13, 2017, Seoul, South Korea.

### Service to SUNY at Albany

- School of Business Research Committee, 2019-present

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<sup>2</sup> The course, BCYB 660, is a practicum and has no course evaluation.

- School of Business AACSB-Governance Group, 2020
- Information Security and Digital Forensics Faculty Search Committee, 2020
- School of Business Dean's Speaker Host, 2019
- Information Security and Digital Forensics MS Curriculum Develop and Review, 2018

#### Professional Affiliations

- Association for Information Systems (AIS)

### **PROFESSIONAL EXPERIENCES**

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- Researcher, Korean Educational Development Institute (KEDI), Seoul, Korea, 2011
- Intern, iPark Silicon Valley, San Francisco, CA, U.S., 2005

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\* Included in the Senior Scholars' Basket of IS Journals:

<http://aisnet.org/general/custom.asp?page=SeniorScholarBasket>

<sup>i</sup> The Australian Business Deans Council (ABDC) journal ranking list is widely used by AACSB schools to assess the quality of the journals in which their faculty are publishing their scholarship. (The range of journal ratings: A+, A, B, C)