

# Chang E. Koh, Ph.D



## **Farrington Professor of Information Systems Associate Professor**

Department of Information Technology and Decision Sciences  
College of Business Administration  
University of North Texas  
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**Managing Director**, 2008 - Current  
Center for Decision and Information Technologies  
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**Director**, 2007 - 2008  
Information Systems Research Center  
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## **EDUCATION**

1986 - 1992

### ***University of Georgia, Athens, Georgia***

- ❖ Ph.D. in Management  
Major - Management Information Systems  
Minor - Computer Science
- ❖ Dissertation: A study on executive information systems (EIS) data management issues and factors affecting the issues (Advisor, Dr. Hugh J. Watson)

1982 - 1985

### ***Bowling Green State University, Bowling Green, Ohio***

- ❖ M.B.A with IS concentration

1975 - 1982

### ***Yonsei University, Seoul, Korea***

- ❖ B.A. in Economics

## RESEARCH INTERESTS

### Current Primary Interests

- ❖ Electronic commerce and electronic government
- ❖ IT quality and performance assessment
- ❖ Business use and value of Radio Frequency Identification (RFID) technology
- ❖ Cross-cultural comparison of IT and Internet practices

### Others

- ❖ Executive information systems (EIS); Mobile computing; Data management; IS management; End user computing

## PUBLICATIONS

### Journal Articles

- ❖ Se Hun Lim, Sukho Lee, Yeon Hur and **Chang E. Koh**, Role of Trust in Adoption of Online Auto Insurance, *Journal of Computer Information Systems*, , Forthcoming issue 2009.
- ❖ Eun Young Kim, Eunju Ko, Hae Jung Kim and **Chang E. Koh**, Comparison of Benefits of Radio Frequency Identification: Implications for Business Strategic Performance in the United States and Korea Retailers, *Industrial Marketing Management*, October 2008 (37:7), pp. 797-806.
- ❖ **Chang E. Koh**, Victor R. Prybutok and Xiaoni Zhang, Measuring E-Government Readiness, *Information & Management*, 2008 (45:8), pp. 540-546.
- ❖ Chulmo Koo, **Chang E. Koh**, Dae Yong Lee, Chung Ho Lee, Towards Understanding the Value of a Local Customer in Electronic Commerce: An Expectation-Disconfirmation Theory, *Knowledge Management Research (Knowledge Management Society of Korea)*, 2008 (9:2).
- ❖ **Chang E. Koh**, Kyungdoo “Ted” Nam, Victor R. Prybutok, and Seogjun Lee, A value chain perspective of Internet practices, e-readiness and organizational performance: A comparison of U.S. and South Korean firms, *Industrial Management and Data Systems*, 2007 (107:4), pp. 519-536.
- ❖ **Chang E. Koh**, HaeJung Kim, & Eun Young Kim, The impact of RFID in retail industry: Issues and critical success factors, *Journal of Shopping Center Research*, 2006 (13:1) pp. 101-117.
- ❖ **Chang E. Koh**, Victor R. Prybutok, Sherry Ryan, & Bashorat Ibragimova, The impact of strategic readiness in an emerging e-government environment, *Business Process Management Journal on e-government*, 2006 (12:1) pp. 22-33.
- ❖ Xiaoni Zhang, Victor R. Prybutok & **Chang E. Koh**, The role of impulsiveness in a TAM based online purchasing behavior model, *Information Resource Management Journal*, 2006 (19:2), pp. 54-68.
- ❖ **Chang E. Koh**, Sherry Ryan & Victor R. Prybutok, Creating value through managing knowledge in an e-government to constituency (G2C) environment, *Journal of Computer Information Systems*, Summer 2005 (45:4), pp. 32-41.

### Conference Proceedings

- ❖ **Chang E. Koh** & Kyungdoo “Ted” Nam, Business use of the Internet: A longitudinal study from a value chain perspective, *Industrial Management and Data Systems*, 2005 (105:1) pp. 82-95.
  - ❖ Chul Mo Koo, **Chang E. Koh** & Ki Chan Nam, An examination of Porter’s competitive strategies in virtual electronic markets: Comparison of two online business models, *International Journal of Electronic Commerce*, Fall 2004 (9:1), pp. 163-180.
  - ❖ Shin-Ping Liu, Dennis Tucker, **Chang E. Koh** & Leon Kappelman, Standard user interface in e-commerce sites, *Industrial Management and Data Systems*, 2003 (103:8), pp. 600-610.
  - ❖ **Chang E. Koh**, IS Journal review process: A Survey on IS research practices and journal review Issues, *Information & Management*, August 2003 (40:8), pp. 743-756.
  - ❖ **Chang E. Koh** & Victory R. Prybutok, The Three Ring Model and development of an instrument for measuring dimensions of e-government functions, *Journal of Computer Information Systems*, Spring 2003 (43:3), pp. 34-39.
  - ❖ **Chang E. Koh** & Hyonsong Chong, Does the Internet improve business? An empirical inquiry into the perceived strategic value and contribution of the Internet, *Journal of International Technology and Information Management*, Spring 2002 (11:1), pp. 81-97.
  - ❖ **Chang E. Koh** & Hugh J. Watson, Data management in executive information systems, *Information & Management*, June 1998 (33:6), pp. 301-312.
  - ❖ **Chang E. Koh**, Electronic commerce and insurance marketing strategy, *Insurance Development and Research* (in Korean), February 1998
  - ❖ **Chang E. Koh** & Pierre Balthazard, The use of the Web as a business tool, Part I, *Computer Report*, February 1997 (in Japanese)
  - ❖ **Chang E. Koh** & Pierre Balthazard, The use of the Web as a business tool, Part II, *Computer Report*, March 1997 (in Japanese)
  - ❖ **Chang E. Koh** & Richard Herschel, Using groupware to support executive information systems development, *International Journal of Information and Management Science*, December 1996
  - ❖ Hugh J. Watson, Kelly R. Rainer & **Chang E. Koh**, Executive information systems: A framework for development and a survey of current Practices, *MIS Quarterly*, March 1991 (15:1), pp. 13-30.
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- ❖ Chulmo Koo, Sang Chul Lee, Dale Shao, **Chang E. Koh**, Geun Sik Cho, The likelihood of RFID (Radio Frequency Identification) project initiation: The exploratory examination, 2007 IRMA (Information Resource Management Association) International Conference, May 19-23, 2007, Vancouver, BC, Canada
  - ❖ **Chang E. Koh**, Victor R. Prybutok & Patricia Thomas, A model of information systems success and technology acceptance within a government

- organization, Proceedings of the 37<sup>th</sup> Annual Meeting of the Decision Sciences Institute, San Antonio, TX, November 2006.
- ❖ Ho-Chang Chae & **Chang E. Koh**, The Examination of relationship between individual's cognitive styles and their perception of usefulness of IT, Proceedings of the 12th Americas Conference on Information Systems, Acapulco, Mexico, August 4-6, 2006.
  - ❖ HaeJung Kim, Eun Young Kim, & **Chang E. Koh**, Perceptions and realities of RFID for fashion marketing: Right product, right place, and right time" Proceedings of the 2006 Academy of Marketing Science/ Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference, Seoul, South Korea, July 12-15, 2006.
  - ❖ **Chang E. Koh**, Kyungdoo Nam, Victor R. Prybutok & Seokjun Lee, A comparison of U.S. and South Korean Internet practices and their impact on business strategies, Proceedings of the 36<sup>th</sup> Annual Meeting of the Decision Sciences Institute, San Francisco, CA, November 2005.
  - ❖ Chulmo Koo, **Chang E. Koh**, and Dale Shao, Productivity vs. Quality Dichotomy of Software Development: An Empirical Study of the Impact of Work Effort, Team Size, and User Involvement on Software Development Performance, Proceedings of the 2005 Annual Meeting of the Association for Global Business, Miami Beach, FL., November 2005.
  - ❖ **Chang E. Koh**, Victor R. Prybutok & Lixuan Zhang, Measuring e-government barriers, Proceedings of the 35<sup>th</sup> Annual Meeting of the Decision Sciences Institute, Washington DC, November 2004.
  - ❖ **Chang E. Koh** & Kyungdoo Nam, Internet practices and business strategies from a value chain perspective: a comparison between US and South Korean firms, The 33rd International Conference on Computers and Industrial Engineering, Jeju, Korea, March 2004.
  - ❖ Xiaoni Zhang, Victor Prybutok & **Chang E. Koh**, Impulsiveness and online purchasing behavior, Proceedings of the 34th Annual Meeting of the Decision Sciences Institute, Washington, DC, November, 2003.
  - ❖ Chulmo Koo, Kichan Nam, **Chang E. Koh** and Jae Beom Lee "Environment, Generic Strategies and Resource-Based Perspectives on Performance in Online Firms: An Empirical Analysis, Proceedings of the 2003 IRMA International Conference, Philadelphia, PA, May 18 - 21, 2003.
  - ❖ Aurora Sanchez, **Chang E. Koh**, Victor Prybutok, & Leon Kappelman, The relationship between IT for communication and e-government barriers, Proceedings of the 2003 Americas Conference on Information Systems, Tampa Bay, FL, August 2003.
  - ❖ **Chang E. Koh** & Victor Prybutok, E-government readiness: A research framework and an action research case of a municipal government, Proceedings of the 33rd Annual Meeting of the Decision Sciences Institute, San Diego, CA, November 2002.
  - ❖ **Chang E. Koh**, IS Journal Review Process: A survey on IS research practices and journal review issues, Proceedings of the 32nd Annual Meeting of the Decision Science Institute, San Francisco, CA, November 2001.

- ❖ **Chang E. Koh & H. S. Chong**, An empirical study on the Internet's contribution to business improvement, Proceedings of the 31st Annual Meeting of the Decision Science Institute, Orlando, FL, November 2000.
- ❖ **Chang E. Koh & Pierre Balthazard**, The Action-Audience model: A framework for Internet-based electronic commerce and a survey of business Internet use, Proceedings of the 29th Annual Meeting of the Decision Sciences Institute, Las Vegas, Nevada, November 1998.
- ❖ **Chang E. Koh & Pierre Balthazard**, Business use of the World Wide Web: A model of business Web usage, Association for Information Systems 1997 Americas Conference, Indianapolis, Indiana, August 1997.
- ❖ **Chang E. Koh & Pierre Balthazard**, Electronic commerce and the World Wide Web: A framework of business Web use and a study of business Web practices, 28th Annual Meeting of the Decision Sciences Institute, San Diego, California, November 1997.
- ❖ **Chang E. Koh, Richard Herschel & Pierre Balthazard**, Understanding the Internet: The relevance of case Research, 28th Annual Meeting of the Decision Sciences Institute, San Diego, California, November 1997.
- ❖ **Chang E. Koh & Pierre Balthazard**, The Action-Audience Model: A research framework for the examination of Web-based electronic commerce, Proceedings of the 15th Annual International Conference of the International Association of Management, Montreal, 1997.
- ❖ **Chang E. Koh, Kwasi Amoako-Gyampah & Richard Herschel**, MIS journal review issues: A survey with editors and contributing authors, Southeast DSI Meeting, Charleston, SC, 1995.
- ❖ **Chang E. Koh**, Graphical user interface and end user computing support: A multi-phase approach to information technology management, ACM SIGCPR Conference, Alexandria, VA, 1994.

#### Journal Articles under Review

- ❖ Madapusi, A & Koh, C. E., An Empirical Assessment of ERP in Indian Production Firms, Submitted to Journal of Global Information Technology Management in September 2008

#### Book Chapters

- ❖ Liu, S. P., Tucker, D., & Koh, C. E-commerce system: An examination of user experiences of the e-commerce site with the standard user interface. In M. Anandarajan, & C. Simmers (eds.), Managing Web Usage in the Workplace: A Social, Ethical and Legal Perspective, IDEA Group, Harrisburg, PA, 2001.

#### Research in Progress

- ❖ RFID Implementation strategy: Empirical study from a perspective of perceived risks and organizational fits
- ❖ Effectiveness and impact of different intervention method on technology acceptance
- ❖ Impact of IT capability on employee capability, customer value, customer satisfaction, and business performance

## TEACHING EXPERIENCES

1999 - Current

### **Associate professor, University of North Texas**

- ❖ BCIS 2610 – Introduction to Computers in Business
- ❖ BCIS 3610 – Basic Information Systems
- ❖ BCIS 4610 – Analysis of Business Information Systems (Systems Analysis)
- ❖ BCIS 4640 – Administrative Problems in Information Systems (Object-Oriented Systems Development and Project Management)
- ❖ BCIS 4740 – Client/Server Systems and Java
- ❖ BCIS 5420 – Foundations of Database Management Systems
- ❖ BCIS 5630 – N-tier Systems and Java
- ❖ BCIS 5670 – International Issues of Information Technology

### **Doctoral dissertations, University of North Texas**

- ❖ Committee member: Hyonsong Chong (2000 - 2002), “IS-MBNQA: a new framework for the relationship between IS and organizational quality”
- ❖ Committee member: Shin-Ping Liu (2000 - 2002), “An E-government readiness model”
- ❖ Co-major professor: Jae-sung Sim (2000 - 2003), “Critical success factors in data mining projects”
- ❖ Committee member: Aurora Sanchez (2002 - 2003), “Testing a model of the relationships among organizational performance, IT-business alignment and IT governance”
- ❖ Committee member: Robert Cutshall (2001 - 2003), “An investigation of success metrics for the design of e-commerce web sites”
- ❖ Committee member: Lixuan Zhang (2004 – 2006), “A social capital perspective on IT professionals' work behavior and attitude”
- ❖ Committee member: Bashorat Ibragimova (2004 – 2007), “Propensity for knowledge sharing: An organizational justice perspective”
- ❖ Major professor: Patricia Thomas (2005 – 2008), “Information Systems Success And Technology Acceptance Within A Government Organization”
- ❖ Major professor, Ho-chang “Michael” Chae (2006 – Current), “Impact of IT capability on employee capability, customer value, customer satisfaction, and business performance”
- ❖ Major professor, Solomon Ogara (2008 – Current), “Cross-cultural comparison of the impact of mobile data services on the quality of life in Kenya, Korea and the U.S.”

1990 - 1999

### **Assistant professor, University of North Carolina at Greensboro**

- ❖ ISM 110 – Business computing I
- ❖ ISM 210 – Business computing II

- ❖ ISM 280 – Business processes and information technologies
  - ❖ ISM 318 – Database management
  - ❖ MBA 711 – Navigating the information superhighway (The Internet and electronic commerce)
- 1986 - 1990
- Teaching assistant, University of Georgia**
- ❖ MAN 557 – Data management
  - ❖ MAN 562 – Knowledge-based and expert systems
  - ❖ MAN 560 – Introduction to management information systems
- 1984 - 1986
- Instructor, Bowling Green State University**
- ❖ MIS 200 – Introduction to management information systems

### **GRANTS & CONTRACTS**

- ❖ City of Denton (Spring 2006), \$24,455.71 for research and graduate student support to study the effectiveness of information technology utilization by the City (Co-investigator with Dr. Victor Prytutok and Dr. Sherry Ryan, Awarded)
- ❖ Faculty Research Grant (2005 – 2006), University of North Texas \$5,000, “Personal traits as a predictor of new technology adoption: An empirical study of Radio Frequency Identification (RFID) technology adoption”
- ❖ The International Council of Shopping Centers (ICSC) Educational Foundation Research Grant (2005) \$15,000, “The Impact of RFID on Apparel Retail Industry: Issues and Critical Success Factors.” (Primary investigator with Dr. HaeJung Kim and Dr. Eun Young Kim at the School of Merchandizing and Hospitality Management, UNT)
- ❖ 2005-2006 PDI (Professional Development Institute) Business Administration Fellowship (2005) \$2,200
- ❖ Faculty Research Grant (2001 – 2002), University of North Texas \$4,500 for continuing research on business Internet use
- ❖ ISRC Faculty Research Grant (2000), University of North Texas \$10,000 for continuing research on the use of the Internet in business
- ❖ Faculty Research Grant (1999 – 2000), University of North Texas \$3,000 for research of critical success factors for electronic commerce

### **HONORS AND RECOGNITIONS**

- ❖ Recipient of the Provost’s Award for Extraordinary Professional Service to the University of North Texas, April 30, 2008
- ❖ Recipient of the 2007-2008 Professional Development Institute (PDI) fellowship
- ❖ Recipient of the 2005-2006 Professional Development Institute (PDI) fellowship
- ❖ Research fellow, Texas Center for Digital Knowledge (TxCDK) (Since 2004)

**OTHER RECENT PROFESSIONAL ACTIVITIES**

- 2008
- ❖ Delivered speech “Technology, Culture, and Globalization” for the American Society of Women Accountants, Fort Worth Chapter, April 16, 2008. (<http://www.aswa-ftworth.org/images/ASWA-Apr%2008.pdf>)
  - ❖ Spoke on “National Competitiveness from ‘GLocal’ Cooperation” at the Colloquium co-hosted with the City of Dallas for Daegu-Gyeongbuk Development Institute, Daegu, South Korea, October 30, 2008
  - ❖ Toured 5 universities in South Korea and delivered a lecture on “Information Revolution and Globalization” October 27 – 29, 2008.
- 2007
- ❖ Planned and hosted a forum, “Potential Problems and Issues in Developing RFID-based Item and Asset Tracking and Management System” for a group of Koreans working on a RFID project for the Korean Public Procurement Services – a Korean government agency equivalent to GSA in the U.S., University of North Texas, August 20, 2007.
  - ❖ Toured 8 universities in South Korea and delivered a lecture on “RFID – Global Challenges and Opportunities” June 1 – 12, 2007.
  - ❖ Spoke at a colloquium on the global issues of RFID for Daegu-Gyeongbuk Institute (Think-tank organization for Gyeongbuk Province, South Korea), Daegu, South Korea, June 7, 2007.
  - ❖ Chaired two sessions at the 5<sup>th</sup> RFID World Conference, Dallas, TX, March 26 – 28, 2007.
  - ❖ Planned, organized and delivered a workshop on RFID and logistics for a group of 30 faculty members and graduate students from Inha University, South Korea. Workshop activities include lectures, presentation and tour of facilities. February 17 – 22, 2007.
- 2006
- ❖ Spoke on “RFID and Business Strategy” at the RFID Academic Convocation co-hosted by RFID Journal Live! And MIT Auto-ID Labs, Las Vegas, NV, May 1, 2006.
  - ❖ Spoke on “RFID: Current State and Systemic Research Framework” at the ISRC Director's Research Breakfast Meeting, Gleneagles Country Club, Plano, TX, January 13, 2006
- 2005
- ❖ Participated in the Management Information Systems Symposium hosted by McGraw-Hill Irwin, Tampa, FL, March 10-13, 2005
  - ❖ Spoke on “RFID in Korea” for the Asian delegation for the 3<sup>rd</sup> Annual RFID World Expo, Grapevine, TX, March 1-4, 2005
  - ❖ Contributed a column “RFID – Why You Should Care about It” for Connections (Publication by Greater Dallas Asian American Chamber of Commerce, June 2005 (Vol. 1 No. 2), pp. 14-15.
  - ❖ Invited to speak at 2006 Texas techCongress on RFID, September 20-21, 2005, Houston, TX
  - ❖ Contributed a column “RFID – Bigger than the Internet?” for Connections (Publication by Greater Dallas Asian American Chamber of Commerce, October 2005 (Vol. 1 No. 3), pp. 12-13.

2004

- ❖ Invited to deliver a keynote speech at the RFID conference hosted by the University of North Texas (UNT) and the National Information Standards Organization (NIS), Denton, TX, October 25-26, 2005
- ❖ Invited to speak to students and faculty on research methodologies at the University of Colima, Colima, Mexico, December 1-3, 2005
- ❖ Coordinated State Employee Charitable Contribution campaign for the ITDS Department
- ❖ Spoke on “Electronic commerce: Understanding E-Commerce from a Value Chain Perspective and Beyond” for 1<sup>st</sup> National Conference on Marketing and Business hosted by University of Colima, Manzanillo, Mexico, June 3-5, 2004
- ❖ Hosted a seminar “Increasing the contribution of IT to organizational quality, productivity, & effectiveness: Case of city of Denton” for National Computerization Agency (NCA), Seoul, South Korea, March 24, 2004. (Also delivered to the faculty of Chung-Ang University and Kookmin University, South Korea, March 2004)
- ❖ Hosted a seminar “Information Revolution, Globalization & New World Order: A Korea-US Perspective” for the Advanced Management Program, Konkuk University, Seoul, South Korea, March 23, 2004

### **EDITORIAL SERVICES**

- ❖ Member of International Editorial Review Board of the *International Journal of E-Business Research (IJEER)* (Since 2004)
- ❖ Member of Editorial Review Board of the *International Journal of Electronic Finance (IJEFF)* (Since 2004)
- ❖ Member of Editorial Review Board of the *International Journal of Information Security and Privacy (IJISP)* (Since 2006)

### **PROFESSIONAL MEMBERSHIPS**

- ❖ Member, Society for Information Management (SIM)
- ❖ Member, Association for Information Systems (AIS)
- ❖ Member, The Institute of Management Science (TIMS)
- ❖ Member, OR/SA
- ❖ Member, Sigma Iota Epsilon (Academic Honorary)