

Dr. Sunyoung Cho

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Education

PhD, Georgia State University, 2007.
Major: Computer Information Systems

MS, Georgia State University, 2002.
Major: Computer Information Systems

BA, Seoul National University, 1992.
Major: English Education

Employment History

Academic - Post-Secondary

Associate Professor, University of Texas Rio Grande Valley. (September 1, 2021 – Present).

Assistant Professor, University of Texas Rio Grande Valley. (September 1, 2015 – May 30, 2021).

Lecturer, University of Texas Pan American. (September 1, 2014 - May 30, 2015).

Assistant Professor, Georgia Gwinnett College. (August 16, 2010 - May 30, 2014).

Assistant Professor, Virginia State University. (September 1, 2007 - May 30, 2010).

Licensures and Certifications

Brightman Master Teacher Workshop Completion Certificate, UTRGV VCOBE. (November 4, 2020 - Present).

SAP S/4HANA Configuration, SAP University Alliances. (July 2020 - Present).

TDWI Data Science Bootcamp, TDWI (Transforming Data with Intelligence). (August 20, 2019 - Present).

Sustainable Faculty Development Webinar Series, UTRGV Office for Sustainability. (May 8, 2019 - Present).

QM Rubric Update Sixth Edition (RU), QM/UTRGV. (January 22, 2019 - Present).

SAPBI Introduction to SAP BusinessObj, SAP EDUCATION NORTH AMERICA. (July 18, 2018 - Present).

Independent Applying the QM Rubric (APPQMR), QM/UTRGV. (June 17, 2016 - Present).

ERPsim Certified Lecturor, HEC Montreal. (May 11, 2016 - Present).

Introduction to SAP Workshop, SAP University Alliances. (January 7, 2016 - Present).

Professional Memberships

Korean-American Scientists and Engineers Association. (March 11, 2017 - Present).

Association for Information Systems. (June 20, 2016 - Present).

Decision Sciences Institute. (October 3, 2015 - Present).

Development Activities Attended

Webinar, "Understanding the Key Capabilities of a Modern Cloud Data Warehouse," TDWI. (June 1, 2021).

Workshop, "Synchronous Engagement: Helping Students Be Active Participants in the Virtual Classroom," UTRGV CTE. (April 14, 2021).

Webinar, "Data Security and Governance in the Age of the Data Cloud," TDWI (Transforming Data with Intelligence). (January 21, 2021).

Workshop, "OER 101 - How To Get Started," UTRGV Center for Teaching Excellence. (January 20, 2021).

Workshop, "SAP Data Analysis with SAC," SAP University Alliance. (January 4, 2021 - January 6, 2021).

Workshop, "Business Process Configuration with SAP S/4 HANA - II," SAP University Alliance. (December 15, 2020 - December 17, 2020).

Workshop, "Business Process Configuration with SAP S/4 HANA - I," SAP University Alliance. (December 8, 2020 - December 10, 2020).

Workshop, "Master teacher workshop: Write and Grade Answer Exams and Assignments." (November 4, 2020).

Workshop, "Master teacher workshop: Deliver Clear Presentation (cont.) and Use S2S Active Learning." (November 2, 2020).

Workshop, "Master teacher workshop: Deliver Clear Presentations that Stick in Students' Minds." (October 28, 2020).

Workshop, "Master teacher workshop: Design Organized Courses." (October 26, 2020).

Workshop, "Master teacher workshop: Write Chunk Objectives to Develop the Interactive Lecture." (October 21, 2020).

Workshop, "Master teacher workshop: Effective Teacher Attributes, Learning Styles, and Chunking." (October 19, 2020).

Workshop, "Diversity & Inclusion Through Mindfulness and Respect," UTRGV CTE. (October 14, 2020).

Webinar, "Five Steps for Accelerating Data Readiness to Improve Analytics and Governance," TDWI. (October 1, 2020).

Workshop, "Documenting Teaching Effectiveness for Annual Review," Office of Faculty Success & Diversity. (September 2, 2020).

"Overview of Faculty Review Process," Office of Faculty Success & Diversity. (September 1, 2020).

Workshop, "Expanding the Network of STEM Women of Color 2020 Virtual Writing Group," Jackson State University. (June 15, 2020 - July 31, 2020).

Webinar, "Delivering Machine Learning Insights for the Business at Large," TDWI (Transforming Data with Intelligence). (July 29, 2020).

Workshop, "SAP S/4HANA Configuration Virtual Boot Camp," SAP University Alliances. (July 6, 2020 - July 10, 2020).

Blueprinting - Online Course Development for INFS 2300, "Summer 2020 Blueprinting Program," UTRGV COLTT. (May 15, 2020 - June 30, 2020).

Webinar, "Live Webinar: Deep Dive Into Case Teaching Online," Harvard Business Publishing. (April 21, 2020).

Workshop, "How to Alleviate Overwhelm and Stay Focused," Office of Faculty Success & Diversity. (April 15, 2020).

Workshop, "COLTT - Blackboard Collaborate Ultra," UTRGV Training Services. (March 31, 2020).

Workshop, "GFD: Stress Management & Sleep Health," UTRTV Office of Faculty Success & Diversity, Edinburg. (March 3, 2020).

Workshop, "GFD: How to Begin a Service Learning Course," UTRGV. (February 26, 2020).

Workshop, "SAP University Alliances Winter Workshops at Sam Houston State University," Huntsville, Texas. (January 6, 2020 - January 9, 2020).

Faculty training, "Faculty Search Committee Training I," UTRGV. (November 8, 2019).

Workshop, "COLTT Open House-National Distance Learning Week (NDLW)," UTRGV Center for Online Learning and Teaching Technology. (November 8, 2019).

Workshop, "COLTT - Online Learning Faculty Round Table," UTRGV Center for Online Learning and Teaching Technology. (November 7, 2019).

Workshop, "Group Work Session: Peer to Peer," UTRGV Center for Online Learning and Teaching Technology. (November 5, 2019).

Workshop, "Micro Lectures 101," UTRGV Center for Online Learning and Teaching Technology. (November 4, 2019).

"Faculty Write In," University Library Research and Instructional Services. (October 25, 2019).

Workshop, "Engagement Reflection Journals: Encouraging Students to Self-Assess Learning," UTRGV CTE. (October 24, 2019).

Workshop, "Formative Feedback to Improve Teaching & Learning," UTRGV CTE. (October 10, 2019).

Webinar, "Intermediate Sustainability Webinar #2: Education 2030 and the Future of Education for Sustainable Development," UTRGV CTE. (October 9, 2019).

Conference Attendance, "TWDI Analytics and Data Management Conference," TDWI, San Diego, California. (August 18, 2019 - August 21, 2019).

Webinar, "COLTT - Panopto Basics," UTRGV COLTT. (May 23, 2019).

Workshop, "2019 UTRGV ADVANCE Summer Writing Retreat," NSF ADVANCE Program at UTRGV, South Padre Island, Texas, United States. (May 17, 2019 - May 22, 2019).

Workshop, "Positive Attitude & Gratitude," UTRGV Training Services, Edinburg, Texas, United States. (May 7, 2019).

Webinar, "Sustainability Faculty Development: Introductory (Webinar #8) Post Carbon Institute's Community," UTRGV Center for Teaching Excellence. (April 3, 2019).

Webinar, "Sustainability Faculty Development: Introductory (Webinar #7) Fighting Poverty through Management Education," UTRGV Center for Teaching Excellence, Edinburg. (March 7, 2019).

Webinar, "Sustainability Faculty Development: Introductory (Webinar #5) Language and Inclusion," UTRGV Center for Teaching Excellence. (January 31, 2019).

QM Rubric Re-certificate. (January 22, 2019).

Workshop, "Small Teaching Changes," UTRGV Center for Teaching Excellence, Edinburg, Texas. (January 22, 2019).

Workshop, "Creating a Learner-Centered Syllabus," UTRGV Center for Teaching Excellence. (December 13, 2018).

Workshop, "Creating Transparent Assignments," UTRGV Center for Teaching Excellence. (December 13, 2018).

Workshop, "Creating Meaningful Reflection Activities," UTRGV Center for Teaching Excellence. (December 12, 2018).

Workshop, "Sustainability Faculty Development: Business Webinar Series (Webinar #4)," UTRGV Center for Teaching Excellence. (November 5, 2018).

Webinar, "Sustainability Faculty Development: Business Webinar Series (Webinar #3)." (October 22, 2018).

Webinar, "Sustainability Faculty Development: Business Webinar Series (Webinar #2)," UTRGV Center for Teaching Excellence. (October 1, 2018).

"Resource Fair: Supporting Faculty and Student Success," UTRGV Office of Faculty Development & Diversity. (September 11, 2018).

Workshop, "Introduction to SAP BusinessObjects BI Solutions." (July 16, 2018 - July 18, 2018).

Workshop, "Spanish for Faculty & Staff- Summer Program 2018," UTRGV B3 Institute. (July 1, 2018 - July 10, 2018).

Workshop, "UTRGV ADVANCE Summer Writing Retreat 2018," UTRGV Office of Faculty Development & Diversity. (May 20, 2018 - May 26, 2018).

Workshop, "General Faculty Development: Structuring Your Summer Class to Make Learning STICK," UTRGV Office of Faculty Development & Diversity, Edinburg: ITTB, International Room. (May 15, 2018).

Workshop, "COLTT - SoftChalk Cloud," UTRGV COLTT, Edinburg. (April 26, 2018).

Workshop, "Machine Learning and Business Analytics with SAP," SAP University Alliances, Huntsville, Texas. (January 8, 2018 - January 11, 2018).

Workshop, "Wacom/Tablet, Tegrity and OneNote Based Lecture Capture and Delivery to Enhance Teaching," Center for Teaching Excellence - UTRGV. (December 1, 2017).

Workshop, "From Lecturing to Dynamic Lecturing: The Type of Lecture Matters," UTRGV CTE. (November 15, 2017).

Seminar, "Distinguished Speaker Series by Professor Rao from UTSA," UTRGV VCOBE. (November 2, 2017).

Workshop, "External Funding "Brainstorming" Sessions," UTRGV VCOBE. (October 20, 2017).

Workshop, "Strategies for Effective Group Work to Build Communities of Learners," UTRGV CTE, Edinburg. (September 27, 2017).

Workshop, "General Faculty Development Program-Academic Integrity and Addressing Suspected Cases of Scholastic Dishonesty," UTRGV, Edinburg, TX. (September 14, 2017).

Workshop, "Interactive and Reflective Grant Writing and Manuscript Development Workshop," UTRGV & Langston University, Edinburg, TX. (July 20, 2017).

Self-Study Program, "Faculty Summer Write-Ins," Faculty Writing Program & CTE - UTRGV, Edinburg. (June 28, 2017).

Workshop, "ADVANCE Women of Color 2017 Summer Writing Retreat," Jackson State University and Norfolk State University, Virginia Beach, VA. (May 21, 2017 - May 27, 2017).

"Texas Korean Women's Network," UTRGV, Edinburg, TX. (May 4, 2017).

Workshop, "Does Grammar Matter? Should it?," Center for Teaching Excellence - UTRGV. (April 27, 2017).

Workshop, "Extreme editing - writing workshop," UTRGV. (April 7, 2017).

Workshop, "SYFSP: Session VI - Tenure & Promotion," UTRGV. (April 4, 2017).

Workshop, "Five Tips for Your Writing - Faculty Writing Support Program," UTRGV. (February 23, 2017).

Workshop, "Getting to Know UTRGV Students to Enhance Teaching and Learning," Center for Teaching Excellence - UTRGV. (February 6, 2017).

Workshop, "SYFSP: Session III- Defining a Service Profile," SYFSP - UTRGV. (November 1, 2016).

Webinar, "Meet NVivo: Introduction to Text Analysis with NVivo 11 for Windows." (October 25, 2016).

Workshop, "Blackboard Intermediate," UTRGV. (October 20, 2016).

Workshop, "Second Year Faculty Support Program: Session I- Introduction to the SYFSP & Summary of Available Resources & Support," UTRGV. (September 13, 2016).

Workshop, "Fundamentals of NVivo 11 for Windows," QSR International. (August 29, 2016 - September 5, 2016).

Workshop, "Live Virtual Distance Teaching," UTRGV, Edinburg/Brownsville, Texas. (August 22, 2016 - August 24, 2016).

Webinar, "Transforming Student Planning & Advising for Today's Mobile-Driven World," Blackboard. (August 17, 2016).

Workshop, "Independent Applying the QM Rubric (APPQMR) Training," QM/UTRGV, Edinburg, Texas, U.S.A. (June 17, 2016).

Workshop, "Faculty ERPSim training for certification," ERPSim Lab, HEC Montreal. (April 15, 2016 - April 29, 2016).

Workshop, "General Faculty Development Program: Student Behavior Intervention Cases," UTRGV. (April 14, 2016).

Workshop, "General Faculty Development: What is Service Learning, and How Can I Use it in My Class?," UTRGV. (March 3, 2016).

Workshop, "NFSP Session VII: Navigating External Funding Sources," UTRGV. (February 23, 2016).

Workshop, "NFSP Session VI: Supporting Faculty and Student Success- Resources & Strategies," UTRGV. (February 2, 2016).

Workshop, "General Faculty Development: Peer Observation of Teaching- Creating Collegial Connections," UTRGV. (January 28, 2016).

Workshop, "The SAP Winter Workshop 2016: Introduction to SAP," SAP University Alliances North America, Sam Houston State University, Huntsville, Texas. (January 4, 2016 - January 7, 2016).

Workshop, "General Faculty Development: Writing Successful Abstracts," UTRGV. (December 3, 2015).

Workshop, "General Faculty Development Sessions - Grant Writing Workshop," UTRGV. (November 13, 2015).

Workshop, "General Faculty Development Sessions - Distance Teaching and Learning at UTRGV with CTE & COLTT," UTRGV. (October 22, 2015).

Workshop, "New Faculty Workshop: Enhancing Your Teaching Effectiveness," UTRGV. (October 16, 2015).

Workshop, "General Faculty Development Sessions - How to Run an Effective Meeting," UTRGV. (October 4, 2015).

Self-Study Program, "Basic/Refresher Course - Human Subjects Research," COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE. (September 2015 - September 10, 2015).

Workshop, "New Faculty Support Program Session II: Building Your Research Profile," UTRGV. (September 22, 2015).

Workshop, "General Faculty Development: Internal Funding Opportunities," UTRGV. (September 17, 2015).

New Faculty Orientation, "UTRGV New Faculty Orientation," UTRGV. (August 17, 2015 - August 18, 2015).

TEACHING

Teaching Experience

The University of Texas Rio Grande Valley

INFS 1301, Computer Information Systems, 2 courses.
INFS 2300, Data Modeling Management Tools, 18 courses.
INFS 2398, IT for Stud Success-Career Dev, 4 courses.
INFS 3390, Management Information Systems, 5 courses.
INFS 4308, Project Management, 2 courses.
INFS 6330, Infor Systems for Managers, 11 courses.
QUMT 3343, Stat Method for Business, 4 courses.

The University of Texas Pan American

CMPE 1170, Engr Computer Sci I Lab, 1 course.
CSCI 1170, Engr Computer Sci I Lab, 1 course.
CSCI 1178, Engr Comp Sci I Lab Honr, 1 course.
CSCI 1201, Intr Computer&Info Tech, 5 courses.
CSCI 1380, Computer Science I, 4 courses.

RESEARCH

Published Intellectual Contributions

Book, Chapter in Scholarly Book-New

Cho, S., Mathiassen, L., Gallivan, M. (2008). Crossing the Chasm: From Adoption to Diffusion of a Telehealth Innovation. In León, Gonzalo; Bernardos, Ana M.; Casar, José R.; Kautz, Karlheinz; Gross, Janice I. De (Ed.), *Open IT-Based Innovation: Moving Towards Cooperative IT Transfer and Knowledge Diffusion* (287th ed., pp. 361–378). Springer US. http://link.springer.com/chapter/10.1007/978-0-387-87503-3_21

Conference Proceeding

Yoo, D., Roh, J., Cho, S., Yang, M. (2020). *Interplay of Coopetition Balance and Coopetition Capability in Platform Ecosystems*. Hawaii International Conference on Systems Science. <http://hdl.handle.net/10125/64448>

Streator, J., Cho, S. (2014). Design-based Learning in Information Systems: The Role of Knowledge and Motivation on Learning and Design Outcomes. *SAIS 2014 Proceedings*. <http://aisel.aisnet.org/sais2014/37>

Cho, S., Mathiassen, L., Gallivan, M. (2008). From Adoption to Diffusion of a Telehealth Innovation. *Hawaii International Conference on System Sciences, Proceedings of the 41st Annual* (pp. 245–245). 10.1109/HICSS.2008.177

Journal Article, Academic Journal

Moqbel, M., Rahmen, M., Cho, S., Hewitt, B. (2020). Sustaining Patient Engagement: The Role of Health Emotion and Personality Traits in Patient Portal Continuous Use Decision. *AIS Transactions on Human-Computer Interaction*, 12(4), 179-205. <https://doi.org/10.17705/1thci.00135> 10.17705/1thci.00135

Cho, S., Park, C., Lee, F. (in press). Homophily and peer-consumer behavior in a peer-to-peer accommodation sharing economy platform. *Behaviour & Information Technology*. <https://www.tandfonline.com/doi/full/10.1080/0144929X.2020.1803403> <https://doi.org/10.1080/0144929X.2020.1803403>

Kim, J., Cho, S., Ramesh, B. (2019). IT-leveraged network value cocreation: A case study of the value cocreation process and value capture in the South Korean broadcast advertising industry. *European Journal of Information Systems*, 28(6), 646-662. <https://doi.org/10.1080/0960085X.2019.1669494>

Park, C., Kim, D.-g., Cho, S., Han, H.-J. (2019). Adoption of multimedia technology for learning and gender difference. *Computers in Human Behavior*, 92, 288-296. <https://www.sciencedirect.com/journal/computers-in-human-behavior/vol/92/suppl/C> <https://doi.org/10.1016/j.chb.2018.11.029>

Cho, S., Park, C. (2019). Leveraging Consumption Intention with Identity Information on Sharing Economy Platforms. *Journal of Computer Information Systems*, 59(2), 178-187. <https://doi.org/10.1080/08874417.2017.1326295>

Yoo, D. K., Cho, S. (in press). Role of Habit and Value Perceptions on m-Learning Outcomes. *Journal of Computer Information Systems*. <https://doi.org/10.1080/08874417.2018.1550731>

Romanow, D., Cho, S., Straub, D. (2012). Editor's Comments: Riding the Wave: Past Trends and Future Directions for Health IT Research. *MIS Q.*, 36(3), III–A18. <http://dl.acm.org/citation.cfm?id=2481655.2481656>

Cho, S., Mathiassen, L., Gallivan, M. (2009). Crossing the diffusion chasm: from invention to penetration of a telehealth innovation. *Information Technology & People*, 22(4), 351–366. <http://www.emeraldinsight.com/doi/full/10.1108/09593840911002450> 10.1108/09593840911002450

Cho, S., Mathiassen, L., Nilsson, A. (2008). Contextual dynamics during health information systems implementation: an event-based actor-network approach. *European Journal of Information Systems*, 17(6), 614–630. 10.1057/ejis.2008.49

- Cho, S., Mathiassen, L. (2007). The role of industry infrastructure in telehealth innovations: a multi-level analysis of a telestroke program. *European Journal of Information Systems*, 16(6), 738–750. 10.1057/palgrave.ejis.3000718
- Cho, S. (2007). A Contextualist Approach to Telehealth Innovations. *Computer Information Systems Dissertations*. http://scholarworks.gsu.edu/cis_diss/13
- Cho, S., Khasanshina, E. V., Mathiassen, L., Hess, D. C., Wang, S., Stachura, M. E. (2007). An analysis of business issues in a telestroke project. *Journal of Telemedicine and Telecare*, 13(5), 257–262. <http://jtt.sagepub.com/content/13/5/257> 10.1258/135763307781458930
- Cho, S., Mathiassen, L., Robey, D. (2006). Dialectics of resilience: a multi-level analysis of a telehealth innovation. *Journal of Information Technology*, 22(1), 24–35. <http://www.palgrave-journals.com/jit/journal/v22/n1/abs/2000088a.html> 10.1057/palgrave.jit.2000088

Presentations Given

- Cho, S., (November 22, 2015). *Leveraging Collaborative Consumption with Identity-Descriptive Information in Sharing Economy Platforms*, Decision Sciences Institute 46th Annual Meeting in Sheraton Seattle Hotel, Seattle, WA.
- Cho, S., Mathiassen, L., (January 2008). *From Adoption to Diffusion of a Telehealth Innovation*, Hawaii International Conference on System Science, in Kona, Hawaii.
- Cho, S., Mathiassen, L., (August 2006). *Examining Barriers in a Telehealth Innovation: the Social-system Perspective*, The Americas' Conference on Information Systems Association of Information Systems in Acapulco, Mexico.

Contracts, Grants and Sponsored Research

Funded Grant

- Wang, B. (PI), Cho, S. (Co-PI), Hughes, J. (Co-PI), "Introduction to ERP training at the 2016 SAP University Alliances Winter Workshops," Sponsored by Faculty Development Funding Program, The University of Texas Rio Grande Valley, \$1,959.00. (December 2015 - January 2016).

Research Currently in Progress

- "Consumer motivation towards online grocery shopping: Inertia and Switching Costs" (On-Going).
- "Coopetition in a Platform Ecosystem: From the Complementors' Perspective" (On-Going).
The manuscript was submitted to *Electronic Commerce Research* in August 2021.
- "Investigation of HIE Adoption" (Planning).
The paper is in early stage with an IRB for data collection.

SERVICE

Department Service

- Committee Member, Dept. P&T Journal Selection Committee. (September 2021 - Present).
- Committee Member, Department Annual Review Committee. (September 2019 - Present).
- Committee Member, Dept PhD Committee. (September 2019 - Present).
- Course Coordinator for INFS 2300. (September 2018 - Present).
- Committee Member, Department Search Committee. (September 2019 - August 2020).
- Committee Member, Department Search Committee. (September 2018 - August 2019).
- Committee Chair, Department Annual Review Committee. (September 2017 - August 2019).
- Committee Member, Search Committee. (September 2017 - August 2018).
- Committee Chair, Coordinator for Dept Brown-bag Research Seminar. (September 2016 - August 2018).
- Committee Member, Committee for Departmental T&P Guidelines. (September 2016 - August 2017).
- Committee Member, Ph.D. Students Recruiting Committee. (September 2015 - August 2016).

College Service

- Committee Member, Research and Engagement Committee. (September 2020 - Present).
- Committee Member, VCOBE Strategic Planning Committee. (September 2017 - August 2019).

University Service

- Committee Member, Women Faculty Network Wellness Committee. (September 2017 - Present).
- Attendee, Meeting, Women Faculty Network. (September 2016 - Present).

Professional Service

Other

- Session Chair, The 22nd International Conference on Electronic Commerce, Chengdu. (June 29, 2021 - July 1, 2021).
- Reviewer, Journal Article, European Journal of Information Systems. (March 2021).
- Reviewer, Journal Article, Information & Management. (January 2021).

Reviewer, Journal Article, Information & Management. (June 2020 - August 2020).

Reviewer, Conference Paper, 2020 International Conference on Information Systems. (June 17, 2020).

Reviewer, Journal Article, Information Technology & People. (December 2019).

Reviewer, Journal Article, Computers in Human Behavior. (November 2019).

Electronic Commerce Research. (November 2019).

Reviewer, Journal Article, Entrepreneurship Theory and Practice. (August 1, 2019 - August 27, 2019).

International Conference on Information Systems 2020. (June 30, 2019).

Reviewer, Journal Article, Information Technology & People. (March 2019 - April 6, 2019).

Reviewer, Journal Article, Information Systems Frontiers. (November 14, 2018 - January 21, 2019).

Reviewer, Journal Article, Information & Management. (August 20, 2018 - October 26, 2018).

Reviewer, Conference Paper, Hawaii International Conference on System Sciences -52. (May 2018 - July 31, 2018).

Reviewer, Journal Article, Information & Management. (January 16, 2018 - March 27, 2018).

Reviewer, Journal Article, Information & Management. (May 10, 2017 - June 10, 2017).

Reviewer, Journal Article, Information & Management. (October 2, 2016 - November 2, 2016).

Reviewer, Journal Article, Electronic Commerce Research and Applications. (March 1, 2016 - April 8, 2016).

Reviewer, Journal Article, MIS Quarterly. (November 2014 - December 2014).

* indicates undergraduate student

** indicates graduate student