

SUN TAE KIM

Rauch Business Center, Room 331
621 Taylor Street, Bethlehem, PA 18015
+1 (217) 417-9160 · stk222@lehigh.edu

EDUCATION

Ph.D., Business Administration, Louisiana State University, Expected 2022

Specialization in Information Systems

Dissertation: Strategic Use of Topic-Congruent Managerial Responses in Online Review Systems

Committee: Gabriele Piccoli (Advisor), Rudolf A. Hirschheim, Ronald W. Niedrich, Yang Pan

M.S., Statistics, Tulane University, 2017

B.S., Statistics, University of Illinois at Urbana-Champaign, 2015

RESEARCH AND TEACHING INTERESTS

Research Interests

Online Review Systems, Systems Beyond Firm Control, Theory of Effective Use, Business Intelligence and Analytics, Mixed-Methods Research, Online and Lab Experiments, Text Mining, Design Science Research

Teaching Interests

Statistical Computing for Business Analytics, Probability and Statistics, Foundations of Information Systems

PUBLICATIONS

Published Conference Proceedings

Palese, B., **Kim, S. T.**, Rodriguez, J., & Piccoli, G. (2018). Go Back to Your Room: Designing a Scalable In-Class Required College Course. *Proceedings of the 24th Americas Conference on Information Systems*.

Completed Research Manuscripts

Kim S. T., Palese, B., & Piccoli, G. (2021). Playing by the Rules in Systems Beyond Firm Control: A Study on Personalized Managerial Response Strategy

Kim S. T. (2018). Business Intelligence and Analytics from an End-User Standpoint: An Initial Survey for Theoretical Development.

Manuscripts in Progress

Systems Beyond Firm Control: An Essay on Framing an Emerging Phenomenon

Content Optimization of Managerial Responses to Negative Online Reviews: An Experimental Study.

Identifying Influential Reviews in Online Review Systems: An Experimental Study on Filtering Mechanisms and User Behavior.

PRESENTATIONS

MISQ Virtual Author Development Workshop, July 2021, Online.
ICIS 2021 Doctoral Consortium, December 2020, Online.
Big XII+ MIS Research Symposium, April 2020, Denver, Colorado. (Postponed)
ISDS Research Seminar, February 2020, Baton Rouge, Louisiana.
AMCIS 2018 Poster Session, August 2018, New Orleans, Louisiana.
Industrial Statistics Lab Research Seminar, August 2014, Seoul, South Korea.

TEACHING EXPERIENCE

Instructor of Record: Louisiana State University

Fall 2018	Introduction to MIS (Undergraduate Core, Online)
Spring 2019	Introduction to MIS
Summer 2019	Introduction to MIS
Fall 2019	Introduction to MIS (Online)
Spring 2020	Introduction to MIS
Summer 2020	Introduction to MIS (Online)
Fall 2020	Introduction to MIS (Online)
Spring 2021	R for Analytics
Summer 2021	Introduction to MIS (Online)
Fall 2021	Introduction to MIS (1 In-Class, 2 Online Sections)
Spring 2022	R for Analytics
Spring 2022	Introduction to MIS

Instructor of Record: Lehigh University

Fall 2022	Business Analytics I (Undergraduate Core, 7 Sections)
Spring 2023	Business Analytics I (6 Sections)
Spring 2023	Capstone Project (Master's in Business Analytics)

Course Development: Louisiana State University

ISDS 4070/7070: R for Analytics

A comprehensive R course for upper-level undergraduates and masters-level students.
Instructor. Developed original syllabus, slides, class exercises, and evaluation materials.

ISDS 1102: Intro MIS for Business Majors

A thorough introductory course on IS/IT concepts and Microsoft Excel.
Instructor and member of the course redesign team. Provided course material data analysis, created evaluation items, and worked on prototype student dashboards.

ISDS 7024: Advanced Statistics

A masters-level course on statistical methods and models.
Teaching assistant. Assisted the migration of the course from SAS to R with original programs, tutorials, and evaluation materials.

Course Development: Lehigh University

BIS 44: Business Analytics I

An introductory course in Business Analytics required for all business undergraduates. Instructor. Developed original evaluation materials, slides, and in-class activities.

BIS 415: Capstone Project

A required course for the new Master's program in Business Analytics, with a comprehensive review of the curriculum and a communication-intensive final project. Instructor. Developed original syllabus, in-class materials, and project assignments.

RESEARCH EXPERIENCE

Member, Digital Data Streams Lab, 2017 – 2022

Participated in the course redesign project of Intro MIS for Business Majors. Used R, MySQL, and JavaScript to collect, analyze, and visualize student behavior in the online course module.

Assisted research projects with customized Python scripts for scraping (Booking, TripAdvisor, and StartSomeGood).

Research Intern, Yonsei University, 2014

Assisted research on vehicle crashworthiness data analysis.
Led introductory ArcGIS workshops.

AWARDS AND HONORS

ICIS Doctoral Consortium, 2020

LSU Graduate Assistantship, 2017 – 2022

SERVICE AND PROFESSIONAL ACTIVITIES

Editorial Activities

Reviewer: ICIS 2021, ICIS 2020, ECIS 2020

Volunteer Experience

AMCIS 2018, New Orleans

Professional Affiliation

Member, Association for Information Systems

Member, American Mathematical Society

PROFESSIONAL EXPERIENCE

Supply Clerk, Republic of Korea Army, 2010 – 2012

Sergeant, HHC 194th Combat Sustainment Support Battalion at USAG Humphreys

REFERENCES

Gabriele Piccoli

Edward G. Schlieder Endowed Chair of Information Sciences
Louisiana State University
E. J. Ourso College of Business
501 South Quad Drive
Baton Rouge, LA 70803
Phone: 225-578-8184
Email: gpiccoli@lsu.edu

Rudolf A. Hirschheim

Ourso Family Distinguished Professor of Information Systems
Louisiana State University
E. J. Ourso College of Business
501 South Quad Drive
Baton Rouge, LA 70803
Phone: 225-578-2514
Email: rudy@lsu.edu

Ronald W. Niedrich

Robert S. Greer, Sr. Alumni Endowed Chair of Business Administration
Louisiana State University
E. J. Ourso College of Business
501 South Quad Drive
Baton Rouge, LA 70803
Phone: 225-578-9068
Email: niedrich@lsu.edu