

## Moonwon Chung

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Management Science  
University of South Carolina  
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Columbia, SC 29206  
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## EDUCATION

*Ph.D. Student*, Management Science Present  
University of South Carolina, Columbia, SC

*Master of Science*, Operations Management February 2013  
Seoul National University, Seoul, Korea  
Thesis: The Effect of Buyer-Supplier Performance Metrics Alignment on Supply Chain Performance

*Bachelor of Arts*, Business Administration February 2010  
Yonsei University, Seoul, Korea

## WORKING PAPERS

- Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2017) The iPhone Effect: Inducing Value Chain Technology Migration with Exclusive Contracts, *Working Paper*
- Chung, M., M.K. Malhotra, S. Park (2017) The Longitudinal Impact of Supplier Development Efforts on a Buying Firm's Financial Performance, *Submitted to International Journal of Productions Research*
- Dong, Y., M. Chung, C. Zhou, S. Venkataraman (2016) Banking on "Mobile Money": The Implications of Mobile Money Services on the Value Chain, *Under second round review for M&SOM*

## PUBLICATIONS

- Malhotra, M.K., R. Janakiraman, S. Mishra, M. Chung (2017) *POM and Marketing*, Routledge Companion for Production and Operations Management (POM), Ch.22
- Chung, M., J. Oh, I. Lee (2014) Managing Online Distribution Channels to Enhance Content Quality and Satisfaction, *Asian Journal on Quality*, **14**(3)

## PRESENTATIONS

- Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2016) Investigating the iPhone Effect: Building Competitive Advantage with Technology Migration, Orlando, POMS Annual Conference
- Chung, M., M.K. Malhotra (2016) The Longitudinal Impact of Supplier Development Efforts on a Buying Firm's Financial Performance, Orlando, POMS Annual Conference

- Chung, M., Y. Dong, C. Zhou, M.K. Malhotra (2015) Investigating the iPhone Effect: Building Competitive Advantage with Technology Migration, Seattle, Decision Sciences Annual Conference
- Chung, M., S. Park, H. Yang (2012) Assessing the Unbundling Trend and Pricing Strategies of Digital Experience Goods in Online Proprietary Marketplace, San Francisco, Decision Sciences Annual Conference

## PROFESSIONAL EXPERIENCE

*Hansung University* September – December 2013

Part-time Lecturer, Seoul, Korea

- Taught 2 courses on Service Science

*Asian Journal on Quality* September 2011 – December 2013

Editorial Assistant, Seoul, Korea

- Assisted journal review and publication process

*Incheon International Airport* November 2011 – February 2012

Research Assistant, Incheon, Korea

- Business case research on service quality management practices

*Hyundai Motor Group* June – August 2011

Research Assistant, Seoul, Korea

- Future car technology research

*A.T. Kearney* April 2010 – May 2011

Research Analyst, Seoul, Korea

- Mobile company CPFR Project

*Institute of Global Management* July – December 2007

Research Analyst, Seoul, Korea

- Web 2.0 executive education content development project

## SKILLS

Experienced in SAS, STATA, R, MPLUS, LATEX and Microsoft Office applications

## CERTIFICATE AND HONORS

*University of South Carolina* June 2015

Faculty Development in International Business: Global Supply Chain and Operations Management