

## MOONWON CHUNG

The Darla Moore School of Business, Columbia, SC 29208 • moonwon.chung@grad.moore.sc.edu

### RESEARCH INTERESTS

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Management of Technology, Big Data Research, Socially Responsible Innovations, Innovation Value Chain Coordination

### EDUCATION

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#### University of South Carolina

Columbia, SC

Ph.D. Candidate in Management Science

June 2019 (Expected)

- Dissertation: The Effects of Product Feature Complexity, Market Activity, and Update Scheduling on Mobile App Life Cycles

#### Seoul National University

Seoul, South Korea

M.S. in Operations Management

2013

- Thesis: The Effect of Buyer-Supplier Performance Metrics Alignment on Supply Chain Performance

#### Yonsei University

Seoul, South Korea

B.A. in Business Administration

2010

- Minor: Law

### PUBLICATIONS

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1. Dong, Y., Chung, M., Zhou, C., Venkataraman, S., Banking on “Mobile Money”: The Implications of Mobile Money Services on the Value Chain  
**Forthcoming at Manufacturing & Service Operations Management** 2018
  - Compiled MNO, Bank, population data and conducted a panel propensity score matched difference-in-differences analysis
2. Chung, M., Malhotra, M., Park, S., The Longitudinal Impact of Supplier Development Efforts on the Buying Firm’s Financial Performance  
**Forthcoming at Journal of Managerial Issues** 2018
  - Combined survey and firm financial data from master thesis and conducted a linear mixed effects growth analysis
3. Malhotra, M., Janakiraman, R., Mishra, S., Chung, M., Chapter 20: POM and Marketing  
**Routledge Companion for Production and Operations Management** 2017

### PAPERS UNDER REVIEW

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1. Malhotra, M., Chung, M., Robinson, C., The Role of Market-Based Flexibility in Environmental Supply Chain Collaboration  
**Under Review at International Journal of Production Research** 2018
  - Collected survey data and conducted a structural equation model moderated mediation analysis

## ONGOING PROJECTS

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1. Chung, M., Malhotra, M., Sharma, L., The Effects of Complexity, Organizational Focus, and Learning on App Life Cycles (Dissertation work involving API extraction and Multi-thread cluster computing)
  - Essay 1: New Product Lifecycles in Software Development
  - Essay 2: Initial Success Strategies in Mobile App Lifecycles
  - Essay 3: Product Life Cycle Extension Strategies in Mobile Apps
2. Handley, S., Chung, M., The Role of Contractual Provisions in IT Outsourcing Projects
3. Chung, M., Malhotra, M., Dong, Y., Zhou, C., Innovation Ecosystem and Supply Chain Coordination with Exclusive Contracts: The Case of iPhone Launch
  - Combined MNO performance data with web-scraped information and conducted a difference-in-differences analysis

## PRESENTATIONS

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- Trends and Challenges in Big Data Analysis
- POMS, Houston TX 2018
- Investigating the iPhone Effect: Building Competitive Advantage with Technology Migration
- POMS, Washington D.C. 2016
  - DSI, Seattle, WA 2015
- The Longitudinal Impact of Supplier Development Efforts on a Buying Firm's Financial Performance
- POMS, Washington D.C. 2016
- Assessing the Unbundling Trend and Pricing Strategies of Digital Experience Goods in Online Proprietary Marketplace
- DSI, San Francisco, CA 2012

## TEACHING EXPERIENCE

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- Instructor, Darla Moore School of Business, University of South Carolina
- MGSC 395 Operations Management Spring 2018  
Enrollment: 46  
Instructor Evaluation: 4.56 (out of 5.00)
  - MGSC 395 Operations Management Spring 2017  
Enrollment: 47  
Instructor Evaluation: 4.00 (out of 5.00)
- Instructor, Hansung University, Seoul, South Korea
- MGT 0063 Service Science II Fall 2013  
Enrollment: 50 / 50 (2 sections)  
Instructor Evaluation: 4 / 4 (out of 5)  
Contents: Business analytics methods (Discriminant Analysis, DEA, Forecasting, Queueing, System Dynamics in Excel and Vensim)

## PROFESSIONAL EXPERIENCE

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<b>Asian Journal on Quality</b> , Seoul, South Korea <i>Editorial Assistant</i>	2011-2013
<ul style="list-style-type: none"> <li>• Manuscript Review Processing / Editing           <ul style="list-style-type: none"> <li>– Monthly journal progress report to publisher, Emerald Insight</li> <li>– Managed reviewer pool and manuscript review process</li> </ul> </li> </ul>	
<b>A.T.Kearney</b> , Seoul, South Korea <i>Research Analyst</i>	2010
<ul style="list-style-type: none"> <li>• LG-Verizon CPFR Project           <ul style="list-style-type: none"> <li>– CPFR operations consulting at LG headquarters</li> <li>– Developed key BOM materials visibility map for CPFR dashboard via SQL</li> </ul> </li> </ul>	
<b>Institute of Global Management</b> , Seoul, South Korea <i>Research Analyst</i>	2007
<ul style="list-style-type: none"> <li>• Web 2.0 market trend research assistance and business executive education content creation</li> </ul>	
<b>Republic of Korea Army</b> , Anyang, South Korea <i>Field Engineer</i>	2005-2007
<ul style="list-style-type: none"> <li>• Occupation: Military intelligence Management and Field Interpreter (English)</li> </ul>	

## CERTIFICATE AND HONORS

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Faculty Development in International Business, University of South Carolina	2015
SAP-HEC Montreal ERPsim Training Level 1, University of South Carolina	2015
Business School Student MVP Award, Yonsei University	2008
Work-Study Scholarship, Yonsei University	2008

## SERVICE AND AFFILIATIONS

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Session Chair (Expected), DSI, Chicago	2018
Business School Doctoral Student Association Board Member, University of South Carolina	2014-2017
Academic Society Membership	
<ul style="list-style-type: none"> <li>• INFORMS</li> <li>• POMS</li> <li>• DSI</li> </ul>	
Ad-hoc Reviewer	
<ul style="list-style-type: none"> <li>• Decision Sciences Journal</li> </ul>	

## RESEARCH GRANTS

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A Longitudinal Analysis of the Contractual Structure of Global IT Outsourcing Relationships (Joint application with Sean Handley) Darla Moore School of Business Research Grant Program	2017
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## SKILLS

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Packages: R, STATA, MPLUS, AMOS, VENSIM, SPSS, SAS, Tableau  
 Programming: Python, VBA, Linux, Latex  
 Database: mySQL, SQLite

## REFERENCES

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Prof. Manoj Malhotra  
Weatherhead School of Management  
Case Western Reserve University  
10900 Euclid Avenue  
Cleveland, OH 44106-7235  
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