Sung-Hee Park

University of South Carolina
Management Science
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Education

Ph D, University iof South Carolina, 2007.
Major: Information Systems

MBA, University of South Carolina, 2002.
Major: International Business

BBA, Korea University, 1994.
Major: Business Information Systems

Academic, Military and Professional Positions

Academic

Clinical Associate Professor, University of South Carolina. (August 2014 - Present).

Assistant Professor, Dalton State College. (August 2011 - July 2014).

Assistant Professor, Kettering University. (July 2007 - July 2011).

Lecturer, University of South Carolina. (August 2006 - June 2007).

Graduate Research and Teaching Assistant, University of South Carolina. (August 2001 - July 2006).

Professional

Intern, Conita Technology Inc. (June 2001 - May 2002).

Web Developer, SBDC at USC. (August 2000 - May 2001).

Systems Engineer/Analyst, LG_EDS Systems, Inc. (August 1993 - April 2000).

Licensures and Certifications

ERPSim Level 1, ERPsim Lab, HEC Montreal. (October 2014 - Present).

Certification in Business Data Analytics (CBDA), International Institute of Business Analytics (IIBA). (September 2022 - September 2023).

CAP, INFORMS. (March 2014 - March 2023).

Development Activities Attended

Workshop, "CARMA 2019 R Workshop," University of South Carolina & CARMA. (January 2019).

Workshop, "Pre-Conference Workshops at 2018 INFORMS Business Analytics Conference," INFORMS. (April 2018).

TEACHING

Teaching Experience

University of South Carolina

BADM 499, Business Internship, 1 course.
BADM 790, Special Topics in Business, 6 courses.
DMSB 710, Financial Acct in Global Envr, 1 course.
DMSB 712, Quantitative Methds in Busines, 1 course.
DMSB 725, Global Business Issues, 2 courses.
ECON 720, Managerial Economics, 1 course.
IBUS 729, Comparative Innovation Systems, 1 course.
IBUS 740, Data Analytics for IB, 1 course.
MGMT 770, Competing Through People, 1 course.
MGSC 290, Comp Info Systems in Business, 4 courses.
MGSC 394, Data Analytics for Business, 17 courses.
MGSC 790, Data Resource Management, 5 courses.

Directed Student Learning

Undergraduate Honors Thesis, "Evaluating and Expanding the Moore School's Data Analytics Program." (August 2020 - Present).
Advised: Ronald Hord

Undergraduate Honors Thesis, "ANALYSIS OF WORLDWIDE BUSINESS ETHICAL PRACTICES." (September 2019 - May 2022).
Advised: Andrew Chang

Undergraduate Honors Thesis, "Analytics of Food Distributor Marketing and Sales Data." (January 2019 - December 2019).
Advised: Ruhi Pitre

Undergraduate Honors Thesis, "Learning Cultural Heritage via Exploring Korean Cuisine with a Vegetarian Twist in America." (August 2018 - May 2019).
Advised: Annie Park

Undergraduate Honors Thesis, "HOW I BECAME MYSELF THROUGH CULTURAL EXPERIENCES." (August 2017 - January 2018).
Advised: Skylar Ran Heo

RESEARCH

Published Intellectual Contributions

Book Chapters

Park, S.-H., Park, S., Oldham, L. In H. Yang, R. Qui, & W. Chen (Eds.), *Smart Service Systems, Operations Management, and Analytics* (pp. 317). Springer.

Presentations Given

Park, S.-H. (Presenter & Author), Li, Y., 2021 DSI Annual Conference, "Python: Jupyter Notebook vs. Google Colab & Analyzing Text Data for Machine Learning," Decision Sciences Institute. (November 2021).

Park, S.-H. (Presenter & Author), Park, S. (Author Only), Oldham, L. B. (Author Only), INFORMS Conference on Service Science, "Teaching a Man to Fish: Teaching Cases of Business Analytic," INFORMS. (June 2019).

Contracts, Grants and Sponsored Research

Other

Park, Y. K. (Principal), Park, S.-H. (Co-Principal), "Global FinTech Talent Training Program," Sponsored by BK21(Brain Korea 21), Other, $8,000,000.00. (September 2020 - August 2027).

Park, Y. (Principal), Park, S.-H. (Co-Principal), "City of Seoul Fintech Program Proposal," Sponsored by City of Seoul, Other, $17,000,000.00. (September 2020 - December 2020).

Bayoumi, A. (Principal), Park, S.-H. (Co-Principal), Ferguson, M. (Co-Principal), "NSF Grant Proposal (Number: 1922618), Title: HDR DSC: Harnessing the Data Revolution (HDR): Data Science Corps (DSC)," Sponsored by NSF, Federal, $1,012,259.00. (2019).

Park, S.-H., Bayoumi, A. (Co-Principal), "NSF Grant Proposal (Number: 1935611), Title: University of South Carolina (EHR: PEER) NSF 19-557 - Track 2: Data Science Project," Sponsored by NSF, Federal, $1,199,399.00. (2019).

Park, S.-H., Lenz, J., "Realizing the Value of Machine Learning Techniques in the Identification of Opportunities and Issues within Financial Services," Sponsored by Artificial Intelligence and Data Analytics (AIDA) Grant - The Monetary Authority of Singapore (MAS), Other, $249,725.00. (January 2018 - December 2018).

Cecchini, M. (Principal), Park, S.-H. (Co-Principal), Ferguson, M. (Co-Principal), "Feasibility Study Grant for South Carolina's Voluntary Multiple Employer Plan (SCVMEP)," Sponsored by AARP, Other, $50,000.00. (April 2018 - July 2018).

Intellectual Contributions in Submission

Refereed Journal Articles

Jayaram, J., Park, S.-H., Smith, J. A Multilevel Approach to Theory and Research in Safety Management. *Journal of Operations Management*.

Research Currently in Progress

"Does Consumer Self-Confidence Matter on Consumers' Intentions to Mobile Commerce Adoption? Investigating the moderation effect of Consumer Self-Confidence" (Working Paper).
COVID-19 outbreak has been expanding untact culture and, in turn, the improvement of consumers' mobile commerce (MC) acceptance can potentially enable new business models and provide tremendous power to marketers with its much broader reach. While consumers' individual differences have been frequently cited as important constructs in marketing, much of the IS research has mainly focused on examining the technological aspects of MC systems. Recognizing the need to improve existing IS measures for individual differences in consumers' acceptance of MC, this study adapts Consumer Self-Confidence (CSC) from marketing. Based on the sample of 219 individuals, structural equation model (SEM) was used to test the conceptual model and the related hypotheses. Results demonstrate that intentions to use MC system are positively affected by both perceived usefulness (PU) and

attitude (ATT) while negatively affected by perceived risks. In addition, consumers perceive and behave differently based on their level of self-confidence (CSC). Consumers with high self-confidence clearly see tangible benefits of using MC systems, whereas, for the consumers with low self-confidence, the benefits and usefulness of the MC systems may not matter unless they find out how safe a MC system would be.

SERVICE

University Service

College

Attendee, Meeting, 200-level Course Instructors Meeting. (August 2016 - Present).

Committee Member, Graduate Program Committees - EIMBA. (August 2015 - Present).

Public Service

Researcher to do a feasibility study, AARP South Carolina. (January 2018 - May 2018).

Editorial and Review Activities

Editorial Board Member, "Journal of IT Services." (June 2018 - Present).

Ad Hoc Reviewer, Papers, "Computers in Human Behavior." (January 2017 - Present).

Ad Hoc Reviewer, Papers, "International Journal of Human-Computer Studies." (January 2014 - Present).

Ad Hoc Reviewer, Papers, "Information Technology and Management." (May 2013 - Present).

Ad Hoc Reviewer, Papers, "Multimedia Tools and Applications." (December 2012 - Present).

Editorial Board Member, "International Journal of Business and Management." (September 2012 - August 2018).