

## CURRICULUM VITAE



Gee-Woo Bock joined Business School at Sungkyunkwan University (SKKU) in Seoul, Korea, in September 2006 where he is currently a professor. Since 2002, he has received approximately \$300,000 of research grants as a PI. Gee-Woo has served 'Information and Management' as an AE since 2012. Since 2001, he has translated 3 books and published 7 book chapters, 42 journal articles and 49 conference papers, and edited 2 special issues of journals. His articles have been cited more than 10,500 times in total, and his MIS Quarterly paper alone has been cited more than 5,300 times since 2005 according to Google Scholar in March, 2021. His h-index is 25 and i10-index is 35. His current research focuses on Knowledge Management, Information Avoidance, Fake News Management, Influencer Marketing, and Business Intelligence. Gee-Woo won SKKU Young Fellowship, a university wide research award, in 2012, and the Mirae Asset Best Researcher Award by Korean Business Society which is the most renowned nation-wide association for business administration scholars and practitioners in Korea, in 2018.

### PARTICULARS

- Name: **Bock, Gee-Woo (Gilbert)**
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### EDUCATION

- 2001 **Ph.D.** in Management Information Systems, [Korea Advanced Institute of Science and Technology](#), Seoul, Korea
- 1991 **MBA** in Management Information Systems and Consulting Services, [University of Southern California](#), L.A., California, USA
- 1988 **B.A.** in Sociology and Business Administration, [Yonsei University](#), Seoul, Korea

### EXPERIENCES

- 2021.1.1 - 2021.12.31 The Executive Board Member of the Korean Society of Management Information Systems
- 2020.1.1 - 2020.12.31 The Director of [Graduate School of Business](#) at Sungkyunkwan University
- 2020.1.1 - 2020.12.31 The Vice President of the Korean Society of Management Information Systems

- 2019.1.1 - 2020.12.31 The President of [KrAIS](#) (Korean Chapter of the Association for Information Systems)
- 2019.3.1 - 2020. 2.29 The Chief Vice President of the [Korean Academic Society of Business Administration](#)
- 2017.2.1 - 7.31 Visiting Professor at Claremont Graduate University, L.A., USA
- 2015.1.1 - 2016.12.31 Vice President of Academic Affairs at SKKU
- 2014.01 Visiting Professor at Business School at Brunel University in the UK
- 2013.08 - 12 Visiting Professor at the School of Computing at the National University of Singapore, Singapore
- 2012 - Present Professor (Tenured) – *Sungkyunkwan University*
- 2006 – 2012 Associate Professor – *Sungkyunkwan University*
- 2011 – 2012 Director of SGS Social Entrepreneur Academy by Samsung, Gyeonggi-do (Government) and SKKU
- 2008 Director of Asia MBA (a full-time MBA program) at the School of Business in Sungkyunkwan University
- 2007 – 2008 Director of International Center at the School of Business in Sungkyunkwan University
- 2002 – 2007 Assistant Professor - [National University of Singapore](#), Singapore
- 1995 – 2002 Chief Researcher - [Samsung Economic Research Institute](#), Seoul, Korea
- 1993 – 1995 Chief Consultant - *GoDo Consulting Group*, Seoul, Korea
- 1991 – 1993 Consultant – [SK C&C](#) (Sunkyung Computer and Communications), Seoul, Korea

## RESEARCH INTERESTS

Knowledge Management, Information Avoidance, Fake News Management, Influencer Marketing, and Business Intelligence

## PUBLICATIONS

### Journals

1. Jong-Hyun Kim, Gee-Woo Bock, Rajiv Sabherwal, and Hanmin Kim. "[Understanding Social Media Monitoring and Online Rumors](#)," *published online at the Journal of Computer Information Systems (SCIE, IF 0.675)*, May 22, 2020.
2. Gunwoo Kwon, Gee-Woo Bock, and Kyu-Min Huang. "[The Effect of Personalization on Cross-Buying and Shopping Cart Abandonment Based on the S-O-R Framework](#)," *Asia Pacific Journal of Information Systems (SCOPUS)*, 30(2), June 2020, pp. 252-283.
3. Jong-Hyun Kim, Gee-Woo Bock, Rajiv Sabherwal, and Hanmin Kim. "[Spreading Online Rumors: The Effects of Negative and Positive Emotions](#)," *Asia Pacific Journal of Information Systems (SCOPUS)*, 30(1), March 2020, pp. 1-20.
4. Han-Min Kim, Gee-Woo Bock, and Hyung Su Kim. "[A new perspective on online malicious comments: Effects of attention and neutralization](#)," *Information Technology & People (SSCI, 5-year Impact Factor (2018): 2.477)*, 34(1), 24 February 2020, pp. 50-67.
5. Ji-Myoun Lee, Gee-Woo Bock (Orcid: 0000-0002-4717-3705), and Ayoung Suh. "[The influence of social power on knowledge utilization](#)," *Journal of Computer Information Systems (SCIE, IF 1.10)*, December, 2019.

6. Jong-Hyun Kim, Gee-Woo Bock, Rajiv Sabherwal, and Han-Min Kim. "[Why Do People Spread Online Rumors? An Empirical Study](#)," *Asia Pacific Journal of Information Systems (SCOPUS)*, 29(4), December 2019, pp. 591-614.
7. Gee-Woo Bock, Sang Cheol Park, Won Jun Lee, Cheng Zhang, and Kyu Min Hwang. "[The Combined Effects of Power Imbalance and Mutual Dependence on the Relationship between IOS Diffusion and a Firm's Performance Improvement](#)," *Asia Pacific Journal of Information Systems (SCOPUS)*, 29(2), June 2019.
8. Youn Jung Kang, Won Jun Lee, and Gee-Woo Bock. "[Impact of Existing Relationships among Participants in Supply Chain and IT-based Collaboration on Supply Chain Performance: From the Absorptive Capacity Perspective](#)," *Knowledge Management Research*, 19(4), December, 2018.
9. Sang Cheol Park, Mark Keil, Gee-Woo Bock and Jong-Wook Kim. "[Winner's Regret in Online C2C Auctions: An Automatic Thinking Perspective](#)," *Information Systems Journal (SSCI, IF 2.522)*, 26, Oct., 21, 2016, pp. 613-640.
10. Gee-Woo Bock, Ayoung Suh, Manju Ahuja and Lee Xian Yap. "[Sustainability of a Virtual Community: Integrating Individual and Structural Dynamics](#)," *JAIS (Journal of the Association for Information Systems, IF 1.25)*, June 20, 2015.
11. Sang Cheol Park, Gee-Woo Bock, Won Jun Lee, and Cheng Zhang. "[Organizational capabilities and relational capabilities in IOS diffusion: A cross-country study between Korean and Chinese supply chains](#)," *Journal of Global Information Management (SSCI, IF 1.241)*, 22(3), Oct-Dec, 2014.
12. Bock, G.W., Kim, J.H., Yang, S.H. and Lee, J.M. "[Effectiveness of asynchronous learning networks in teaching as a supplement to classroom teaching: A study from perspective of lectures in National University of Singapore](#)," *APJIS (Asia Pacific Journal of Information Systems)*, 22(1), March, 2012.
13. Sang Cheol Park, Mark Keil, Jong UK Kim and Gee-Woo Bock "[Understanding overbidding behavior in C2C auctions: an escalation theory perspective](#)," *European Journal of Information Systems (SSCI, IF 1.654)*, 21(6), 13 March, 2012, pp. 1-21.
14. Bock, G.W., Kuan, H.H., Lee, J.M. and Kim, J.H. "[The Progression of Online Trust in the Multi-channel Retailer Context and the Role of Product Uncertainty](#)," *Decision Support Systems (SCIE, IF 2.036)*, 53, Jan., 2012, pp. 97-107.
15. Kang, M., Gloor, P., and Bock, G.W. "[Understanding the effect of social networks on user behaviors in community-driven knowledge services](#)," *Journal of the American Society for Information Science and Technology (SSCI, IF 2.23)* 62(6), June 2011, pp.1066-1074.
16. Lee, J.M., Bock, G.W., Moon, J.S. and Kim, J.H. "[Study on Knowledge Creation Mechanism from the Flow Perspective](#)," *Journal of Information Technology Applications and Management* (Korean Journal), 18(1), March 09 2011, pp.75-100.
17. Kim, J.H., Bock, G.W. and Kwon, S.J. "[The Origination and Diffusion of Online News and Rumors on a Company](#)," *Korea Business Review*, 14(2), November 2010, pp.81-103.
18. Kang, M.H., Kim, Y.G. and Bock, G.W. "[Identifying Different Antecedents for Closed vs. Open Knowledge Transfer](#)," *Journal of Information Science (SSCI, IF 1.087)*, 36(5), October 2010, pp.585-602.
19. Bock, G.W., Lee, J.M. and Lee, J.Y. "[Cross Cultural Study on Behavioral Intention Formation in Knowledge Sharing](#)," *APJIS (Asia Pacific Journal of Information Systems)*, 20(3), September 2010, pp. 1-32.

20. Bock, G.W., Kang, Y.J. and others "[E-Trade Finance: The Case of B2BeX](#)," *Korea Business Review*, 14(1), August 2010, pp. 47-72.
21. Bock, G.W., Kang, Y.J. and Mahmood, M. "[The Impact of Information Overload and Contribution Overload on Continued Usage of Electronic Knowledge Repositories](#)," *Journal of Organizational Computing and Electronic Commerce (SCI, IF 0.471)*, 20(3), July 2010, pp.257~278.
22. Bock, G.W., Park, S.C. and Zhang, Y.C. "[Why Employees Do Non-Work-Related Computing in the Workplace](#)," *Journal of Computer Information Systems (SCI, IF 0.742)*, 50(3), Spring, 2010, pp. 150-163.
23. Bock, G.W., Shin, Y.H., Liu, P., and Hua, S. "[The Role of Task Characteristics and Organizational Culture in Non-Work-Related Computing](#)," *Data Base for Advances in Information Systems (SSCI)*, 41(2), May, 2010, pp. 132-151.
24. Bock, G.W., An, H., Shin, K.S. and Suh, A.Y. "[The Factors Affecting Success of KBS at the Organizational Level](#)," *Journal of Computer Information Systems (SCI, IF 0.742)*, 50(2), Winter, 2009, pp. 95-105.
25. Bock, G.W. and Jain, T. "[The Impact of Culture on Virtual Teams' Performance](#)," *Information Systems Review (Korean Journal)*, 11(1), April, 2009, pp. 1-17.
26. Bock, G.W. and Ho, S.L. "[Non-Work Related Computing: Is there a Productivity Pay-off?](#)" *Communications of the ACM (SCI, IF 2.863)*, 52(4), April, 2009, pp. 124-128.
27. Bock, G.W. and Kang, Y.J. "[Integrating ERP Systems in a Decentralized Company: A Case Study](#)," *Journal of Information Technology Case and Application Research*, 11(1), March, 2009.
28. Lee, J.M. and Bock, G.W. "[A Study on Development of Market Oriented MIS Curriculum](#)," *Information Systems Review (Korean Journal)*, 10(3), December, 2008, pp.207-222.
29. Bock, G.W., Sabherwal, R. and Qian, Z.J. "[The Effect of Social Context on the Success of Knowledge Repository Systems](#)," *IEEE Transactions on Engineering Management (SSCI, IF 0.938)*, 55(4), November, 2008, pp. 536-551.
30. Bock, G.W., Shin, Y.H. and Ng, W.L. "[The Effect of a Perceived Leader's Influence on the Motivation of the Members of Non-work-related Virtual Communities](#)," *IEEE Transactions on Engineering Management (SSCI, IF 0.938)*, 55(2), May, 2008, pp. 292-303.
31. Kuan, H.H., Bock, G.W. and Vathanophas, V. "[Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites](#)," *Behavior & Information Technology (SCI, IF 1.028)*, 27(1), January, 2008, pp. 3-16.
32. Lee, J.N. and Bock, G.W. "[Information and Communication Technologies and Innovation Economy](#)," *Journal of Global Information Management (SSCI, IF 1.241)*, 15(4), October – December, 2007, pp. i-iii.
33. Bock, G.W., Lee, S.Y. and Li, H.Y. "[Price Comparison and Price Dispersion: Different Products and Retailers at Different Internet Maturity Stages](#)," *International Journal of Electronic Commerce (SCI, IF 2.15)*, 11(4), Summer 2007, pp. 101-124.
34. Kuan, H.H. and Bock, G.W. "[Trust transference in multi-channel retailers: An exploratory study during the before-interaction stage](#)," *Information & Management (SSCI, IF1.865)*, 44(2), March, 2007, pp. 175-187.
35. Yoon, S.B., Bock, G.W. and Jang, S.K. "[An Evolutionary Stage Model of Cyberspace: A](#)

- [Case of Samsung Economic Research Institute](#),” *Journal of Information Science (SSCI, IF 1.087)*, 33(2), March, 2007, pp. 215-229.
36. Koh, J., Kim, Y.G., Butler, B. and Bock, G.W. “[Stimulating Conversation: Encouraging Participation in Virtual Communities](#),” *Communications of ACM (SCI, IF 2.863)*, 50(2), February, 2007, pp. 68-73.
  37. Bock, G.W., Kankanhalli, A. and Sharma, S. “[Are Norms Enough: The Role of Collaborative Norms in Promoting Organizational Knowledge Seeking](#),” *European Journal of Information Systems (SSCI, IF-5 yrs 1.654)*, 15, 2006, pp. 357-367.
  38. Bock, G.W., Zmud, R.W., Kim, Y.G., and Lee, J.N. “[Behavioral Intention Formation in Knowledge Sharing: Examining the Roles of Extrinsic Motivators, Social-Psychological Forces and Organizational Climate](#),” *MIS Quarterly (SSCI, IF 5.405)*, 29(1), March 2005, pp. 87-111.
  39. Kormarjaya, J., Ler, H. and Bock, G.W. “[Consulting from Students' Perspective](#),” *C2M Consulting to Management*, 15(2), June 2004, pp. 29-33.
  40. Jang, S., Hong, K., Bock, G.W., and Kim, I. “[Knowledge Management and Process-Innovation: The Knowledge Transformation Path in Samsung SDI](#),” *Journal of Knowledge Management (SSCI, IF expected in 2012)*, 6(5), 2002, pp. 479-485.
  41. Bock, G.W., and Kim, Y.G. “[Breaking the Myths of Rewards: An Exploratory Study of Attitudes about Knowledge Sharing](#),” *Information Resource Management Journal*, 15, April – June, 2002, pp. 14-21.
  42. Jang, S., Hong, K., Bock, G.W., and Kim, I. “Process-Innovation-Based Knowledge Management: An Exploration of the KT-Path in the I-Space,” *Information Systems Review (Korean Journal)*, 2, 2001.

## Conferences

1. Gee-Woo Bock with Ji-hye Sung, “The Effect of Blockchain-Based Donation System on Donation Behavior: The Mediating Effect of Trustworthiness of a Nonprofit Organization,” Keynote speech, *The 3rd International Conference on Blockchain Technology (ICBCT)*, March 27, 2021.
2. Minglu Zhang and Gee-Woo Bock, “Is the Public More Willing to Consume Low Price Non-necessities even in the COVID-19 Outbreak?” KrAIS Workshop, *ICIS 2020*, December 17, 2020.
3. Gee-Woo Bock, “IS Research Agenda in Next Ten Years,” Keynote Speech at the inaugural *International Conference on Management of e-Commerce and e-Government*, July 02, 2020,
4. Ji-Hye Sung, Gee-Woo Bock and Han-Min Kim, “[The Effect of the Online Donation System on Donation Behavior](#),” *PACIS 2020*, in the AIS Digital Library, 2020.
5. Ji-Hye Sung and Gee-Woo Bock, “The Effect of Blockchain-based Donation Platform on Donation Behavior,” KrAIS Workshop, *ICIS 2019*, Munich, Germany, December 15~18, 2019.
6. Han-Min Kim, Gee-Woo Bock, and Gungwoong Lee, “[Predicting Ethereum Prices using Machine Learning and Block Chain Information](#),” *AMCIS 2019 Proceedings*, Cancun, Mexico, August 15~17, 2019
7. Kyu-Min Huang and Gee-Woo Bock, “Paradox of Cross-border E-commerce: Consumer Cunning Behavior Based on the Situational Action Theory,” KrAIS Workshop, *ICIS 2018*,



San Francisco, California, December 13~16, 2018.

8. Hee-Sook Yoo, Gee-Woo Bock, Gunwoong Lee and Kyunbo Park, "Role of Social Media in Fostering Effective Health Management," **ICIS** 2018, San Francisco, California, December 13~16, 2018.
9. Han-Min Kim and Gee-Woo Bock, "The Role of Attention and Neutralization in Posting Malicious Comments Online," **AMCIS** 2018, New Orleans, Louisiana, August 16~18, 2018.
10. Gee-Woo Bock, Kyu-Min Huang, Kyungbo Park, "New Crime in the Global Age: the Case of Social Learning Theory and Cross-Border Unfair E-Consumer Behavior," at KrAIS/LG CNS Workshop in **ICIS** in Dublin, Ireland, Dec.14, 2016.
11. Ayoung Suh and Gee-Woo Bock, "The Impact of Enterprise Social Media on Task Performance in Dispersed Teams," at **HICSS 2015** in Kauai, USA, Jan 5~8, 2015.
12. Yoo, H.S. and Bock, G.W. "The impact of Social Media on Healthcare," at **ICIS 2014** in Auckland, New Zealand, Dec 14~17, 2014.
13. Ji-Myoun Lee, Gee-Woo Bock and Ayoung Suh, "The Impact of Social Power on Transactive Memory Systems and Knowledge Utilization," at **PACIS 2014** in Chengdu, China, June 24~28, 2014.
14. Yoo, H.S. and Bock, G.W. "The Role of Healthcare Service," at KrAIS/LG CNS Workshop in **ICIS** in Milan, Italy, Dec. 18, 2013.
15. Lee, W.J., Kang, Y.J., and Bock, G.W. "Understanding Absorptive Capacity and Ambidextrous Use of IT in Supply Chain Relationships," at KrAIS/LG CNS Workshop in **ICIS** in Milan, Italy, Dec. 18, 2013.
16. Gee-Woo Bock, Manju Ahuja, Lee Xian Yap, and Ayoung Suh "Sustainability of a Virtual Community: Integrating Individual and Structural Dynamics," at **ICE & IEEE-ITMC 2013** in Hague, Netherlands, June 24~26, 2013.
17. Bock, G.W., Park, S.C., Zhang, C., Lee, W.J. and Kang, Y.J. "The Impact of Internal and External Diffusion of Performance Improvement according to Power Imbalance and Mutual Dependence," at the JAIS Workshop at **ECIS** in Barcelona, Spain, June 8, 2012.
18. Kim, J.H. and Bock, G.W. "A Study on Factors Affecting the Behavior of Spreading Online Rumors," at KrAIS/LG CNS Workshop in **ICIS** in Shanghai, China, Dec.7, 2011.
19. Kim, Jong-Hyun and Bock, G.W. "A Study On The Factors Affecting The Behavior Of Spreading Online Rumors: Focusing On The Rumor Recipient's Emotions," at **PACIS**, Brisbane, Australia, July 7~11, 2011.
20. Zhang, C., Liang, X.Y., Bock, G.W. and Lu, X. "Corporate Social Responsibility, Size, and ICT Firm Performance," at Technology Management Conference (**ITMC**) by IEEE International, San Jose, CA, USA, June 27~30, 2011.
21. Kim, J.H. and Bock, G.W. "An Exploratory Study on Online Corporate Rumor: Toward Theory Building," at KrAIS/LG CNS Workshop in **ICIS** in St. Louis, Missouri, USA, in Dec.12~15, 2010.
22. Park, S.C., Kim, J.W., Keil, M., and Bock, G.W. "Understanding Overbidding Behavior in C2C Auctions: An Escalation Theory Perspective," Proceedings of **Academy of Management (Best Paper Nominee)**, Montreal, Canada, August 6~10, 2010.
23. Kim, J.H. and Bock, G.W. "An Exploratory Study on Corporate Online Rumor," Doctoral Consortium Proceedings of **PACIS**, Taipei, Taiwan, July 8~12, 2010.
24. Liang, X.Y., Zhang, C., and Bock, G.W. "Social Responsibility Perception and ICT Firm's

- Performance: Evidence from China," Proceedings of *IACMR (International Association for Chinese Management Research)*, Shanghai, China, June 16~20, 2010
25. Lee, J.M., Bock, G.W. and Moon, J.S. "Knowledge Creation in Virtual Communities: From the Flow Perspective," Proceedings of *KMIS*, 2009.
  26. Park, S.C., Bock, G.W. and Kim, J.U. "Determinants of Individuals' Willingness to Continue Bidding in C2C Auction: From the Gambling Perspective," Proceedings of *KMIS*, 2009.
  27. Kim, J.H. and Bock, G.W. "The Origination and Diffusion of Online News and Rumors," Proceedings of *KMIS*, 2009.
  28. Lee, J.M. and Bock, G.W. "A Study on Development of Market Oriented MIS Curriculum," Proceedings of *KMIS*, 2008.
  29. Bock, G.W., Mahamood, M., Sharma, S. and Kang, Y.J. "The Type of Information Overload Affects Electronic Knowledge Repository Continuance," Proceedings of *PACIS*, 2008.
  30. Suh, Ayoung, Shin, Kyung-Shik and Bock, Gee-Woo. "Social Network and Knowledge Accessibility of Project Teams: A Multi-Level approach," Proceedings of *PACIS*, 2008.
  31. Chun, Z.Y. and Bock, G.W. "Why Employees Do Non-Work-Related Computing: An Investigation of Factors Affecting NWRC in a Workplace," Proceedings of *PACIS*, 2006.
  32. Yap, L.X. and Bock, G.W. "Investigation of the Effects of Members' Closeness, Size and IT in Virtual Communities: The Social Network Perspective," Accepted by *AMCIS*, 2006.
  33. Kuan, H.H. and Bock, G.W. "An Exploratory Study of Before-Interaction Trust Transference in Multi-Channel Retailers," Proceedings of *International Conference on Information Systems (ICIS)*, 2005.
  34. Venkateswaran, N.S., Bock, G.W. and Xu, B. "SIA Goes Online (A Case Study)," Proceedings of the 6th Annual World Conference by *Global Information Technology Management Association*, 2005.
  35. Yap, L. and Bock, G.W. "An Empirical Investigation on the Effects of Size in a Virtual Community", Proceedings of *ECIS*, 2005.
  36. Kuan, H.H. and Bock, G.W. "The Collective Reality of Trust: An Investigation of Social Relationships and Networks on Trust in Multi-Channel Retailers," Proceedings of *ECIS*, 2005.
  37. Sharma, S. and Bock, G.W. "Factors Influencing Individual Knowledge Seeking Behavior In EKR", Proceedings of *ECIS*, 2005.
  38. Kuan, H.H., Bock, G.W. and Vathanophas, V. "Comparing the Effects of Usability on Customer Conversion and Retention at E-Commerce Websites," Proceedings of *HICSS*, 2005.
  39. Qian, Z. and Bock, G.W. "An Empirical Study on Measuring the Success of Knowledge Repository Systems," Proceedings of *HICSS*, 2005.
  40. Bock, G.W. and Kuan, H.H. "Theoretical Framing on Motivational Issues of Proactive and Passive Human Action in IS Research," *Pre-ICIS Workshop*, 2004.
  41. Shu, J., Bock, G.W., Xu, B., Michailova S. and Husted, K. "An Empirical Study on Determinants of Individuals' Knowledge Transferring Behavior," Proceedings of *Knowledge Management in Asia Pacific*, 2004.
  42. Xu, B. and Bock, G.W. "ERP implementation: a technological diffusion and knowledge transfer perspective," Proceedings of *PACIS*, 2004.

43. Bock, G.W. and Ng, W.L. "A Leader's Influence on Members' Commitment in Non-Work Related Virtual Communities," Proceedings of *PACIS*, 2004.
44. Xu, B. and Bock, G.W. "Overcome knowledge barriers in ERP implementation," Proceedings of *APDSI*, 2004.
45. Bock, G.W., Kim, Y.G., Lee, J.N., and Zmud, R.W. "Determinants of the Individual's Knowledge Sharing Behavior: From The Theory of Reasoned Action Perspective," Proceedings of *Minnesota Symposium on Knowledge Management*, 2003.
46. Kuan, H.H., Vathanophas, V., and Bock, G.W. "The Impact of Usability on the Intention of Planned Purchases in E-Commerce Service Websites," Proceedings of *PACIS*, 2003.
47. Bock, G.W., and Kim, Y.G. "The Determinants of the Individual's Knowledge Sharing Behavior: From The Theory of Reasoned Action Perspective," Proceedings of *PACIS*, 2002.
48. Bock, G.W., and Kim, Y.G. "Explanations of Knowledge Sharing Behavior: Theory of Reasoned Action Perspective," Proceedings of *PACIS*, 2001.
49. Bock, G.W., and Kim, Y.G. "Breaking the Myths of Rewards: A Study of Attitudes about Knowledge Sharing," Proceeding of the *KORMS-INFORMS* Conference, 2000.
50. Jang, S., Hong, K., Bock, G.W., and Kim, I. "Knowledge Management and Process-Innovation: The Knowledge Transformation Path in the Information Space," Proceeding of *APDSI* Conference, 2000.

## Books

1. Yoo, H.S and Bock, G.W. "The Impact of Social Media as a Health Management Service – Validated SPO Framework," in *The SAGE Encyclopedia of Quality and the Service Economy (Edited by Su Mi Dahlggaard-Park)*, SAGE Publications Inc., 2015.
2. Bock, G.W. et al. *Management Information Systems: Moving Business Forward by R. Kelly Rainer, Jr., and Hugh Watson (The 1st, 2nd and 3rd Editions, John Wiley & Sons, Inc., 2012, 2013)*, Translated into Korean, 2013, 2014 and 2016.
3. Bock, G.W. et al. *Social Research Methods: Qualitative and Quantitative Approaches by W. Lawrence Neuman (7e, Pearson, 2011)*, Translated into Korean, 2013.
4. Bock, G.W. et al. *Strategies for e-Business: Creating Value through Electronic and Mobile Commerce - Concepts and Cases (2e)*, Translated into Korean, 2011.
5. Bock, G.W. and Kim, J.H. "Global Market Strategy of AuroraWorld: The Impact of IS," *Risk, Crisis & Successful Management II*, FKI Media, Seoul, Korea, Feb., 2011.
6. Bock, G.W. and Park, S.C. "[Han-Salim: A Community-based Online Grocery Store in Korea](#)," *Risk, Crisis & Successful Management*, FKI Media, Seoul, Korea, Feb., 2010.
7. Bock, G.W., Siew, C.W. and Kang, Y.J. "[Effects of Extrinsic Rewards on Knowledge Sharing Initiatives](#)," *Encyclopedia of Information Science and Technology*, 2<sup>nd</sup> Ed., IDEA Group Publishing, PA, 2008.
8. Bock, G.W., Siew, C.W. and Kim, Y.G. "[New perspectives on Rewards and Knowledge Sharing](#)," *Encyclopedia of Information Science and Technology IV*, IDEA Group Publishing, PA, 2005.
9. Bock, G.W., and Kim, Y.G. "[Exploring the Influence of Rewards on Attitudes Towards Knowledge Sharing](#)," *Advanced Topics of Information Resources Management II*, IDEA Group Publishing, PA, 2003.
10. Jang, S., and Bock, G.W. "Communications with Groupware in the Organization,"



*Network Trend*, Samsung Economic Research Institute Publishing, Seoul, Korea, 1997.

#### **AWARDS AND HONORS**

- 1. Special Service Contribution Award**, (Feb., 21, 2020), Korean Business Society.
- 2. Mirae Asset Best Researcher Award** (Feb., 2018), Korean Business Society.
- 3. A Man of Merit for ACE (Advancement of College Education) Program** (Apr., 2017). The Ministry of Education
- 4. SKKU Business School Research Award** (Jan., 2013), SKKU School of Business
  - The best researcher in the school in 2011~2012
- 5. SKKU Young Fellowship** (Feb., 9, 2012) University-wide Honor based on his/her research performance since a person joined in SKKU
- 6. SKKU Business School Research Award** (Dec., 16, 2011), SKKU School of Business
  - One of top 3 researchers in the school in 2009~2010
- 7. Best Research Paper Award (Nov., 11, 2010), Annual International Conference by Korea Society of Management Information Systems**
  - Bock, G.W. and Jain, T. "[The Impact of Culture on Virtual Teams' Performance](#)," *Information Systems Review* (Korean Journal), 11(1), April, 2009, pp. 1-17.
- 8. Excellent Research Paper Award (2009), Annual International Conference by Korea Society of Management Information Systems**
  - Park, S.C., Bock, G.W. and Kim, J.U. "Determinants of Individuals' Willingness to Continue Bidding in C2C Auction: From the Gambling Perspective," *Proceedings of the Korean Management Information Systems*
- 9. Excellent Research Paper Award (2008), Annual International Conference by Korea Society of Management Information Systems**
  - Lee, J. M. and Bock, G.W. "Market-oriented MIS Curriculum," *Proceedings of the Korean Management Information Systems*.
- 10. Best Research Paper Award (Nov., 15, 2007), Annual International Conference by Korea Society of Management Information Systems**
  - Bock, G.W. and Kang, Y.J. "Barrier to Electronic Knowledge Repository Success: Information Overload and Contribution Overload," *Proceedings of the Korean Management Information Systems*.
- 11. Award for Young Fellow (2005), Annual International Conference by Korea Society of Management Information Systems**
  - Bock, G.W., Zmud, R.W., Kim, Y.G., and Lee, J.N. "Behavioral Intention Formation in Knowledge Sharing: Examining the Roles of Extrinsic Motivators, Social-Psychological Forces and Organizational Climate," *MIS Quarterly*.
- 12. Best Case Study Award (1999), International Conference sponsored by Korea Society of Management Information Systems**
  - Jang, S., Hong, K., Bock, G.W., and Kim, I. "Knowledge Management Strategy based on Process-Innovation," *Proceedings of the Korean Management Information Systems*.
- 13. Best Case Study Award (1996), International Conference sponsored by Korea Society of Management Information Systems**
  - Jang, S., and Bock, G.W. "Issues in Groupware Implementation," *Proceedings of the*

## RESEARCH GRANTS

1. 01/03/2017 ~ 28/02/2019 New Online Crime in the Global Age: Cross-border unfair e-consumer behavior based on the social-structure-social learning model (**National Research Foundation of Korea**), US\$123,500 (≡ 148,200,000 Won)
2. 01/07/2013 ~ 30/06/2014 Global Researcher Exchange Support (National Research Foundation of Korea), US\$15,000
3. 01/10/2011 ~ 30/09/2012 Ambidextrous IOS Diffusion in Global Supply Chains and Its Empirical Study in Korea-China (**Jung-Suk Logistics Research Foundation supported by KAL**), US\$17,000 (≡ 20,000,000 Won)
4. 01/11/2009 ~ 31/10/2011 Creative Knowledge Management System in Virtual Space: from the Flow Perspective (S-2009-1212-000, **National Research Foundation of Korea**), US\$45,000 (≡ 50,000,000 Won)
5. 01/07/2009 ~ 30/06/2011 IOS Diffusion in Global Supply Chains and Its Empirical Study in China- Korea (F01-2009-000-10161-0, **National Research Foundation of Korea**), US\$20,000 (≡ Won 24,000,000)
6. 13/11/2008 Trust transference in multi-channel retailers: An exploratory study during the before-interaction stage (KRF-2008-325-B00056, Subsidy for the Excellent Article from **National Research Foundation of Korea**) US\$5,000 (≡ Won 7,000,000)
7. 01/06/2008 ~ 31/05/2009 Online Reputation (2008-0458-000, **Samsung Research Fund**), US\$10,000 (≡ Won 10,000,000)
8. 01/08/2007 ~ 31/07/2008 Communities of Practice (KRF-2007-332-B00108, **National Research Foundation of Korea**), US\$9,500 (≡ Won 8,800,000)
9. 01/10/2006 ~ 31/12/2007 Sungkyun Research Fund (2006-0726-000, **Sungkyunkwan University**), US\$7,500 (≡ Won 7,000,000)
10. 01/09/2006 ~ 31/08/2007 Hyun-Koo Lee Research Fund (**Sungkyunkwan University**), US\$10,000 (≡ Won 10,000,000)
11. 01/02/2006 ~ 31/05/2007 Keys to Success in Ubiquitous Computing (R-252-000-041-112, **National University of Singapore**), US\$39,000 (≡ S\$56,040)
12. 01/04/2002 ~ 31/03/2006 The Second-level effect of the Internet (R-253-000-023-112, **National University of Singapore**), US\$37,000 (≡ S\$52,900)

## SERVICES

### Academic Services

#### Editorial Service:

- An associate editor of *I&M* since Jan., 2012.
- A member of the *I&M* Board of Editors from May, 2008 to December, 2010
- The managing editor of *Asia Pacific Journal of Information Systems* from January 2011 to December 2012
- A member of associate editors of *Asia Pacific Journal of Information Systems* from January, 2009 to December 2010
- The Guest Editor-in-chief for the issue of October – December 2007 in the *Journal of*

### ***Global Information Management***

- A member of the ***Information Resource Management Journal*** Board of Editors from 2002 to 2007

### **Program Committee Member for Conferences:**

- A Track Chair of Knowledge Management and Virtual Teams at Pacific Asia Conference on Information Systems in 2020
- AE for Innovation, Entrepreneurship and Digital Transformation Track at ICIS 2018
- Academic vice chairman of Korea Society of Management Information Systems in 2018
- A member of organizing committee of ICIS in 2017
- A member of the board of directors of Korea Society of Management Information Systems in 2015
- Co-chairs of KM track at Pacific Asia Conference on Information Systems in 2015
- A Member of PACIS Executive Committee at ICIS in 2014
- An AE of KM&BI track at ICIS in 2013
- An organizing co-chair of Pacific Asia Conference on Information Systems in 2013
- Co-chairs of KM&BI track at Pacific Asia Conference on Information Systems in 2012
- Program co-chairs of Post-ICIS 2011 LG CNS/KrAIS Workshop in 2011
- An AE of KM&BI track at ICIS in 2011
- Co-chairs of KM&BI track at Pacific Asia Conference on Information Systems in 2011
- A member of steering committee of Korea Society of Management Information Systems (KMIS) Conference in Spring, 2010
- A track chair of Korea Society of Management Information Systems (KMIS) Conference in Fall, 2009
- A track chair of Pacific Asia Conference on Information Systems in 2008
- An AE for the Track of Breakthrough Ideas in Information Technology for ICIS 2007
- A track chair of Korea Society of Management Information Systems (KMIS) Conference in Fall, 2007
- An AE for the Track of Knowledge Management for ICIS 2006
- Track co-chairs of Knowledge Management Conference in Asia Pacific in 2005
- Pacific Asia Conference on Information Systems (2007, 2006, 2005, 2003, 2002)
- World Congress on Intellectual Capital (WCIC) 2006 by the KM Society of Korea
- IRMA International Conference (2005, 2004)

### **Reviewer for Journals and Conferences:**

- Management Science
- MIS Quarterly
- Information Systems Research
- Journal of AIS
- Journal of Management Information Systems
- Journal of Strategic Information Systems
- IEEE Transactions on Engineering Management
- Information and Management
- Organizational Studies
- Decision Support Systems

- Journal of Information Technology
- Information, Technology and People
- Journal of Information Technology Cases and Application
- Journal of Electronic Commerce Research
- International Journal of Electronic Commerce
- Workshop on Information Technologies and Systems (WITS)
- International Conference on Information Systems (ICIS)
- Pacific Asia Conference on Information Systems (PACIS)
- IRMA International Conference
- Knowledge Management Conference in Asia Pacific (KMAP)
- International Conference on Knowledge Management (ICKM)
- Asia-Pacific Decision Science Institute Conference (APDSI)
- Encyclopedia of Information Science and Technology (Book chapters)
- E-Commerce in SMEs (Book Chapters) and more...

#### Book Review

- Strategies for e-Business: Creating Value through Electronic and Mobile Commerce by Jelassi & Enders

#### **Consulting Services**

1. IS Consulting for Highland Food (2020~Present)
2. Advisory member of the Happinnovation project for Samsung Medical Clinic (2012~2013)
3. Case studies for Amore Pacific (2012)
4. IS Development for Highland food (2011)
5. Advisory Board Member of AuroraWorld (since 2011)
6. Corporate Vision for AuroraWorld (2009)
7. Advisory Board Member of AuroraWorld (since 2009)
8. Strategic Planning for AuroraWorld (2008)
9. Creativity Management in Samsung for Samsung Conglomerate (2007)
10. Online Promotion Strategy for Samsung Conglomerate (2007)
11. Evaluation of Knowledge Management in Korean Government (2006)
12. Corporate Strategy for MRO B2B Marketplace in Korea (2000)
13. Corporate Strategy for Samsung Electronics (2000)
14. Corporate Vision for Samsung Securities Co. (2000)
15. The Early Alarm Systems for Management Crisis (1998)
16. Corporate Vision for Samsung Conglomerate (1997, 1995)
17. Business Process Reengineering for Sunkyung Industry, Hyundai Motors, LG Industrial Systems (1994 - 1995)
18. IT Master Plan for Korea Telecom (1993)
19. EIS for the CEO of Sunkyung Conglomerate (1992)

#### **Government Services**

1. A member of the New Industry Decision Committee under the Ministry of Trade, Industry and Energy from Nov., 2019 to Oct., 2021

2. Evaluation of proposals for World Class University by Korea Research Fund (KRF) (March 25, 2009)
3. Evaluation of proposals for the 5<sup>th</sup> EDP Auditing by National Information Society Agency (NIA) (March 17, 2009)
4. Evaluation of Knowledge Management Performance of Government Ministries by Ministry of Government administration and home affairs (2006)

### University Services

1. The Director of the Graduate School in SKK Business School from 01 Jan., 2020 to 31 Dec., 2020
2. The vice president of academic affairs in SKKU from 01 Jan., 2015 to 31 Dec., 2016
3. A member of the tenured faculty evaluation committee since 2014
4. A member of a committee at the University to devise alternatives to improve lecture evaluation in SKKU from Oct., 2010 to July, 2011.
5. A member of a committee at the Center for Teaching and Learning (CTL) to devise alternatives to improve lectures in English in SKKU from Sep., 2009 to Aug., 2010.

### TEACHING

**\*All courses were and are being taught in English except for DCB 5038, DBA 5033, EMBA 129 & BIZ 3009. Even for these courses, all the course materials are in English including textbooks**

1. CS 4253 Information Systems Consulting (including real life consulting projects) - Lecture Evaluation: 4 points out of 5 on average at the NUS for 5 years from 2002 to 2006
2. CS 5267 e-Commerce Systems and Applications (including case competition) - Lecture Evaluation: 4 points out of 5 on average at the NUS for 5 years from 2002 to 2006
3. BUS 2015 [Introduction to MIS](#) (including case discussions + hands-on exercise on spreadsheet, database and web page)
4. GEDD 005 [The Computer and Business](#) (including case discussions + hands-on exercise on spreadsheet, database and web page)
5. BUS 2017 Decision Making with Microsoft Office Excel (including hands-on exercise)
6. BUS 3011 The Internet and Business (with Global-firm cases) - **Best Teaching Award** at SKKU in 2008
7. BUS 3014 [Internet Business Model](#) (including real consulting projects) - **Best Teaching Award** at SKKU in 2008
8. MBA 5049 [The Internet Business](#) (with Asia-specific cases) - "*The best course that I have ever taken in SKK Asia MBA*" by students in the class of 2009
9. EMBA 043 Management of Technology (including case discussions)
10. DCB 5038 [Data Management Seminar](#) (social research methods for PhD)
11. DBA 5034 MIS Seminar
12. GBA 3030 Integration of Systems and the Business (The course changed into GBA 3035 below)
13. IS 4224 Service Systems at the NUS for the 4th year students in 2013
14. DBA 4006 Service and Supply Chain Innovation in 2014
15. DBA 5033 Decision Support Systems Seminar (including both database management and data analytics)

16. EMBA 129 Project Management and Consulting (including real life consulting projects)
17. GBA 3035 Integration of Systems and Business Informatics (including data analytics)
18. BIZ 3009 Cutting-edge Information Technology and Start-ups (along with speakers from various institutions)