

Yujong Hwang, Ph.D.

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Associate Professor
School of Accountancy & MIS
DePaul University
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Academic Experience

DePaul University

School of Accountancy and Management Information Systems
College of Commerce, Kellstadt Graduate School of Business
Associate Professor (tenured) (2009 - Present)
Assistant Professor (2005 - 2009)
Visiting Assistant Professor (2003 - 2005)

Northwestern University

Kellogg School of Management
Visiting Professor (11/2008 - 3/2009)
Department of Electrical Engineering and Computer Science
McCormick School of Engineering and Applied Science
Visiting Assistant Professor (6/2008 - 9/2008)

University of South Carolina

Management Science Department, Moore School of Business
Instructor (2001 - 2003)

Education

Ph.D. in Business Administration (1999 - 2003)
Management Information Systems (Cognate Area: Accounting)
Management Science Department, Moore School of Business
University of South Carolina
Dissertation: *Personal Information Effectiveness: A Scale Development and Empirical Test of Its Relationship to Performance*

Second Master Course in Accounting (1998 - 1999)
Charles W. Lamden School of Accountancy
College of Business Administration
San Diego State University

M.B.A. in MIS & Financial Accounting (1996 - 1998)
Graduate School of Business, College of Global Business
Hankuk University of Foreign Studies (Seoul, Korea)
*Thesis: Pricing the Initial Public Offerings (IPO) Based on the Industrial
Abnormal Market Value*

B.S. in Business Administration (1990 - 1996)
Business Administration Department, College of Global Business
Hankuk University of Foreign Studies (Seoul, Korea)

Honors & Awards

Editorial Positions

Associate Editor

European Journal of Information Systems (2008 - 2011)
Journal of Electronic Commerce Research (2007 - 2010)

Guest Editor

Journal of Organizational and End User Computing, 21(1) Special Issue on
Online End-User Trust and Consumer Behavior (2006 - 2009)
Journal of Electronic Commerce Research, 8(4) (2006 - 2007)

Editorial Board Member

IEEE Transactions on Professional Communication (2008 - Present)
Journal of Organizational and End User Computing (2009 - Present)

Awards & Grants

Research Productivity Recognition

Ranked as the 3rd most productive researcher of year 2005 in the world based
on the Top 6 IS journal counts (Association for Information Systems)

Best Paper Nomination

International Decision Sciences Institute Conference (2009)
Americas Conference on Information Systems: HCI Mini-track (2002)

Summer Research Grant Award (total: \$20,000)

College of Commerce, DePaul University (2008)

Quality of Instruction Council Grant Award (budget: \$7,500)

Office of Faculty Development & Research, DePaul University (2007 - 2009)

Junior Faculty Consortium

International Conference on Information Systems (2006)
Academy of Management Annual Meeting: OCIS Division (2009)

Doctoral Consortium

Pacific Asia Conference on Information Systems (2001)

Decision Sciences Institute Annual Meeting (2002)

Travel Grant Award

Graduate School, University of South Carolina (2001)

First Seat Scholarship Award

Top Score in the Entrance Test, Hankuk University of Foreign Studies (1990)

Research & Teaching

Research Interests

Electronic Commerce

Knowledge Management

Human-Computer Interaction

Information Systems Development

Technology-Mediated Learning

Teaching Interests

Management Information Systems

Systems Analysis and Design

Business Systems Analysis

Database Management

Telecommunications Management

Publications

Refereed Journal Articles

1. Yujong Hwang, "Investigating the Role of Identity and Gender in Technology Mediated Learning," *Behaviour and Information Technology*, 2010, in press (SSCI)
2. Yujong Hwang, "Understanding Information Behavior and the Job Performance: A Literature Review," accepted from *Future Internet*
3. Yujong Hwang, "The Impact of Uncertainty Avoidance, Social Norms and Innovativeness on Trust and Ease of Use in Electronic Customer Relationship Management," *Electronic Markets*, 2009, 19(2) pp. 89-98

4. Young Kim, Dan Kim, and Yujong Hwang, "Exploring Online Transaction Self-Efficacy in Trust Building in Business-to-Customer Electronic Commerce," *Journal of Organizational and End User Computing*, 2009, 21(1) pp. 37-59 (SCOPUS)
5. Yujong Hwang, "Guest Editorial Preface: Online End-User Trust and Consumer Behavior Research," *Journal of Organizational and End User Computing*, 2009, 21(1) pp. 1-2 (SCOPUS)
6. Yujong Hwang, "A Preliminary Examination of the Factors for Knowledge Sharing in Technology Mediated Learning," *Journal of Information Systems Education*, 2008, 19(4) pp. 419-430
7. Yujong Hwang and Dan Kim, "Understanding Affective Commitment, Collectivist Culture, and Social Influence in relation to Knowledge Sharing in Technology Mediated Learning," *IEEE Transactions on Professional Communication*, 2007, 50(3) pp. 232-248 -- [The Most Accessed Document](#) (SSCI)
8. Yujong Hwang and Dan Kim, "Customer Self-Service Systems: The Effects of Perceived Web Quality with Service Contents on Enjoyment, Anxiety, and e-Trust," *Decision Support Systems*, 2007, 43(3) pp. 746-760 -- [Top 12 Hottest Articles](#) (SCI)
9. Yujong Hwang and Robert Leitch, "Balanced Scorecard: Evening the Odds of Successful Business Process Reengineering," *IEEE IT Professional*, 2005, 7(6) pp. 24-30 -- [Top 10 Accessed Documents](#) (SCOPUS)
10. Khawaja Saeed, Varun Grover, and Yujong Hwang, "The Relationship of E-Commerce Competence to Customer Value and Firm Performance: An Empirical Investigation," *Journal of Management Information Systems*, 2005, 22(1) pp. 223-256 (SSCI)
11. Yujong Hwang, "Investigating Enterprise Systems Adoption: Uncertainty Avoidance, Intrinsic Motivation, and the Technology Acceptance Model," *European Journal of Information Systems*, 2005, 14(2) pp. 150-161 (SSCI)
12. Khawaja Saeed, Varun Grover, and Yujong Hwang, "Creating Synergy with a Clicks and Mortar Approach," *Communications of the ACM*, 2003, 46(12) pp. 206-212 (SCI)
13. Mun Yi and Yujong Hwang, "Predicting the Use of Web-Based Information System: Self-Efficacy, Enjoyment, Learning Goal Orientation, and the Technology Acceptance Model," *International Journal of Human-Computer Studies*, 2003, 59(4) pp. 431-449 -- [Top 5 Most Downloaded Articles](#) (SSCI)

14. Khawaja Saeed, Yujong Hwang, and Mun Yi, "Toward an Integrative Framework for Online Consumer Behavior Research: A Meta-Analysis Approach," *Journal of End User Computing*, 2003, 15(4) pp. 1-26 -- [Lead Article of Special Issue \(SCOPUS\)](#)
15. Khawaja Saeed, Yujong Hwang, and Varun Grover, "Investigating the Impacts of Website Value and Advertising on Firm Performance in E-Commerce," *International Journal of Electronic Commerce*, 2003, 7(2) pp. 119-141 (SSCI)

Working Papers

1. Yujong Hwang and Kun Chang Lee, "Investigating the Influence of Uncertainty Avoidance Culture on Trust-Technology Acceptance Model," under 2nd review at *Journal of Strategic Information Systems*
2. Dan Kim, Eui Jeong, and Yujong Hwang, "Does Social Context Matter? A Study of Online Portal Users' Loyalty from Business-Content and Social-Context Satisfaction Perspectives," under 2nd review at *International Journal of Electronic Commerce*
3. Yujong Hwang, "Investigating the Influence of Cultural Orientation and Innovativeness on Computer Self-Efficacy and ERP Adoption Beliefs," under 2nd review at *Information Systems Management*
4. Yujong Hwang, William Kettinger, and Mun Yi, "Personal Information Effectiveness of Knowledge Workers: Conceptual Development and Empirical Validation," under review at *Journal of Management Information Systems*
5. Delvin Grant, Yujong Hwang, and Quiang Tu, "Empirical and Qualitative Evidence of ERP Integration," under review at *Decision Sciences*
6. Delvin Grant and Yujong Hwang, "The Influence of ERP Integration Performance among Different User-Friendly Interface Groups," under review at *Journal of Computer Information Systems*
7. Dan Kim and Yujong Hwang, "A Study of Mobile Internet Users' Service Quality Perceptions from Utilitarian and Hedonic User Value Tendency Perspectives," under review at *Decision Support Systems*
8. Yujong Hwang, "An Examination of the Cultural Factors for Enterprise Systems Adoption," under review at *International Journal of Accounting Information Systems*
9. Yujong Hwang and Sasha Dekleva, "Understanding Normative, Affective, and Gender Effects on E-Commerce Adoption," in progress

10. Kun Chang Lee, Sangjae Lee, and Yujong Hwang, "The Impact of Hyperlink Affordance, Psychological Reactance, and Perceived Business Tie on Trust Transfer among Online and Offline Worlds," in progress
11. William Kettinger and Yujong Hwang, "Understanding Information Sharing Motivation of Knowledge Workers," in progress
12. Yujong Hwang, "Examining the Collectivism Cultural Values for the Affective Motivation to Share Knowledge," in progress

Book Chapters

1. Yujong Hwang and Dan Kim, "Research Highlight Summary: Evaluation of Web Assurance Seal Services," in ***Auditing: The Art and Science of Assurance Engagement***, Canadian Eleventh Edition (Arens et al. Eds.) Pearson Education Canada, 2009
2. Khawaja Saeed, Yujong Hwang, and Mun Yi, "Chapter V: A Meta-Analysis Approach toward the Development of an Integrative Framework for Online Consumer Behavior Research," in ***Advanced Topics in End User Computing, Volume III*** (Adam Mahmood Eds.) Idea Group Publishing, Hershey, PA, 2004, pp. 64-95

Refereed Conference Proceedings

1. Yujong Hwang, "Understanding the Cultural Factors for Enterprise Resource Planning Systems Adoption in the Digital Economy," ***International Decision Sciences Institute (DSI) Conference***, Nancy, France, 2009, pp. 321-332 -- [Nominated for Conference Best Paper Award](#)
2. Yujong Hwang, "An Empirical Study on Affective Commitment and Enjoyment in Technology Mediated Learning," ***Decision Sciences Institute Annual Meeting***, Baltimore, MD, 2008, pp. 591-596
3. Yujong Hwang, "Towards the Development of an Integrative Framework for Technology Mediated Learning," ***Americas Conference on Information Systems (AMCIS)***, Toronto, Canada, 2008, paper 170
4. Yujong Hwang, "An Empirical Investigation of the Antecedents of Knowledge Sharing in the Electronic Learning Environment," ***Business and Information Technologies International Conference***, Seoul, Korea, 2007, Web Proceedings
5. Yujong Hwang, "Investigating the Antecedents of Intrinsic Motivation and Identification in Technology Mediated Learning," ***Midwest Decision Sciences Institute Meeting***, Chicago, IL, 2007, Web Proceedings

6. Dan Kim, Eui Jeong, Yujong Hwang, and H. R. Rao, "A Study of Online Game Portal Users' Loyalty from Switching Barrier, Game Content Satisfaction, and Additional Service Satisfaction Perspectives," *The Pre-ICIS Workshop on e-Business (WEB)*, Milwaukee, WI, 2006, Web Proceedings
7. Dan Kim and Yujong Hwang, "A Study of Mobile Internet Usage from Utilitarian and Hedonic User Tendency Perspectives," *Americas Conference on Information Systems*, Acapulco, Mexico, 2006, pp. 2015-2023
8. Yujong Hwang, "The Roles of Internalization, Identification, Social Influence, and Collectivism in Technology Mediated Learning," *San Diego International Systems Conference*, San Diego, CA, 2006, Web Proceedings
9. Yujong Hwang, "An Empirical Study of Online Trust and Consumer Behavior: Cultural Orientation, Social Norms, and Personal Innovativeness in IT," *International Conference on Information Systems (ICIS)*, Las Vegas, NV, 2005, pp. 873-884 -- [12% Acceptance Rate](#)
10. Yujong Hwang, "Investigating the Effects of Perceived Web Quality on e-Trust, Mediated by Hedonic Needs and Anxiety," *Americas Conference on Information Systems*, Omaha, NE, 2005, pp. 151-156
11. Yujong Hwang, "An Empirical Examination of Individual-Level Cultural Orientation as an Antecedent to ERP Systems Adoption," *The Pre-ICIS Workshop on Cross-Cultural Research in Information Systems*, Washington D.C., 2004, Web Proceedings
12. Yujong Hwang, "The Influence of Individual-Level Cultural Orientation on ERP System Adoption," *Americas Conference on Information Systems*, New York City, NY, 2004, pp. 420-424
13. Yujong Hwang and Robert Leitch, "Assessment of ERP/e-Commerce System Implementation Using Balanced Scorecard Approach," *Americas Conference on Information Systems*, Tampa, FL, 2003, p. 302
14. Yujong Hwang and Mun Yi, "Predicting the Use of Web-Based IS: Intrinsic Motivation and Self-Efficacy," *Americas Conference on Information Systems*, Dallas, TX, 2002, pp. 1076-1081 -- [Best Paper Selections of the HCI Mini-Track](#)
15. Yujong Hwang, "Resource-Based Approach in Balanced Scorecard Implementation," *Southern Association for Information Systems Conference*, Savannah, GA, 2002, Web Proceedings
16. Yujong Hwang and Khawaja Saeed, "Investigating Online Consumer Behavior: A Literature Review," *Decision Sciences Institute Annual Meeting*, San Diego, CA, 2002, Web Proceedings

17. Yujong Hwang, "Balanced Scorecard Implementation in Electronic Commerce: A Case Study," *Pacific Asia Conference on Information Systems*, Seoul, Korea, 2001, Web Proceedings

Invited Presentations

- 2009 – Academy of Management (Professional Development Workshop)
2008 – Northwestern University
2007 – Korea University, DePaul University (School Research Workshop)
2005 – University of Illinois at Chicago
2004 – University of Illinois at Springfield, DePaul University (College and School Research Workshops)
2003 – Hofstra University, Texas A&M International University, California State University at Sacramento, Manhattan College, University of South Carolina, DePaul University (Research and Education Group of IS)
2002 – University of Central Florida, Villanova University, Bowling Green State University, Wichita State University, DePaul University
2001 – Yonsei University

Courses Taught

DePaul University

Tenure Survey Teaching Evaluation: 4.3/5.0 -- 110 students (2006 - 2008)

Average Overall Teaching Evaluation: 4.4/5.0 -- 18 courses (2004 - 2007)

School of Accountancy and MIS, College of Commerce

Associate Professor (2009 - Present)

Assistant Professor (2005 - 2009)

Visiting Assistant Professor (2003 - 2005)

MIS 140/ Management Information Systems

MIS 340/ Management Information Systems

MIS 350/ Business Systems Analysis

MIS 398/ Special Topics

MIS 673/ Data Management

MIS 674/ Systems Analysis and Design

MIS 686/ Telecommunications Management

University of South Carolina

Management Science Department, Moore School of Business

Instructor (2001 - 2003)

MGSC 190/ Computer Information Systems for Business

Services

Professional Services

Ad hoc Reviewer (Journal)

Management Information Systems Quarterly (2007 - 2008)
Journal of Management Information Systems (2007)
European Journal of Information Systems (2004, 2007 - 2009)
Decision Support Systems (2005 - 2009)
Information Systems Journal (2005 - 2007)
Journal of Information Technology (2007 - 2008)
International Journal of Human-Computer Studies (2003 - 2006)
Behaviour and Information Technology (2009)
International Journal of Accounting Information Systems (2009)
Journal of Organizational Computing and E-Commerce (2009)
Information Systems Management (2009)
Journal of Global Information Management (2005)
International Journal of Information Management (2009)
International Journal of Technology Management (2008 - 2009)
IEEE Transactions on Professional Communication (2008 - 2009)
Journal of Organizational and End User Computing (2003, 2006 - 2007)
Journal of Electronic Commerce Research (2006 - 2007)

Program Committee

The Pre-ICIS Human-Computer Interaction/MIS Workshop (2004 - 2009)
Pacific Asia Conference on Information Systems (2005)
International Conference on Mobile Society (2008)
European Conference on Mobile Government (2008)
Information Resources Management Association (IRMA) International
Conference (2005 - 2007)
International Association for Development of the Information Society
(IADIS) Applied Computing Conference (2006)

Session Chair

Decision Sciences Institute Annual Meeting (2008)

Reviewer (Conference)

International Conference on Information Systems (2004 - 2009)
Americas Conference on Information Systems (2002 - 2006)
Decision Sciences Institute Annual Meeting (2002 - 2004, 2008)
Hawaii International Conference on System Sciences (2006 - 2009)
The Pre-ICIS Workshop on Cross-Cultural Research in IS (2004 - 2007)
Pacific Asia Conference on Information Systems (2001, 2006)
Southern Association for Information Systems Conference (2002)

Reviewer (Textbook)

Accounting Information Systems: Basic Concepts & Current Issues, by Hurt,
McGraw-Hill (2008)
Management Information Systems for the Information Age, by Haag,
Cummings, and Phillips, McGraw-Hill (2006)

Modern Database Management, by Hoffer, Prescott, and McFadden, Prentice Hall (2006)

Institution Services

University Services

Academic Integrity Committee (2007 - 2010)

College Services

Undergraduate Curriculum Committee (2006 - 2010)

Department Services

Recruiting Committee (2007 - 2010)

MIS Curriculum Committee (2004 - 2010)

Graduate Program Committee (2004 - 2010)

MIS 340 Committee (2007 - 2009)

Faculty Representative for the Open House (2004 - 2008)

Course Management Technology Review (2009)

GMAT Exam Revision Survey (2009)

Program Assessment Activity – AACSB (2006)

Faculty Advisor of the Student Group (2005)

Schmitt/Bauer Scholarship Program Interviewer (2004)

Community Services

West Alliance Church in Illinois

Director – West Korean Language School (2009 - Present)

Church Library Coordinator (2009)

Church Website Manager (2004 - 2009)

Introductory Computer Class Instructor (2004)

Additional Information

Professional Experience

Performance System Consultant, Blue Cross Blue Shield, SC (2002 - 2003)

Head of Trade Division, Jisan Cellular Products Co. Ltd. Korea (1998)

Accountant, Hyundai Petrochemical Co. Ltd. Korea (1995)

Communication Officer, Korean Army (1992 - 1993)

Membership

Beta Gamma Sigma – International Honor Society

Marquis Who's Who in America (2007 - 2010)

Marquis Who's Who in the World (2008 - 2010)

Marquis Who's Who in Science and Engineering (2008 - 2009)

American Biographical Institute (ABI) – Forerunner of Enterprise in Business
(2009), International Profiles of Accomplished Leaders (2009)
Association for Information Systems (AIS)
Decision Sciences Institute (DSI)
Academy of Management (AOM)

Personal Information

U.S. Permanent Resident – Outstanding Professor/Researcher (EB1)
Language – Fluent in Korean and English
Married with two children (six-year-old daughter and three-year-old son)