*CURRICULUM VITAE*

# YoungKi Park

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## Education

- Ph.D. University of Southern California, Information Systems at the Marshall School of Business. 2011

  *Dissertation*
  "The Dynamics of Opportunity and Threat Management in Turbulent Environments: The Role of Information Technologies"
  - IT-enabled organizational agility to achieve competitive advantage in turbulent environments
  - A configurational approach for exploring the holistic causal dynamics of IT, organizational agility, and environmental turbulence

  *Dissertation Committee*
  Omar A. El Sawy (Chair), Peer Fiss, Ann Majchrzak, Dan O'Leary, and Merril Silverstein

- M.S. KAIST (Korea Advanced Institute of Science and Technology), Korea, Management Information Systems, 1996 (Thesis was published in *Information and Software Technology*.)

- B.A. Hanyang University, Korea, Industrial Engineering (with Honors on Graduation), 1994

## Industry Experience

2005 ~ 2006 Core Knowledge, KRX (Korea Exchange) ISP Project - Data Architect Team Leader
- Information strategy planning for a unified trading system for Korea three financial markets – Merging & integrating KOSPI, KOSDAQ, and futures & options trading systems

1999 ~ 2005 Oracle, Principal Consultant, Seoul, Korea
- Data architect and project manager: Involved in many projects for enterprise systems, business intelligence & analytics, including SK Telecom, Seoul National University Hospital, GE Capital Korea, POSCO, Korea Ministry of Planning and Budget, and BNG Steel

2001 ~ 2003 Raonic (Internet Venture Company), Co-founder
- Online music community: user-created content, music contest and online teaching of music instruments

1996 ~ 1999 LG Electronics - Software Division, Data Architect for the national defense systems project
- "Computerization in Command, Control, Communication and Intelligence (C3I)" project (budget $200M, 300 developers, 4 years)

## Honors & Awards

- Award for Excellence in Teaching, University of Southern California 2010
- Best Paper Runner-Up, Korea MIS Association (Post-ICIS Workshop) 2010
- International Conference on Information Systems (ICIS) Doctoral Consortium Fellow 2009
- Graduate Assistantship, Marshall School of Business, University of Southern California 2006~2011
- Honors on Graduation (top 5%), HanYang University 1994
- Oracle Valuable Employee Award with Stock Option Prize 2002
- LG Electronics Best Performer Award with Promotion 1997

## Research Interests

- Research interests straddle IT, Strategy, and Entrepreneurship.
- IT-enabled Organizational Capabilities and Strategic Advantage
- Turbulent and Entrepreneurial Business Environments
- Holistic Set-Theoretic Configurational Approach and Hierarchical Multi-Level Modeling

## Articles in Refereed Journals

- El Sawy, O. A., Malhotra, A., Park, Y. & Pavlou, P. A. "Seeking the Configurations of Digital Ecodynamics: It Takes Three to Tango," *Information Systems Research* (21:4), 2010, December, pp. 835-848.
- Lee, H., Park, Y., Jang, G, & Huh, S. "Designing a Distributed Database on a Local Area Network: A Methodology and Decision Support System," *Information and Software Technology* (42), 2000, pp. 171-184.

## Articles in Conference Proceedings

- Park, Y., & El Sawy, O. A. "Towards a Design Theory for Hedonic Systems: Delivering Superior User Experience in the Digital Home Entertainment Context," Proceedings of the 3rd *International Conference on Design Science Research in Information Systems and Technology (DESRIST)*, Atlanta, Georgia, May 2008.
- Lee, H., & Park, Y. "Developing a DSS for designing distributed databases on a local area network," Proceedings of the 1st *International Conference on Operations and Quantitative Management*, Jaipur, India, January 1997.

## Working Papers

- Park, Y., El Sawy O.A., & Fiss, P. A. "Exploring the Holistic Nature of Digital Ecodynamics with a Configurational Theory Approach"
- Park, Y. & El Sawy, O.A. "Understanding of the Dynamics of IT-enabled Agile Organizations"
- Park, Y., & El Sawy, O.A. "Managing the Negative Effect of R&D on the Financial Market Value of a Young IPO Firm in the Software Industry"
- Park, Y. "Enjoyment Matters for Knowledge Sharing and Performance: A Longitudinal Study
- Park, Y. & El Sawy, O.A. "Superior Hedonic User Experience in the Digital Home Entertainment Ecosystem"
- Park, Y. with El Sawy, O.A. "Reconceptualizing Environments for Hyperturbulence: The Twitch Model"
- Park, Y., with El Sawy, O.A., Clark, J., Johnson, J., Oh, J. "Theorizing around Mushiness and Ephemerality: The Case of Emerging Technologies and Business Strategy"

## Conference Presentations

- Workshop of Korean Association of Information Systems (Post-ICIS Workshop), "Developing Real-Time Enterprise Capability to Cope with Turbulent Environments: Empirical Understanding of the Role of IT Systems," St. Louis, Missouri, December 2010.
- International Conference on Information Systems (ICIS) – Doctoral Consortium, "The Dynamics of Latency Reduction in Opportunities and Threats Management in Accelerating Entrepreneurial Environments: The Role of Information Technologies," Tucson, Arizona, December 2009.
- 3rd International Conference on Design Science Research in Information Systems and Technology (DESRIST), "Towards a Design Theory for Hedonic Systems: Delivering Superior User Experience in the Digital Home Entertainment Context," Atlanta, Georgia, May 2008.
- Southern California Workshop on Information Systems Research & Development (SC WISRD), "Information Systems for Building Real Time Enterprise Capability," Los Angeles, California, June 2008.
- Workshop on Journal of Strategic Information Systems (Pre-ICIS Workshop), "Theorizing around the Boundaries of Strategy and Emerging Technologies: A "Levels of Mindfulness" Framework," Montreal, Canada, December 2007.

## Research Assistantship

**Research Assistant for a Sponsored Research Project, Institute for Communication Technology Management, University of Southern California**

- Aug. 2006 ~ Mar. 2008 — Digital Home Entertainment - User Experience & IT Adoption Business Model Sponsored by the Alfred P. Sloan Foundation and five companies: Cisco, Seagate, SUN, SK Telecom (Korea) and TELUS (Canada)
- Mar. 1995 ~ Aug. 1995 — Korea Development Bank – Diagnosis and Suggestion of an Enhancement Plan for IT Systems

## Teaching Interests

- Information Systems Strategy – Strategic Management of Information and Digital Technologies
- Business Intelligence (BI) and Analytics – BI/Data Warehousing Strategy and Implementation, Data Mining
- Enterprise Information Systems – Analysis, Design, and Implementation

## Teaching Experience

- Summer, 2010 — Business Information Systems – Database Applications (undergraduate class), Marshall School of Business, University of Southern California
  Evaluations – for Instructor 4.57/5.00, and for Course 4.43/5.00
- Summer, 2010 & 2011 — Business Intelligence & Analytics (MBA class) – Guest Lecturer, Marshall School of Business, USC
- Oct. 2009 - Feb. 2010 — Created a Teaching Case, used in a MBA class at the Marshall School of Business, USC - Uploaded to the Teradata University Network Web
- Nov. 2008 ~ Feb. 2009 — Teaching Assistant for the MBA Core Class, Strategic Management of Information, 282 part-time MBAs, Professor Rick Selby, Marshall School of Business, USC

- 1999 ~ 2005 — For 25 ~ 50 IT professionals, 3~5 full days intensive classes, Oracle
  - Database Analysis and Design
  - Business Intelligence & Data Warehouse Concept, Strategy, Design, and Implementation
  - Business Intelligence/Analytics Software (Oracle OLAP)
- 1996 ~ 1999 — Developers and military officers in a Korea national defense systems project
  - Database concepts, design, and administration
  - UML (Unified Modeling Language) methodologies with Rose Software
  - Systems use and maintenance

## Professional Service – Reviewing Articles

- International Conference on Information Systems in 2008, 2009, & 2011
- (Ad hoc review) MIS Quarterly, since 2008
- (Ad hoc review) European Journal of Information Systems, since 2008

## Memberships

- Association for Information Systems (AIS)
- Korean Society for Management Information Systems