

Inmyung Choi

Assistant Professor

(July 2025)

Rawls College of Business
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[Rawls Faculty Page](#)
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ACADEMIC EMPLOYMENT

Assistant Professor (Tenure-Track)	Sept 2019 ~ Present
Area of Information Systems and Quantitative Sciences	
Rawls College of Business, Texas Tech University	

EDUCATION

Postdoc	Information Systems	2019
	Desautels Faculty of Management, McGill University	
PhD	Information Systems and Business Analytics (Minor: Supply Chain Mgmt)	2017
	Ivy College of Business, Iowa State University	
MS	Management Engineering	2007
	College of Business, Korea Advanced Institute of Science and Technology	

RESEARCH INTERESTS

- My research focuses on understanding how CEOs and firms (1) manage digital resources to promote digital innovation/transformation, (2) initiate digital-enabled strategic actions, and (3) realize superior financial performance from digital resources.
- **Topics:** digital leadership, digital and business strategy, and digital innovation/transformation
- **Theories:** competitive dynamics, upper echelons theory, behavioral theory of the firm, agency theory, organizational information processing theory
- **Research Methods:** econometrics, text analysis, social network analysis, and fsQCA

PUBLICATIONS

1. **Choi, I.**, Pinsonneault, A., & Han, K. (Accepted/In Press). IT investment differentiation, strategic distinctiveness, and firm performance. *Journal of Strategic Information Systems*
2. Lee, O.-K., Park, Y., **Choi, I.**, & Rai, A. (Accepted/In Press). Configuration recipes for IT-AMC competitive dynamics. *Journal of the Association for Information Systems*
3. **Choi, I.**, & Pang, M.-S. (2025). Do CEOs matter? Divergent impact of CEO power on digital and non-digital innovation. *Journal of Strategic Information Systems*, 34(1), 101875.
4. **Choi, I.**, Cantor, D. E., Han, K., & George, J. F. (2024). Dual pathways of value creation from digital strategic posture: Contingent effects of competitive actions and environmental uncertainty. *MIS Quarterly*, 48(1), 409-426

5. Pinsonneault, A., & **Choi, I.** (2022). Digital-strategic agility: It's time we examine the sensing of weak signals. *European Journal of Information Systems*, 31(6), 653-661.
6. **Choi, I.**, Chung, S., Han, K., & Pinsonneault, A. (2021). CEO risk-taking incentives and IT innovation: The moderating role of CEO's IT-related human capital. *MIS Quarterly*, 45(4), 2175-2192.
7. **Choi, I.** & George, J. F. (2016). One question, two answers: Mixed findings of information technology capability and firm performance and their implications. *AIS Transactions on Replication Research*, 2, 1-18.

* Papers under revision/review and working papers are not listed to preserve the integrity of the blind review process.

CONFERENCE PROCEEDINGS & PRESENTATIONS

1. **Choi, I.** & Sanders, Y. (2024). Dual pathways of value creation of CEO affectivity and digital innovation. *45th International Conference on Information Systems (ICIS)*, Bangkok, Thailand, Dec. 15-18.
2. **Choi, I.** & Maruping, L. M. (2024). Competitive dynamics of AI innovation, product and service introduction, and business environments. *84th Annual Meeting of the Academy of Management (AOM)*, Chicago, IL, Aug. 9-13.
3. **Choi, I.** & Chen, D. Q. (2024). Prevent or promote? CEO regulatory focus, data breach, and corporate information security awareness. *84th Annual Meeting of the Academy of Management (AOM)*, Chicago, IL, Aug. 9-13.
4. **Choi, I.** (2023). The business value of artificial intelligence innovation: The moderating effect of business environment. *Conferences on Information Systems and Technology (CIST)*, Phoenix, AZ, Oct 14-15.
5. **Choi, I.** (2023). CEO political orientation and software innovation. *INFORMS Annual Meeting*, Phoenix, AZ, Oct 15-18.
6. **Choi, I.**, Pinsonneault, A., & Han, K. (2022). Effects of CEO political orientation on software-driven innovation. *43rd International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, Dec. 9-14.
7. **Choi, I.** (2022). The effects of board interlocks and their networks on digital innovations. *Conferences on Information Systems and Technology (CIST)*, Indianapolis, IN, Oct. 15-16.
8. **Choi, I.**, Pinsonneault, A., & Han, K. (2021). CEO political ideology and IT resource disparity. *42nd International Conference on Information Systems (ICIS)*, Austin, TX, Dec. 12-15.
9. **Choi, I.**, Pinsonneault, A., & Han, K. (2021). Does CEO political ideology influence IT resource allocation and the performance effects of the allocation?. *Conference on Information Systems and Technology (CIST)*, Newport Beach, CA, Oct. 23-24.
10. **Choi, I.**, Pinsonneault, A., & Han, K. (2020). How to orchestrate IT resources? Conformity vs. differentiation perspective. *Conference on Information Systems and Technology (CIST)*, National Harbor, MD, Nov. 7-8.
11. **Choi, I.** (2020). Optimal distinctiveness in IT resource management. *INFORMS Annual Meeting*, National Harbor, MD, Nov. 8-11.

12. **Choi, I.**, Pinsonneault, A., & Han, K. (2020). The effect of IT resource orchestration on strategic behaviors. *80th Annual Meeting of the Academy of Management (AOM)*, Vancouver, BC, Aug. 7-11.
13. **Choi, I.**, Pinsonneault, A., & Han, K. (2019). IT resource orchestration, strategic moves, and business environments. *40th International Conference on Information Systems (ICIS)*, Munich, Germany, Dec. 15-18.
14. **Choi, I.** (2019). Enterprise systems deployment disparity, business environments, and firm performance. *INFORMS Annual Meeting*, Seattle, WA, Oct. 20-23.
15. **Choi, I.**, Chung, S., Han, K., & Pinsonneault, A. (2018). Managerial incentives and IT innovation: The moderating role of CEO's IT-education and career experience," *39th International Conference on Information Systems (ICIS)*, San Francisco, CA, Dec. 13-16.
16. **Choi, I.**, Pinsonneault, A., Han, K., & Animesh, A. (2018). The effect of IT resource diversity on firm performance. *39th International Conference on Information Systems (ICIS)*, San Francisco, CA, Dec. 13-16.
17. **Choi, I.**, Chung, S., Han, K., & Pinsonneault, A. (2018). Do managerial incentives matter for IT innovation? The moderating role of CEO's IT education and career experience," *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 3-4.
18. Lee, O.-K., Park, Y. & **Choi, I.** (2018). The microfoundations of competitive dynamics in digitized business environment. *78th Annual Meeting of the Academy of Management (AOM)*, Chicago, IL, Aug. 10-14. *co-author presented
19. **Choi, I.**, Cantor, D. E., & George, J. F. (2017). Does IT capability and competitive actions shape firm profitability?. *38th International Conference on Information Systems (ICIS)*, Seoul, Korea, Dec. 10-13.
20. **Choi, I.**, Cantor, D. E., & George, J. F. (2016). IT capability, competitive actions, and firm performance: evidence from U.S. firms. *Conference on Information Systems and Technology (CIST)*, Nashville, TN, Nov. 12-13.
21. Lee, O.-K. & **Choi, I.** (2016). The Role of IT in competitive dynamics: Applying awareness-motivation-capability framework. *76th Annual Meeting of the Academy of Management (AOM)*, Anaheim, CA, Aug. 8-9.
22. **Choi, I.** & George, J. F. (2016). Mixed findings on IT capability and firm performance and their implications. *22nd Americas Conference on Information Systems (AMCIS)*, San Diego, CA, Aug. 11-13.
23. **Choi, I.**, George, J. F., & Cantor, D. E. (2015). How does the rivalry between firms explain the IT capability gap, leanness, and performance of firms?. *21st Americas Conference on Information Systems (AMCIS)*, San Juan, Puerto Rico, Aug. 13-15.

WORKSHOPS

1. Lee, O.-K., Park, Y. & **Choi, I.** (2019). Microfoundations of competitive actions in digitized business environments: A configurational approach. *Qualitative Comparative Analysis (QCA) Workshop, 79th Annual Meeting of the Academy of Management (AOM)*, Boston, MA, Aug 10.
2. Lee, O.-K., Park, Y. & **Choi, I.** (2018). Reconceptualization of competitive dynamics in digitized business environments: A configurational approach. *KrAIS Workshop, 39th International Conference on Information Systems (ICIS)*, San Francisco, CA, Dec. 16.

3. Lee, O.-K., Park, Y. & **Choi, I.** (2017). The microfoundations of competitive dynamics in digitized business environment: An application and extension of awareness-motivation-capability framework. *Qualitative Comparative Approach (QCA) Workshop, 23rd Americas Conference on Information Systems (AMCIS)*, Boston, MA, Aug. 10-12.
4. **Choi, I.** (2016). Effects of IT capability on competitive actions. *14th Annual Big XII+ MIS Research Symposium*, Waco, TX, Apr. 1-3.
5. **Choi, I.** (2014). A nomological process from IT strategy alignment to firms' performance. *12th Annual Big XII+ MIS Research Symposium*, Norman, OK, Apr. 4-6.

PROFESSIONAL RECOGNITIONS, AWARDS, AND GRANTS

- Plaque of Appreciation, *Korea Chapter of AIS (KrAIS) Summer Workshop* July. 2025
- *ISS-ISR Paper Development Workshop* Oct. 2024
- *Academy of Management CIO Division Junior Faculty Consortium Fellow* Aug. 2024
- Summer Research Grant, Rawls College of Business June ~ Aug. 2024
- eLearning Development Stipend (ISQS 5341) Sep. 2023
- Summer Research Grant, Rawls College of Business June ~ Aug. 2023
- *Journal of Strategic Information Systems (JSIS) 2022 Best Reviewer Award* Feb. 2023
- *ICIS Best Reviewer Award* Dec. 2021
- *ICIS Junior Faculty Consortium Fellow* Dec. 2017
- *ICIS Doctoral Consortium Fellow* Dec. 2016
- Teaching Excellence Award, Iowa State University Dec. 2016
- *Academy of Management OCIS Division Doctoral Consortium Fellow* Aug. 2016
- *AMCIS Doctoral Consortium Fellow* Aug. 2015

ACADEMIC SERVICES

• Reviewers

Journal: *MIS Quarterly*, *Information Systems Research*, *Journal of Association for Information Systems*, *European Journal of Information Systems*, *Production and Operations Management*, *Journal of Strategic Information Systems*, *Decision Science*, *Journal of Supply Chain Management*, *Decision Support Systems*, *Information & Management*, *Business & Information Systems Engineering*, *Internet Research*, *Information Technology and Management*, *Journal of Systems and Information Technology*, *Applied Economics Letters*

Conference: *ICIS* (2021 ~ 2023, 2015 ~ 2019), *CIST* (2025, 2024, 2018), *ECIS* (2022 ~ 2023), *PAICS* (2018 ~ 2019), *WITS* (2017), *AMCIS* (2015 ~ 2016), *AOM OCIS/TIM* (2016)

• Editors and Program Committees

Program Committee Chair: *KrAIS (Korean Chapter of AIS) Summer Workshop* (2025)
 Program Committee Member: *CIST* (2025, 2024, 2018)
 Track Associate Editor: *ICIS* (2024), *PACIS* (2019)

• College and Department Service

Chair, Professor of Practice (POP) Recruiting Committee at ISQS (2024 ~ 2025)

Inmyung Choi (July 2025)

Co-organizer, ISQS Research Seminar (Spring 2024)

Chair, Tenure-Track Assistant/Associate Professor Recruiting Committee at ISQS (2022 ~ 2023)

Member, Data Science (DS) Master Program Committee at ISQS (2021 ~ Present)

Member, Tenure-Track Assistant Professor Recruiting Committee at ISQS (2020)

Member, Undergraduate Program Committee at ISQS (2019 ~ 2021)