

Inmyung Choi

Assistant Professor

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

RESEARCH INTERESTS

- My research focuses on understanding how 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 innovation/transformation, digital and business strategy, and digital leadership
- **Theories:** competitive dynamics, upper echelons theory, behavioral theory of the firm, and agency theory
- **Research Methods:** econometrics, text analysis, social network analysis, and fsQCA

PUBLICATIONS

1. **Choi, I.**, Cantor, D. E., Han, K., & George, J. F. (forthcoming). Dual pathways of value creation from digital strategic posture: Contingent effects of competitive actions and environmental uncertainty. *MIS Quarterly*. <https://doi.org/10.25300/MISQ/2023/16470>
2. 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.
3. **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.
4. **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.

CONFERENCE PROCEEDINGS & PRESENTATIONS

1. **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. (Scheduled to Present)
2. **Choi, I.** (2023). CEO political orientation and software innovation. *INFORMS Annual Meeting*, Phoenix, AZ, Oct 15-18. (Scheduled to Present)
3. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **Choi, I.** (2020). Optimal distinctiveness in IT resource management. *INFORMS Annual Meeting*, National Harbor, MD, Nov. 8-11.
9. **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.
10. **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.
11. **Choi, I.** (2019). Enterprise systems deployment disparity, business environments, and firm performance. *INFORMS Annual Meeting*, Seattle, WA, Oct. 20-23.
12. **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.
13. **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.
14. **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.
15. 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
16. **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.
17. **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.

18. 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.
19. **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.
20. **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

- *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