Jaeki Song, Ph.D.
Texas Tech University
Jerry S. Rawls Professor of Information Systems & Quantitative Sciences (ISQS)
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Professional Positions

Professor, Texas Tech University. (2016 - Present).

Jerry S. Rawls Professor of ISQS (September 2008 - Present).

Associate Dean of Graduate Programs. (June 1, 2022 - June 30, 2023).

Area Coordinator (Chair)

Associate Professor, Texas Tech University

Assistant Professor, Texas Tech University

Awards and Honors

Best Paper, Academy of Management Meeting. (August 2025).

First Place in Defense Data Grand Prix Heat3, Department of Defense (DoD). (January 2023).

Best ERF Paper, Association for Information Systems. (August 2021).

Integrate Scholar, Rawls College of Business Administration. (May 2018).

Best Presentation Award, Korean Society for Sports Management. (2014).

Best Theory Paper, The Korea Society of Management Information Systems. (2012).

Best Theory Paper, The Korea Society of Management Information Systems. (2011).

Award Paper, National Research Foundation of Korea. (2010).

Best Paper Award, IEEE Society. (2001).

Journal Publications

Ghasemi, E., Sheikh-Zadeh, A., and Song, J., "Beyond Words: Unraveling the Influence of Rhetorical Structure on Information Sharing and Backers' Support in Crowdfunding," *Journal of the Association for Information Systems*, forthcoming, 5* Ranking

Hu, J., Zhang, J., He, W., and Song, J., "Examining Impact of Fitness App Features on User Well-Being," *Information & Management*, (60:3), 2023, p. 1-17. 5 ranking.

Ghasemi, E., Sheikh-Zadeh, A., and Song, J., "Effort as Investment in Healthcare Dialogue-Based Agents: One the Role of Means-Goal Configurations," Decision *Support Systems*, 169, 2023, pp. 1-13. 5 ranking.

Wang, Y., and Song, J., "The Success of Massive Open Online Courses (MOOCs): An Investigation on Course Relevance," *Communications of AIS*, (51), 2022. pp. 735-752. 5 ranking.

Wang, Y., Song, J., Mitchell, B., Lee, S., and Chae, S., "Engaging Individuals in CSR Activities: The Role of Person-Environment Fit and Social Capital in Corporate Online CSR Communities," *e-Service Journal*, (13:3), 2022, pp. 1-29.

Wang, Y., and Song, J., "Image or Text: Which One is More Influential? A Deep Learning Approach for Visual and Text Data Analysis in the Digital Economy," *Communications of the AIS*, 47(8), 2020, pp 165-187. 5 ranking

Song, J., Kim, J., and Cho, K., "Understanding Users' Continuance Intentions to Use Smart-Connected Sports Products," *Sports Management Review*, (21:5), 2018, pp. 477-490. 5 ranking.

Song, J., Baker, J., Wang, Y., Choi, H.Y., and Bhattacherjee, A., "Platform Adoption By Mobile Application Developers: Multimethodological Approach," *Decision Support System*, (107), 2018, pp. 26-39. 5 ranking.

Song, J., Kim, J., Triche, J., Kim., M., and Chae., S., "The Effects of Institution-Based Trust on Community Commitments: A Regulatory Focus Perspective," *The Database for Advances in Information Systems*, (49:3), 2018, pp. 34-53. 5 ranking.

Baker, J., Song, J., and Jones, D., "Closing the Loop: Empirical Evidence for a Positive Feedback Model of IT Business Value Creations," *Journal of Strategic Information Systems*, (26:2), 2017, pp. 367 - 384. 5 ranking.

Song, J., Kim, M., Cho, K., and Park, S., "Developing Intercollegiate Sports Program Through Integrated Marketing Strategies," *The Korean Journal of Physical Education*, (55:5), 2016, pp. 399 - 410.

Wang, Y., Aguirre-Urreta, M., Song, J., "Investigating the Value of Information in Mobile Commerce: A Text Mining Approach," *Asia Pacific Journal of Information Systems*, (26:4), 2016, pp. 367- 384.

Kim, M., Song, J., and Triche, J., "Toward an Integrated Framework for Innovation in Service: A Resource-Based View and Dynamic Capabilities Approach," *Information Systems Frontiers*, (17:3), 2015, pp533-546. 4 ranking.

Song, J., Baker, J., and Davis, F., "Special Section on the Role of Information Technology in Service Delivery," *Information Systems Frontiers*, (17:3), 2015, pp. 471-474. 4 ranking.

Song, J., Kim, J., Jones, D., Baker, J., and Chin, W., "Application Discoverability and User Satisfaction in Mobile Application Stores: An Environmental Psychology Perspectives," *Decision Support Systems*, (59), 2014, pp.37-51. 5 ranking.

Cheon, J., Chung, S., Crooks, S.M., and Song. J, "An Investigation of the Effects of Different Types of Activities during Pauses in a Segmented Instructional Animation," *Journal of Educational Technology and Society*, (17:2), 2014, pp. 296-306.

Kim, Y., Song, J., Baker, J., and Kim, J., "An Examination of the Importance of Core Competencies and Relationship Management in IT Outsourcing Agreements: Empirical Evidence from an Eastern Cultural Context," *Journal of Global Information Management*, (21:3), 2013, pp. 21-41. 4 ranking.

Cheon, J., Lee, S., Smith, W. S., Song, J., and, Kim, Y. "The Determination of Children's Knowledge of Global Lunar Patterns from Online Essay Using Text Mining Analysis," *Research in Science Education*, (43:2), 2013, pp. 667-686.

Cheon, J., Lee, S., Crook, S. M., and Song, J. "An Investigation of Mobile Learning Readiness in Higher Education based on the Theory of Planned Behavior," *Computer & Education*, (59:3), 2012, pp. 1054-1064.

Song, J., Baker, J., Lee, S., and Wetherbe, J., "Examining Online Consumer Behavior: A Service-Oriented View," *International Journal of Information Management*, (31:3), 2012, pp. 221-231. 5 ranking.

Baker, J., Jones, D., Cao, Q., and Song, J., "Conceptualizing the Dynamic Strategic Alignment Competency," *Journal of the Association for Information Systems*, (12:4), 2011, pp. 299-322. 5* ranking.

Lee, S., Song. J., Baker, J., Y. Kim, and Wetherbe, J.C., ""The Commoditization of IT: Evidence From A Longitudinal Text Mining Study", *The Communications of the AIS*, (29), Article 12, pp. 221-242, 2011. 5 ranking.

Gudigantala, N., Song, J., and Jones, D., "User Satisfaction with Web-based DSS: The Role of Cognitive Antecedents," *International Journal of Information Management*, (31:4), 2011, pp. 327-338. 5 ranking.

S. Hong, Lim, S., Song, J., "Unified Modeling Language Based Analysis of Security Attacks in Wireless Sensor Networks: A Survey," *KSII Transactions on Internet and Information Systems*, (5:4), 2011, pp. 805-821.

S. Hong, Song, J., "The Effective Distribution Systems for the Concentration of Patient to Extra-Large Hospital," *Journal of the Korean Surgical Society*, (80:6), 2011, pp. 373-383.

Kim, J., Song, J., and Jones, D., "The Cognitive Selection of Framework for Knowledge Acquisition Strategies in Virtual Communities," *International Journal of Information Management*, (31:2), 2011, pp. 111-120. 5 ranking.

Cheon, J., Song, J., Jones, D., and Nam, K., "Influencing Pre-service Teachers' Intention to adopt Web 2.0 Services," *Journal of Digital Learning in Teacher Education*, (27:2), 2010, pp. 53-64.

Lee, S., Song, J., and Kim, Y., "An Empirical Comparison of Four Text Mining Methods," *Journal of Computer Information Systems*, (51:1), 2010, pp. 1-10. 4 ranking.

Hong, S., Baker, J., Song, J. "Secure Authentication in Group Communications Using Media Access Control (MAC) Address," *Recent Patents on Computer Science*, (3:1), 2010, pp. 14-19.

Sherif, K., Song, J., and Wilcox, J. "A Social Status Perspective of Network Utility over Electronic Channels in Academic Communities," *International Journal of Information Management*, (29:4), 2009, pp. 262-271. 5 ranking.

Zahedi, F. M. and Song, J. "Do Websites Change Customers' Beliefs? A Study of Belief Revision in E-Commerce," *Information & Management*, (46:2), 2009, pp. 125-137. 5 ranking.

Kim, Y, Chun, J., and Song, J., "Investigating the Role of Attitude in Technology Acceptance from An Attitude Strength Perspective," *International Journal of Information Management*, (29:1), 2009, pp. 67-77. 5 ranking.

Zahedi, M., and Song, J., "Dynamics of Trust-related Belief Revision: The Case of Health Infomediary," *Journal of Management Information Systems*, (24:4), 2008, pp. 225-258. 5* ranking.

Baker, J., Song, J., Jones, D., and Ford, E. "Information Systems and Healthcare XXIX: Information Technologies Investments and Returns: Uniqueness in Healthcare Industry," *Communications of the Association for Information Systems*, (23), 2008, pp. 375-392. 5 ranking.

Kim, Y., Koo, C., and Song, J. "Exploring the Effect of Strategic Positioning on Firm Performance in the e-Business Context," *International Journal of Information Management*, (28:3), 2008, pp. 203-214. 5 ranking.

Gudigantala, N., Song, J., and Jones, D., "How Well Do E-Commerce Websites Support Compensatory and Non-Compensatory Decision Strategies? An Exploratory Study," *International Journal of E-Business Research*, (4:4), 2008, pp. 43-57.

Baker, J., and Song, J., "Exploring Decision Rules for Sellers in Business-to –Consumer Internet Auctions," *International Journal of E-Business Research*, (4:1), 2008, pp. 1-21.

Kim, Y., Baker, J. and Song, J., "An Exploratory Study of Social Factors Influencing Virtual Community Member's Satisfaction with Avatars," *Communications of the Association for Information Systems*, 20, 2007, pp. 567-593. 5 ranking.

Song, J. and Zahedi, F. M. "Web Customers' Trust Formation in Health Infomediaries", *Decision Support Systems*, (43:2), 2007, pp. 390-407. 5 ranking.

Song, J., Jones, D., and Gudigantala, N. "The Effect of Incorporating Compensatory Choice Strategies in Web-based Consumer Decision Support Systems," *Decision Support Systems*, (43:2), 2007, pp. 357-374. 5 ranking.

Koo, C., Song, J., Kim, Y., and Nam, K. "Do e-Business Strategies Matter? The Antecedents and the Relationship with Firm Performance," *Information Systems Frontiers*, (9:3), 2007, pp. 390-407. 4 ranking.

Song, J., and Baker, J., "An Integrated Model Exploring Sellers' Strategies in Internet Auctions," *Electronic Commerce Research*, (7:2), 2007, pp. 359-374.

Song, J., and Walden, E. "How Customer Perceptions of Network Size and Social Interactions Influence the Intention to Adopt Peer-to-Peer Technologies," *International Journal of E-Business Research*, (3:4), 2007, pp. 49-66.

Song, J., Koo, C., and Kim, Y. "Investigating Antecedents of Behavioral Intentions in Mobile Commerce," *Journal of Internet Commerce*, (6:1), 2007, pp 13-34.

Baker, J., and Song, J. "A Review of Single-Item Internet Auction Literature and a Model for Future Research," *Journal of Electronic Commerce in Organizations*, (5:1), 2007, pp. 42-68.

Song, J., and Kim, Y. "Social Influence Process in the Acceptance of a Virtual Community Service," *Information Systems Frontiers*, (8:3), 2006, pp. 241-252. 4 ranking.

Song J., and. Zahedi, F. M. "Internet Market Strategy: Determinants and Implications," *Information & Management*, (43:2), 2006, pp. 222-238. 5 ranking.

Song, J., and Zahedi, F. M. "A Theoretical Approach to Web Design in E-Commerce: Belief Reinforcement Model," *Management Science*, (51:8), 2005, pp. 1219-1235. 5* ranking.

Zahedi, F. M., Van Pelt, W., and Song, J., "A Conceptual Framework for International Cultural and Individual Factors in Web-Document Design," *IEEE Transactions on Professional Communication*, 44 (2), 2001, pp. 1-21. 5* ranking. **Winner of "Rudolph R. Joenk, Jr. Award " for the Best Paper in the IEEE Transactions on Professional Communication** in 2001.

Manuscripts Under Review

Zadeh, A., and Song, J. "Lean, Leveraged, and Late? Contractors' Resource Dependence and Delivery Reliability in Procurement Contracts," *Journal of Supply Chain Management*. 5* ranking. Submitted.

Wang, Y., Song, J. "When More Is Not Better: Visual Novelty, Topic Diversity, and Engagement in Influencer Videos," *Journal of the Association for Information Systems*. 5* ranking. Submitted.

Song, J. "The Moderating Role of Information Consistency on Online Reviews and Sales Performance: A Cue Diagnosticity Approach*," DATA BASE for Advanced Information Systems*. 5 ranking. Revising and resubmitting.

Journal Publications (Foreign Language Journals)

Song, J., Kim, M., Kim, S., and Park, S., "The Elaborating Role of Self-Efficacy in Adopting Mobile Sports Application: ELM Perspectives," *Korean Journal of Sports Management*, (19:5), 2014, pp. 121-137.

Park, S., and Song, J., "The Causal Relationships among Involvement, Satisfaction, Affective Loyalty, Switching Cost among Public Sports Center Users," *Journal of Sports and Leisure Studies*, (57), 2014, pp. 351~361.

Kim, Y., Nam, K., Koo, C., and Song, J., "An Empirical Investigation into the Role of Core Competency Orientation

and IT Outsourcing Process Management Capability," *Korea Management Information Systems Review*, (17:3), 2007, pp. 131-146.

Book Chapters

Zahedi, M., Song, J., and Jarupathirun, S., "Web-based Decision Support Systems," in F. Burstein and C. W. Holsapple (Eds.), *Handbook on Decision Support Systems, Springer*, 2008.

Baker, J., and Song, J., "A Review of Single-Item Internet Auction Literature and a Model for Future Research," in A. Anttiroiko (Eds.), *Electronic Government: Concepts, Methodologies, Tools, and Applications, Information Science Reference*, IGI Publishing 2008, pp. 3987-4012.

Jain, H., and Song, J., "Locational Economics and Global Software Development Centers," in P. Palvia, S. Palvia, and E. Roche (Eds.), *Global IT and Electronic Commerce: Issues for the New Millennium, Ivy League Publishing*, GA, 2001, pp. 447-462.

Books

Song, J. *An Investigation Economic and Social Value Influencing Consumers' Eco-Friendly Behavior*, ASAN Foundation Research Series, Vol. 379, 2015.

Song, J., Kim, M., Bhattacherjee, A. *Social Science Research: Principles, Methods, and Practices* (in Korean), ISBN-13: 978-0-615-97043-1.

Course Taught

Business Information Technologies
Data Intelligence and Visualization
Machine Learning
Machine Learning Applications for Business
Scripting Languages
Object Oriented Systems – Java
Doctoral Seminar in MIS – Research Methodologies
Doctoral Seminar in MIS – Organizational and Managerial Issues

Directed Student Learning

Master's Thesis Committee Member.
        Advised: Jewan Davis

Dissertation Committee Co-Chair, Information Systems & Quantitative Sciences (ISQS)
        Advised: Ehsan Ghasemi

Dissertation Committee Chair, Information Systems & Quantitative Sciences (ISQS).

        Advised: Ross Niswanger

Dissertation Committee Chair, Information Systems & Quantitative Sciences (ISQS).

        Advised: Timothy Kaskela

Dissertation Committee Member, Information Systems & Quantitative Sciences (ISQS).

Dissertation Committee Member.

Dissertation Committee Chair, Information Systems & Quantitative Sciences (ISQS).
  Advised: Ying Wang

Dissertation Committee Co-Chair.
  Advised: Sangno Lee

Dissertation Committee Co-Chair.
  Advised: Jeffrey Baker

Faculty Development Activities Attended

Seminar, "Teaching with Case: Engage, Energize, and Challenge Your Students," Harvard Business. (June 12, 2024 - June 14, 2024).

Service Learning Project, "Leading as an Assistant/Associate Dean," Academic Impressions. (May 15, 2023 - June 15, 2023).

Faculty Internship, "Leadership Development," Stone River Consulting. (June 8, 2021 - March 8, 2022).

University Service

Committee Member, Texas Tech's QEP Advisory Committee.

Committee Member, Critical Infrastructure.

Committee Member, DFW Development Committee.

Chairperson, Texas Tech Korean Faculty Association.

Student Org Advisor (Professional Org), Texas Tech Korean Student Association.

Professional Service

Editorial Review Board Member, Information Systems Frontiers.

Discussant, School of Law, Texas Tech University, 2021
Panel, Educating and Building Data Science Team, National Academy of Science, Engineering, and Medicine, 2020
Co-PI, XII+ MIS Symposium, 2019
Editor, Associate Editor, Asian-Pacific Journal of Information Systems.

Editor, Guest, Asia-Pacific Journal of Information Systems.

Editor, Guest, Information Systems Frontier.

Program Organizer, International Conference of Information Resource Management.

Track Organizer, Americas Conference on Information Systems.

Editor, Associate Editor, International Conference on Information Systems.

Workshop Organizer, International Conference on Information Systems.