

Jaeki Song

Jerry S. Rawls Endowed Professor of ISQS

Information Systems and Quantitative Sciences
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ACADEMIC POSITIONS

2008 - Present	Endowed Jerry S. Rawls Professor of ISQS
2022 - 2023	Associate Dean of Graduate Programs and Research
2017 - 2022	Area Coordinator, ISQS, Jerry S. Rawls College of Business Administration
2016- present	Professor, Jerry S. Rawls College of Business Administration, Texas Tech University
2007 - 2016	Associate Professor, Jerry S. Rawls College of Business Administration, Texas Tech University
2001 – 2007	Assistant Professor, Jerry S. Rawls College of Business Administration, Texas Tech University

AWARDS and HONORS

- Jerry S. Rawls Endowed Professor of ISQS
- Best Paper Award, Social Issues in Management Division, Academy of Management Annual Meeting, 2025.
- 1st Place, Defense Data Grand Prix Competition: Heat3, Department of Defense, 2023
- Best ERF Paper Award, Association for Information Systems, 2021.
- Integrate Scholar, Jerry S. Rawls College of Business, 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, World Class University International Conferences, 2010
- Best Paper Award, *IEEE Transactions on Professional Communication*, 2001

RESEARCH

Research Interests

- Social Media Engagement Dynamics
- Corporate Digital Responsibility
- Economic and Social Consequences of IT

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

Referred 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 Bhattacharjee, 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, pp.533-546. 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.**

Referred 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.

Refereed 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.

TEACHING

Courses Taught

- Machine Learning
- Mobile Computing Programming
- Object Oriented Systems – Java
- Information Systems and Operations Management
- Doctor Seminar in MIS – Research Methodologies
- Doctoral Seminar in MIS – Organizational and Managerial Issues

SERVICE & DEVELOPMENT

Dissertation Committees

- Dissertation Co-chair, Hansol Lee, ISQS, TTU, 2023
- Dissertation Co-chair, Ehsan Ghasemi, ISQS, TTU, 2023
- Dissertation chair, Ross Niswanger, ISQS, TTU, 2022
- Dissertation chair, Tim Kaskela, ISQS, TTU, 2020.
- Dissertation chair, Ying Wang, ISQS, TTU, 2018.
- Dissertation chair, Sangno Lee, ISQS, TTU, 2011.
- Dissertation chair, Jeff Baker, ISQS, TTU, 2007.
- Dissertation committee member, Nakul Padalkar, ISQS, TTU, present.
- Dissertation committee member, Saman Bina, ISQS, TTU, 2018.
- Dissertation committee member, Gabriel, ISQS, TTU, 2018.
- Dissertation committee member, Daewook Kim, Communication, TTU, 2012.
- Dissertation committee member, Sunghyuck Hong, Computer Science, TTU, 2007.

Service: Public and Professional

- Discussant, School of Law, Texas Tech University, 2021
- Panel, Educating and Building Data Science Team, National Academy of Science, Engineering, and Medicine
- Co-PI, XII+ MIS Symposium, 2019
- Associate Editor, *Asian-Pacific Journal of Information Systems*, 2014~Present
- Guest Editor, *Information Systems Frontiers* (conjunction with PACIS), 2013

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- Guest Editor, “Creating Synergy Business on the Social-Local-Mobile (SOLOMO) Media,” *Asia Pacific Journal of Information Systems*, 2012
 - Local Program Chair, *International Conference on Information Resource Management*, 2011
 - Chair of Knowledge Management track, *Americas Conference on Information Systems*, Keystone, CO, 2007
 - Chair of SIG-Decision Support Systems Workshop, *International Conference on Information Systems*, 2006
 - Associate Editor in Web-Based Information Systems and Applications, *International Conference on Information Systems*, 2006.

Service: College and University

- President of Texas Tech University Korean Faculty Association
- Advisor of Texas Tech University Korean Student Association
- MBA Committee, Chair
- MBA Curriculum Task Force, Chair
- Diversity & Inclusion committee
- Raise Task Force committee
- Area of Marketing AC Search Committee, Chair
- Digital Measures, Committee Member

Faculty Development Activities Attended

- Faculty Internship, "Leadership Development," Stone River Consulting. (June 8, 2021 - March 8, 2022).
- Deep Learning in Practice, Predictive Analytic World, 2019