

Jaeki Song

Jerry S. Rawls Endowed Professor of MIS

Information Systems and Quantitative Sciences
 Rawls College of Business Administration
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ACADEMIC EXPERIENCE

2017 - present Area Coordinator, ISQS, Jerry S. Rawls College of Business Administration
 2008 - present Endowed Jerry S. Rawls Professor of MIS, 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 MIS, 2008-present
- 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

- Economic and Social Consequences of IT
- Digital Inequality

As of April 30, 2021

Jaeki Song 

[Texas Tech University](#)
Verified email at ttu.edu

| Cited by | VIEW ALL | |
|-----------|----------|------------|
| | All | Since 2016 |
| Citations | 4095 | 2161 |
| h-index | 27 | 19 |
| i10-index | 41 | 31 |

Fellowships and Grant Submissions

- Song, J. (Principal Investigator), "Scholarship and Collaborative Activities to Support Success for Female Students in Data-Science Programs," Sponsored by CH Foundation, Foundation, \$48,000. (*unfunded*)
- Song, J. (Lead Principal Investigator), Lucas, D. (Principal Investigator), Zadeh, A. (Principal Investigator), "Data Analytics Certificate Success Program for First-Generation and Underrepresented Students," Sponsored by Texas Tech Alumni Association Excellence Grant. (*unfunded*)
- Song, J. (Lead Principal Investigator), Lucas, D. (Principal Investigator), Zadeh, A. (Principal Investigator), Lee, J. (Principal Investigator), Moskal, B. (Principal Investigator), Dwyer, J. (Supporting), "NSF 20-526: A Gateway to Big Data: Developing Strategic Approaches to Support Low Income and Underrepresented STEM Students," Sponsored by National Science Foundation, \$999,000. (*unfunded*)
- Song, J. (Lead Principal Investigator), Walden, E. (Principal Investigator), Yeo, C.-D. (Principal Investigator), Lee, J. (Principal Investigator), Chang, J. (Principal Investigator), "An Integrated Approach to Developing a Scientific Mechanism of the Relationships between Touching Surface of Material and Humans' Cognitive Reactions," Sponsored by Seed Grant for Interdisciplinary Research (SGIR), College or University, \$127,493.00. (2017 - Present) (*unfunded*).
- Yeo, C.-D. (Lead Principal Investigator), Baker, M. (Principal Investigator), Song, J. (Principal Investigator), Lee, J. (Principal Investigator), Chang, J. (Principal Investigator), "NCS-FO: Effects of Material Properties and Human & Environmental Factors on Humans' Emotional and Cognitive Reactions to Surface Touch," Sponsored by Ntl Science Foundation, \$733,453. (*unfunded*)
- Yeo, C.-D. (Lead Principal Investigator), Song, J., Chang, J., "Investigate the Effects of Material Properties, Human Factors, and Environmental Factors on Human's Reactions to Touch," Sponsored by Texas Tech University, \$50,000. (*unfunded*)

Lim, S. (Lead Principal Investigator), Cheon, J. (Principal Investigator), Song, J. (Principal Investigator), "TUES: Type 1: Exploiting Individual Learning Potential in an Embedded Networked Systems Course with Customizable Real-world Projects within the Zone of Proximal Development," Sponsored by National Science Foundation, Federal, \$84,468.00. (December 1, 2011 - November 30, 2013). (*unfunded*)

Song, J. (Lead Principal Investigator), "Developing Analytic Tools for Healthcare IT Investments," Sponsored by Texas Tech University, College or University. (*Funded*)

Song, J. (Lead Principal Investigator), Wetherbe, J. (Principal Investigator), "Re-Examination of Online Consumers' Behavior on BestBuy.com," Sponsored by Internet Buyer Research Center, College or University, \$27,500.00. (*Funded*)

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

[44] 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," *Communication of the AIS*, 47(8), 2020, pp 165-187. 5 ranking

[43] 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.

[42] 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.

[41] 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.

[40] 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), 2016, pp. 367 - 384. 5 ranking.

[39] 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.

[38] 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.

[37] 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.

- [36] 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.
- [35] 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.
- [34] 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.
- [33] 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.
- [32] 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.
- [31] 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.
- [30] 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.
- [29] 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.
- [28] 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.
- [27] 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.
- [26] 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.
- [25] 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.
- [24] 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.
- [23] 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.
- [22] 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.
- [21] 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.

- [20] 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.
- [19] 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.
- [18] 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.
- [17] 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.
- [16] 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.
- [15] 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.
- [14] 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.
- [13] 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.
- [12] 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.
- [11] Song, J. and Zahedi, F. M. "Web Customers' Trust Formation in Health Infomediaries", *Decision Support Systems*, (43:2), 2007, pp. 390-407. 5 ranking.
- [10] 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.
- [9] 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.
- [8] Song, J., and Baker, J., "An Integrated Model Exploring Sellers' Strategies in Internet Auctions," *Electronic Commerce Research*, (7:2), 2007, pp. 359-374.
- [7] 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.
- [6] 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.
- [5] 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.

- [4] 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.
- [3] Song J., and Zahedi, F. M. "Internet Market Strategy: Determinants and Implications," *Information & Management*, (43:2), 2006, pp. 222-238. 5 ranking.
- [2] 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.
- [1] 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

- Song, J., Kim, J., and Jones, D.R. "The Effect of Application Discoverability on User Benefits in Mobile Application Stores," *Lecture Notes in Business Information Processing* (108), Saw, M.J., Zhang, D., & Yue, W.T. (eds.), Springer-Verlag, 2012, pp. 429-441.
- Song, J., and Baker, J., "Exploring Decision Rules for Sellers in Business-to-Consumer (B2C) Internet Auctions", In In Lee (Eds.), *Electronic Business: Concepts, Methodologies, Tools, and Applications*, Information Science Reference, IGI Publishing, 2009, pp. 1943-1964.
- Naveen, G., Song, J., and Jones, D., "How Well Do E-Commerce Web Site Support Compensatory and Non-Compensatory Decision Strategies? An Exploratory Study," In Wen-Chen Hu (Eds.), *Readings on Electronic Commerce Technologies: Contemporary Applications*, Information Science Reference, IGI Publishing, 2009, pp. 1592-1607.
- 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.
- Song, J., and Walden, E., "The Applicability of Network Effect Theory to Low-Cost Adoption Decisions: An Investigation of Peer-to-Peer File Sharing Technologies," in I. Lee (Eds.), *Emergent Strategies for E-Business Processes, Services, and Implications: Advancing*

Corporate Framework, Vol.3, Advances in E-Business Research Series, Information Science Reference, IGI Publishing 2008, pp. 278-294.

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.

Working Papers

- “Investigating the Interaction Effects in the Key Metrics of Online Reviews in Digital Markets: A Longitudinal Multilevel Approach,” Revised and Resubmitted, *Journal of the Association for Information Systems* (5*)
- “The Interaction Effects of Media Types and Frames on Individual Responses on a Digital Platform,” Under review, *Information Systems Research* (5*)
- “Strengthening Service Innovation: The Role of Dynamic Standardization Capability,” Under review, *Journal of Business Research* (5).
- “Investigating Factors That Affect CSR Engagement Through Online CSR Communities: The Role of Social Capital and Person–Environment Fit,” Under review, *Journal of Service Research* (5)
- “The Interactions of Online Reviews in the Digital Markets: A Longitudinal Multilevel Investigation” *Under review*, *Information & Management* (5)
- “What Makes a Massive Open Online Courses (MOOCs) Excellent?” *Under review*, *Communications of the AIS* (5)

TEACHING

Courses Taught

- Machine Learning
- Scripting Languages
- 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

Dissertation Committees

- Dissertation chair, Ross Niswanger, ISQS, TTU, ~ present.
- 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.

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- Dissertation committee member, Daewook Kim, Communication, TTU, 2012.
 - Dissertation committee member, Sunghyuck Hong, Computer Science, TTU, 2007.

Service: Professional

- 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
- 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
- Editorial Review Board Member, *International Journal of E-Business Research*
- Chair of Knowledge Management Mini track, *Americas Conference on Information Systems*, Keystone, CO, 2007
- Chair of SIG-Decision Support Systems Workshop, *International Conference on Information Systems*, 2006
- Session Chair of Web-based Information Systems and Applications, *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, 2013~2016
- Advisor of Texas Tech University Korean Student Association, 2002~2009.
- MBA Committee, Chair, (September 2019 - Present).
- MBA Curriculum Task Force, Chair, (February 2019 - Present).
- Diversity & Inclusion Committee, (August 2018 - Present).
- Raise Task Force, (February 15, 2018 – 2020)
- Area of Marketing AC Search Committee, Chair, 12018
- Digital Measures, Committee Member, 2018
- Faculty Search Committee, ISQS, 2018 – Present
- ISQS Outreach Committee, ISQS, 2018 – Present
- MIS Ph.D. Committee, 2017 – 2020
- MS-DS Committee, 2016 - Present
- ISQS Undergraduate Program Committee, 2018-Present