

Dr. Mark W. S. Chun

Curriculum Vitae

6100 Center Drive, Suite 400
Graziadio School of Business & Management
Los Angeles, California 90045
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Mark.Chun@Pepperdine.EDU

Education:

Doctorate of Business Administration (2003).

University of Colorado at Boulder, Leed's School of Business.

Degree major: Information Systems. Degree minor: Org. Strategy & Knowledge Management

Research interests: *Technology and Digital Innovation & Transformation; Knowledge Management; Change Management; Business Process Redesign & Control; Value Creation; Diffusion of Technology In Less-Developed Asian Countries.*

Masters of Business Administration (1994).

University of California at Irvine, Graduate School of Management.

Bachelor of Business Administration, Management Information Systems (1990).

University of Hawaii, College of Business and Administration.

E.E. Black Scholarship recipient, 1985 - 1990.

Teaching Expertise:

IS for Business Innovation (Executive MBA Program): 2009 – Present.

IT Essentials For Business Leaders (Executive Education): 2005 - Present.

Information & Process Systems: 2003 - Present.

Information Resources & Technology: 2003 – Present.

Technology and Operations: 2004 –2005.

Competing With IT & The Internet: 2001 –2001.

Computer Networking Design & Management: 2000.

Systems Analysis and Conceptual Design: 1999 –2000.

MANAGEMENT INFORMATION SYSTEMS EXPERIENCE

Pepperdine University, Graziadio School of Bus. & Mgt. Los Angeles, CA 8/03 – Present.

Interim Department Chair, Strategy / Information Systems / Decision Sciences, Aug. 2014 – present.

- Facilitated administrative, leadership, interpersonal, and resource development among divisional faculty.
- Primary spokesperson for department faculty, staff, and students.
- Represent the central administration to department members; articulate the needs of the faculty to administration.
- Managed fiscal and budgetary resources across the division.

Director of the Center For Applied Research, April 2010 – July 2014.

- Coordinated and developed the school's strategic research agenda and direction.
- Developed the school's research capability, recognition, and prestige.
- Managed fiscal and budgetary resources across the school's research portfolio.
- Assisted faculty in improving research expertise and productivity.
- Established community outreach for research sponsorship & engagement.
- Led the Center's \$8M+ fundraising efforts.

Associate Professor, Information Systems, Present.

The Denny Academic Chair, 2011 – 2013.

Editor-In-Chief for the Graziadio Business Review, 2010 – 2014.

Julian Virtue Professor, 2008 – 2010.

Rothschild Research Fellow, 2006-2007.

Intel Corp., Information Technology Strategic Supplier Mgr. Santa Clara, CA 8/94 – 6/98.

Developed and managed the Microsoft partnership and led corporate negotiations for the development of the NT platform initiative. Conducted extensive market research to benchmark Intel's Information Technology against the industry standards. Coordinated internal technical specifications for Microsoft development. Provided interface between Information Technology, Legal, Risk Management, Procurement, and Supplier. Performed financial, business, and market analysis of potential strategic suppliers/partners.

PepsiCo. / Taco Bell Corporate Headquarters, Graduate Intern. Irvine, CA, 7/93 - 9/93.

Information Technology Group Consultant responsible for the analysis and support of proprietary Human Resource Department software applications. Served as a consultant & liaison between the Information Technology Group and the Human Resources Department. Provided primary and secondary level systems support for various proprietary applications. Functioned as a resource person for resolving software and hardware related problems.

Bank of Hawaii, Computer Programmer Analyst. Honolulu, HI, 8/90 - 7/92.

Accountable for independent program development and production implementation of Electronic Banking Services ATM batch processing. Provided systems analysis and design to meet functional and organizational requirements. Translated system requirements into structured

systems design. Evaluated system design against Electronic Data Processing strategies and systems architecture to ensure that system design conform to company standards.

Coopers & Lybrand, Assistant Micro-Computer Manager. Honolulu, HI, 7/89 - 7/90.

Assistant Micro Computer Manager responsible for hardware and software management. Prepared computers with a wide array of commercial and proprietary application programs, performed diagnostic evaluations, and conducted hardware troubleshooting. Assisted in the development of the State Health Insurance Program.

PROFESSIONAL HONORS, AWARDS, AND RECOGNITIONS

Academic Research Honors and Grants:

- *Howard A. White Teaching Award (2013 – 2014)*. A university-wide award given to a professor who inspires, stimulates, challenges, and motivates students. Award of \$3,000.
- *Denney Academic Chair (2011 – 2013)*. A two-year research award given to a tenured faculty who has demonstrated significant research productivity. Research grant of \$20,000 per year, plus a \$5,000 stipend per year awarded.
- *The Pacific Telecommunications Council* research grant. “*Telecom Enhancement Of E-Learning Networks In The Asia-Pacific,*” with Griffy-Brown, \$20,000 research grant, AY 2011 – 2012.
- *John Nick’s Service Award (2012)*. Award given to one tenured faculty who has contributed outstanding service and leadership (across research, teaching, committee service, and business consulting) at the school. Award nominated and selected by all faculty colleagues.
- *Julian Virtue Professorship (2008 – 2010)*. A two-year research award given to a tenured faculty who is engaged in influential and productive research. Research grant of \$10,000 per year awarded.
- *Rothschild Research Award (2006-2007)*. A one-year research award given to a faculty member who has demonstrated productive research. Stipend of \$2,500 awarded.
- *Pepperdine’s Funds For Excellence*, “Understanding the Changing Role of the Public Sector CIO and Equipping Them to Meet the Challenges of the 21st Century,” with Griffy-Brown, AY 2009 – 2010.
- *Pepperdine’s Funds For Excellence*, “Investigating The Role of IS On The Inter-Organizational Learning Process,” with Williams and Granados, AY 2006-2007.

- *Pepperdine's Funds For Excellence*, "Executive Education Course Development: Developing and Managing Effective Virtual Teams," with Williams, Sommers, and Egan, AY 2006-2007.
- *Pepperdine's Funds For Excellence*, "Case Study Writing and Implementation," with Griffy-Brown, AY 2004 – 2005.
- *Pepperdine's Funds For Excellence*, "Changing and Evolving Role of the Chief Information Officer," with Mooney, AY 2004 – 2005.
- *Pepperdine's Funds For Excellence*, "Evaluating Organizational IT Learning Practices" with Mooney and Williams, AY 2004 – 2005.
- *Pepperdine's Funds For Excellence*, "Building Qualitative Research Capabilities at the Graziadio School" with Mooney, Kachra, Schneitz, & Williams, AY 2004 – 2005.
- *Pepperdine's Funds For Excellence*, "Changing and Evolving Role of the Chief Information Officer," with Mooney, AY 2003 – 2004.
- *Pepperdine's Funds For Excellence*, "Implementing Web-Based Portals at American Honda Motor Corporation," AY 2003 – 2004.

Corporate-Sponsored Research:

- *European Space Agency & NASA-JPL*. International Space Agency Conference on Knowledge Management, Los Angeles, CA June 2013.
- *NASA-JPL, Pratt-Whitney Rocketdyne, Northrop Grumman, Raytheon, & Aerospace Corporation*. Chief Knowledge Officers from the Southern California Aerospace Industry Knowledge Management Exchange Forum, Los Angeles, CA. August 2006 – Present.
- *Center for CIO Leadership*. Sponsored by Executive Director, Harvey Koepfel. January 2010 – July 2012. www.cioleadershipcenter.com. In collaboration with Federal / State / County agencies, such as the US FDIC, IRS, USDA, Department of Defense, State of New York, State of California, and state counties from NY, TX, CA, AZ, HI.
- *Pacific Telecommunications Council and PTC Net*. "Telecom Enhancement Of E-Learning Networks In The Asia-Pacific," with Griffy-Brown. Sponsored by PTC Board of Directors and PTC Net President Stephen Ho. AY 2011 – 2012.
- *Hilton Hotels: Self-Service Kiosk Implementation*, Los Angeles, CA. Sponsored by IT Executive, Rob Machen.
- *American Honda Motor Corporation*, Torrance, CA. Sponsored by the Chief Information Officer, Tom Ross. April 2004 – October 2004.

- *Qwest Telecommunications*, Denver, CO. Sponsored by the Executive Vice President for Information Technology, H. Wolfe. September 2000 – May 2003.

SERVICE, ACTIVITIES, & PROFESSIONAL ASSOCIATIONS

Academic Membership & Service:

- Associate Editor, *Information & Management Journal*, 2012 – Present.
- Editorial Review Board, *Scientific Journals International*, 2007 – Present.
- Member, *Association for Information Systems*, 1998 – Present.
- Beta Gamma Sigma National Honor Society, 2010 - Present.
- Editor-In-Chief, *The Graziadio Business Review*, 2010- 2014.

- Reviewer for Academic Journals: *Information Systems Management, Information & Management, Information Systems Management Journal, Journal of Information Systems, Western Academy of Science,*

- Reviewer for Academic Conferences: *International Conference for Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), IEEE/IFIP NOMS Conference, Hawaii International Conference on Systems Sciences, Western Decision Sciences Institute Conference, IPSI-2005 Montenegro Conference The Graziadio Business Review,*

Business-Practitioner Membership & Service:

Co-Chair of Research, *Pacific Telecommunications Council*, Honolulu, HI 2003 – Present.

- Developed strategic vision for improving research productivity among academia.
- Established the PhD Young Scholars Research Program.
- Designed & implemented technology infrastructure for research engagement.
- Creating a peer-reviewed telecommunications research journal.

Founder & Executive Committee, *National Knowledge Management Conference*, 2006 – Present. ~300 participants from a diverse set of industries (eg., Aerospace & Defense, Entertainment, Healthcare) and countries (eg., US, Europe, Asia) participate in an annual conference that brings together both academia and industry leaders.

School Service:

School Committee Appointments: Internal Review Board (2010 – present), Executive MBA Committee (2009 – 2011, 2012 – 2014), Personnel / Tenure & Promotion Committee (2009–2011), Fully-Employed MBA Committee (2005 – 2008), Faculty Orientation Committee (2003 – 2005),

Teaching Appointments: Lead Faculty for the Shanghai, China Study Abroad Course, 2011.
Lead Faculty for the Hong Kong Study Abroad Course, 2005.

Business Consulting and Research Engagements (Select List):

Government Agencies: United States FDIC, IRS, USDA, Department of Defense, State of New York, State of California, and state counties from NY, TX, CA, AZ, & FL. Taiwan, China, & Japan Government Agencies.

Private Corporations: US West / Qwest, Honda, Hilton Hotels, Kaiser Permanente, Mattel, DirecTV, Pratt & Whitney Rocketdyne, NASA-JPL, Northrop Grumman, Aerospace Corporation, Raytheon, Sony Electronics, Herbalife, Advent Health/Simi Valley Hospital, Los Angeles Chamber Orchestra, Callaway Golf, 7-11 (Japan), Toyota (Japan), Armani Exchange (Hong Kong), & The Bank of China.

PEER-REVIEWED PUBLISHED WORKS

PEER-REVIEWED JOURNAL PUBLICATIONS

Chun, M., Griffy-Brown, C., Koeppl, H., (2014). *“The New Normal: Fundamental Shifts for 21st Century Organizations and for the CIOs Who Lead Them,”* Journal of Applied Business & Economics, forthcoming.

Chun, M. (2013) *“Gender Differences In The Use of Social Networking and Knowledge Management Tools.”* Journal of Information Technology Management, 24(2), June 2013.

Griffy-Brown, C., Chun, M., & Koeppl, H. (2011), *“Using Customer-Facing Technology to Create New Business Value: Insight From The Public and Private Sector Into the Changing Value Equation,”* Journal of Technology Management for Growing Economies, 3(1), p 21-34.

Arling, P. & Chun, M. (2010) *“Facilitating New Knowledge Creation and Obtaining KM Maturity,”* Journal of Knowledge Management, 15(2), p 231-250.

Hall, O., Scott, A., & Chun, M. (2010) *“WoodSynergy Inc: IS into the Supply Chain,”* Ivey Publishing. Harvard Business Review Case #: 910E13-PDF-ENG

Chun, M. & Mooney, J. (2009) *“CIO Roles and Responsibilities: Twenty-Five Years of Evolution and Change,”* Journal of Information and Management, 46(6), p 323-334.

Chun, M., Sohn, K., Arling, P., & Granados, N. (2009) *“Systems Thinking and Knowledge Management Systems Implementation,”* Journal of Information Technology and Application Research, 11(2).

Griffy-Brown, C. & Chun, M. (2008) *“Hilton Hotels Corporation Self-Service Technology,”* Journal of Information Technology Case and Application Research, 10(2).

Chun, M. & Whitfield, G, (2008) “*Social Constraints to Integrating Information Systems, Knowledge, and Firm Capabilities Following a Corporate Merger,*” *Journal of Systems and Information Technology*, 10(2).

Chun, M. & Griffy-Brown, C., (2008) “*Weighing The Tradeoffs of Knowledge Management Systems Implementation: The Case of Pratt & Whitney Rocketdyne,*” *Journal of Information Technology Case and Application Research*, 10(1).

Chun, M., Montealegre, R., & Griffy-Brown, C., (2007) “*Leveraging the Sales Force with Portal Technology at The American Subsidiary of A Japanese Motor Company.*” *Communications of the Association of Information Systems Journal*, 20, 393-408.

Griffy-Brown, C. & Chun, M. (2007) “*Aligning Business Strategies and IS Resource Utilization: A Resource-Based View of Establishing Dynamic Capabilities in Japanese SMEs*”, *Journal of Global Information Technology Management*, 10(3).

Chun, M. & Montealegre, R., (2007) “*The Problems of Embedded Information Systems and Embedded Knowledge: Implications For Systems Integration and Knowledge Management,*” *Journal of Information Technology Management*, 8(2), 28-64.

PEER-REVIEWED BOOK CHAPTERS

Griffy-Brown, C. & Chun, M. (2005) “*A Case Study of Effectively Implemented Information Systems Security Policy,*” Book Chapter in: Enterprise Information Systems Assurance and System Security: Managerial and Technical Issues, Warkentin, M. and Vaughn, W. Eds., Mississippi State University.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Chun, M. & Hall, O. (2014) “*Innovating the MBA Curriculum with Digital and Social Media,*” *National Business and Economics Society*, Kona, HI, March 2014.

Chun, M., Griffy-Brown, C., Koeppel, H., & Sung, K. (2014) “*One Country, Three Types of CIOs: The Emergence of Technology Executives in China,*” *Hawaii Information Systems Sciences Conference*, Kona, HI, January 2014.

Hall, O. & Chun, M., (2013) “*Implementing Collaboration Networks: Applications to Graduation Management Education,*” *Southwest Decision Sciences Institute*, Albuquerque, NM, March 2013.

Chun, M., Griffy-Brown, C. & Koeppel, H. (2012) “*An Exploration of Gender Differences in the Use of Social Networking and Knowledge Management Tools,*” *Western Decision Sciences Conference*, Kona, Hawaii, April 2012.

Chun, M., Griffy-Brown, C. & Koeppel, H. (2012) "*The Evolving Role of the CIO Within Public & Private Sectors: A Comparison Between the U.S. and China Technology Executives*," Western Decision Sciences Conference, Kona, Hawaii, April 2012.

Chun, M. Griffy-Brown, C., & Koeppel, H. (2012) "*An Investigation of Asia-Pacific Telecom Enhancements for e-Learning Networks*," Western Decision Sciences Conference, Kona, Hawaii, April 2012.

Griffy-Brown, C., Gautsch, S., & Chun, M. (2012). "*Creating Economic Value: Telecommunications and eLearning in the Asia-Pacific*," Pacific Telecommunications Council conference, Honolulu, HI. January 2012.

Hall, O. & Chun, M. (2012) "*Sustainability and Hybrid Learning: New Directions in Graduate Management Education*," National Business and Economics Society Conference, Maui, Hawaii, March 2012.

Arling, P. & Chun, M. (2010) "*Assessing New Knowledge Creation and KM Maturity in Information Systems*," Academy of Management Conference, Montreal, Canada, August 2010.

Chun, M., Arling, P., & McQuaid, B. (2010) "*Knowledge Management: Integrating Social Networking Technologies and A Generative Learning Environment*," IEEE / IFIP Network Operations and Management Symposium Conference. Osaka, Japan, April 2010.

Chun, M. & Hall, O. (2010) "*Integrating Social-Networking Technologies and Innovation into the MBA Curriculum*," National Business and Economics Society Conference, Kauai, Hawaii, March 10-13, 2010.

Hall, O., Scott, A., & Chun, M. (2010) "*Designing Optimal Supply Chain Strategies: A Teaching Case*," Society for Information Technology & Teacher Education, San Diego, CA, March 2010.

Griffy-Brown, C., & Chun, M., (2009) "*Knowledge Management and Networks: The Role of Technology and Knowledge Enabled Social Networking in Innovation*", The 3rd IASA-Tokyotech Workshop on Hybrid Management of Technology in the 21st Century, Vienna, Austria, December 14, 2009.

Chun, M. (2009) "*Knowledge Management: Integrating Social-Networking Technologies And A Generative Learning Environment*," IEEE GLOBECOM Conference. Honolulu, HI, December 03, 2009.

Arling, P. & Chun, M., (2009) "*Leveraging Knowledge Management Information Systems for Generative Learning*," Western Decision Sciences Institute Conference, Kauai, Hawaii, April 7-11, 2009.

Griffy-Brown. & Chun, M. (2009) “*Knowledge Management and Networks: The Role of Technology and Knowledge Enabled Social Networking in Innovation*” Western Decision Sciences Institute Conference, Kauai, Hawaii, April 7-11, 2009.

Griffy-Brown, C., Durand, J & Chun, M. (2008) “*Information Systems Security and Web 2.0: The Security Challenges of Social Networking,*” International Consortium for Electronic Business, Waikaloa, HI, Sept.30 – Oct.2, 2008.

Hall, O. & Chun, M., (2008) “*Integrating SCM and IT into the EMBA Curriculum,*” National Business and Economics Society Conference, Honolulu, Hawaii, March 6-10, 2008.

Chun, M., Sohn, K., Arling, P., & Granados, N. (2008) “*Systems Thinking and Knowledge Management Systems Implementation,*” Hawaii International Conferences on Systems Sciences, Big Island, Hawaii, January 2008.

Basharзад, R., Bethancourt, L., Herb, C., Kee, C., & Chun, M. (2007) “*The Role of Knowledge Communities in the Creation, Valuation, and Governance of Knowledge,*” International Business Informatics Challenge and Conference, Dublin City University, Dublin, Ireland, September 2007.

Griffy-Brown, C. and Chun, M. (2007). ‘*SMEs Assimilating Global Best Practices: Changing from Dependence on External Networks to Endogenous Use of Technology,*’ Hybrid Management of Technology in the 21st Century- The Co-evolutionary Development of Manufacturing and Information Technology Fusing Indigenous Strength and Assimilating Global Best Practice, Technical Meeting, International Institute of Applied Systems Analysis, Vienna, Austria, September, 8-9, 2007.

Chun, M., Sohn, K., Arling, P., & Granados, N. (2007) “*Systems Thinking and Knowledge Management Systems Implementation,*” International Conference on Managing Knowledge for Space Missions, California Institute of Technology, Jet Propulsion Laboratory, Pasadena, California, July 2007.

Chun, M. & Mooney, J. (2006) “*The Roles & Responsibilities of the CIO: Twenty-Five Years of Evolution,*” Proceedings of The Americas Conference on Information Systems, Acapulco, Mexico, August 2006.

Chun, M. (2005) “*Embedded Knowledge, Embedded Information Systems: Social Constraints to Integrating Information Systems Following a Corporate Merger*”, Proceedings of the International Conference on Knowledge, Culture, & Change in Organizations, Rhodes, Greece, July 2005.

Mooney, J., Chun, M., & Williams, M., (2005) “*Exploring Dynamic Capabilities For Organizational IT Learning,*” Proceedings of the Organizational Knowledge and Learning Conference, Boston, MA, March 2005.

Mooney, J. & Chun, M., (2004) “*The Changing and Evolving Role of the Chief Information Officer.*” Proceedings of The Americas Conference on Information Systems, New York, NY, August 2004.

Chun, M. & Montealegre, R., (2004) “*A Dynamic View of Knowledge Organization During A Corporate Merger.*” Proceedings of the Strategic Management Society, San Juan, Puerto Rico. Note: < 9% of the manuscripts submitted to this conference were accepted for publication at this conference.

PEER-REVIEWED PRACTITIONER JOURNAL PUBLICATIONS

Chun, M., (2012) “*Six Trends CIOs Must Track And Leverage.*” Smart Enterprise Exchange. <http://smartenterpriseexchange.com/community/development/blog/2012/03/23/it-leadership-6-trends-changing-the-innovation-landscape>

Chun, M., (2011) “*The Federal CIO Should Look Worldwide For Innovative Ideas.*” Government Technology, August 2011. <http://www.govtech.com/budget-finance/Federal-CIO-Should-Look-Worldwide.html>

Chun, M., (2007) “*Creating a Community in Southern California that Values Sharing Knowledge.*” the Graziadio Business Report, November 2007. <http://gbr.pepperdine.edu/074/km.html>

Chun, M., Williams, M., & Granados, N., (2007) “*Managing Organizational Knowledge: Insights from the Southern California Aerospace Industry.*” Graziadio Business Report, May 2007. <http://gbr.pepperdine.edu/072/knowledge.html>

Article Reprint: Chun, M. Williams, M. & Granados, N., (2007) “*Managing Organizational Knowledge: Insights from the Southern California Aerospace Industry.*” reprint of GBR article at Management Library: S4K Management Research, July 2007, <http://managementlibrary.s4k.com/s4k/index.asp?action=EntryPage&companyID=42>.

Article Reprint: Chun, M. Williams, M. & Granados, N., (2007) “*Managing Organizational Knowledge: Insights from the Southern California Aerospace Industry.*” reprint of GBR article at The Manager (www.themanager.org), June 2007. http://www.themanager.org/Strategy/Managing_organizational_knowledge.htm.

Genson, S. & Chun, M. (2006) “*A Simple Method of Developing a Business Case to Evaluate Information Technology Investments in the Healthcare Industry.*” reprint of GBR article at BetterManagement, December 2006. <http://bettermanagment.com/library/library.aspx?l=14299>.

Note: In a January 22, 2007 email from Mr. Tom Morse, Director of Content Development at BetterManagement.com, he mentioned, “*In the past month the article has been one of our most requested library items, having been downloaded over 500 times.*”

Genson, S. & Chun, M. (2006) “A Simple Method of Developing a Business Case to Evaluate Information Technology Investments in the Healthcare Industry,” The Graziadio Business Report, December 2006. <http://gbr.pepperdine.edu/064/it.html>

Chun, M., (2005) “The IT Governance Road Map,” IT Matters: The Graziadio Business Report, Fall 2005. <http://gbr.pepperdine.edu/053/itmatters.html>

Chun, M., Honda, R. & Schwane, C., (2005) “An Uphill Battle: China's Diffusion of Internet and eCommerce Technologies in the New Millennium,” The Graziadio Business Report, 2005. <http://gbr.pepperdine.edu/052/china.html>

Chun, M. & Griffy-Brown, C., (2004) “Wired! Hong Kong, China and Japan Flex Their Electronic Muscles,” The Graziadio School of Business Review, 2004. <http://gbr.pepperdine.edu/041/itinfrastructures.html>

Chun, M., (2004) “GBR Conversation with Tom Ross, Chief Information Officer & Vice President of American Honda Motor Corporation,” The Graziadio School of Business Review, 2004. <http://gbr.pepperdine.edu/041/conversation.html>

PEER-REVIEWED MANUSCRIPTS UNDER REVIEW FOR PUBLICATION

Chun, M. “Active: A Digital Marketing Case Study,” Under review at Ivey School Case Publishing, December 2012.

Chun, M. & Griffy-Brown, C., “CPC Telecommunications: An International Cloud Computing Case Study,” Under review at Ivey School Case Publishing, December 2012.

Crooke, M.C., Chun, M., & Kastelic, A., “Clover Fast Food With Social Mission: A Marketing Positioning Case Study,” to be submitted for review August 2014.

Chun, M., Griffy-Brown, C., Koepfel, H., & Sung, K. “A Comparison Between CIOs between the US and China,” to be submitted for review August 2014.

WORKING PAPERS

Chun, M., Montealegre, R., Clark, T., & Lovelock, P., “Information Technology Adoption and Interventions in China: One Country, Three Systems.” Working Paper.

RESEARCH-RELATED MEDIA QUOTES

Buttall-Crane, A. (2008) “Technology: Preserving Knowledge”, American Executive magazine, featured M. Chun’s research in the August 1, 2008 article. Article can be found at: <http://www.americanexecutive.com/content/view/full/6854/79/>

**PEER-REVIEWED CONFERENCE PANEL SESSIONS
AND INVITED PROFESSIONAL PRESENTATIONS.**

Chun, M. (2013). *“Innovation in the Age of the Big Data Revolution,”* Shanghai University of Economics and Finance, Shanghai, China. April 2013.

Chun, M. (2013). *“Journal Editor’s Panel,”* Southwestern Decision Sciences Institute, March 2013.

Chun, M. (2012). *“Innovation Is About The Journey, Not The Destination,”* Pepperdine President’s Leadership Conference, Thousand Oaks, CA. October 2012.

Chun, M. (2012). *“Understanding Knowledge Management: Innovation Opportunities & Implementation Challenges,”* Beijing Institute of Petrochemical Technology, Beijing, China. March 2012.

Chun, M., Koeppel, H., & Ho, S., (2012) *“Technological Leadership in a Challenging Technology Environment”* Pacific Telecommunications Council Conference, Honolulu, HI. January 2012.

Griffy-Brown, C. & Chun, M. (2012) *“Social Networks, Virtual Collaboration and Knowledge Management: A Trans-national e-learning model exploring the value proposition in Telecommunications Services”* Pacific Telecommunications Council Conference, Honolulu, HI. January 2012.

Griffy-Brown, C. & Chun, M., (2011) *“Six Strategies For Becoming A Business-Savvy Public-Sector CIO”* National Council of Counties: CIO Forum in Portland, Oregon, in July 2011.

Chun, M. & Griffy-Brown, C. (2011) *“The Changing Role of the Public and Private Sector CIO in Creating Connections that Count,”* Pacific Telecommunications Council conference, Honolulu, HI, January 2011.

Chun, M., (2010) *“Leadership & Creating Value In A Networked World,”* Keizai Koho Center: Japan Institute for Social and Economic Affairs News Conference. Tokyo, Japan, June 2010. <http://search.japantimes.co.jp/cgi-bin/nb20100630d1.html>

Chun, M. & Griffy-Brown, C. (2010) *“The Evolving Role of the CIO Within Public & Private Sectors,”* CIO Government Summit Conference. Scottsdale, Arizona, May 2010.

Chun, M. (2010) *“Gender Differences In Knowledge Management & Learning Within Competitive Organizations,”* IEEE/IFIP NOMS Conference. Osaka, Japan, April 2010.

Chun, M. (2010) *“Knowledge Management and Information Systems Social Networking Technologies,”* IEEE/IFIP NOMS Conference. Osaka, Japan, April 2010.

Chun, M. (2010) Industry Briefing for “*Embracing the Cloud: Enabling Connectivity and Innovation*,” Pacific Telecommunications Council conference, Honolulu, HI, January 2010.

Chun, M. (2010) “*Network Challenges & Cloud Computing*,” Pacific Telecommunications Council conference, Honolulu, HI, January 2010.

Chun, M. (2009) “*Knowledge Management: Integrating Social-Networking Technologies And A Generative Learning Environment*,” IEEE GLOBECOM Conference. Honolulu, HI, December 03, 2009.

Chun, M. (2009) “*Breaking Boundaries In Knowledge Management: Integrating Research & Practice*,” University of California Los Angeles, Department of Radiology & Center for Computational Biology. Brentwood, CA, August 21, 2009.

Chun, M. (2009) “*Breaking Boundaries In Knowledge Management: Integrating Research & Practice*,” SPIN: The Southern California Software Process Improvement Network. El Segundo CA, September 11, 2009.

Chun, M. (2009) “*Establishing Quality Knowledge Management Practices In Your Organization: A Systems Thinking Approach*,” Southern California Quality Assurance Association. Thousand Oaks, CA. May 06, 2009.

Griffy-Brown, C. & Chun, M. (2009), “*Knowledge Management and Networks: the Role of Technology and Knowledge Enabled Social Networking In Innovation*,” Western Decision Sciences Institute Conference. Kauai, Hawaii, April 20, 2009.

Arling, P., C. & Chun, M. (2009), “*Leveraging Knowledge Management Information Systems for Generative Learning*,” Western Decision Sciences Institute Conference. Kauai, Hawaii, April 20, 2009.

Chun, M. (2008) “*Breaking Boundaries In Knowledge Management: Integrating Research and Practice*”, invited Keynote Speaker at the Claremont Graduate University’s Graduate Research Symposium. Claremont, CA, February 29, 2008.

Chun, M., Sohn, K., Arling, P., & Granados, N. (2007) “*Systems Thinking and Knowledge Management Systems Implementation: A Case Study on Pratt & Whitney Rocketdyne*,” Southern California Knowledge Management Conference, Pepperdine University, Malibu California, December 2007.

Griffy-Brown, C. and Chun, M. (2007). ‘*SMEs Assimilating Global Best Practices: Changing from Dependence on External Networks to Endogenous Use of Technology*,’ Hybrid Management of Technology in the 21st Century- The Co-evolutionary Development of Manufacturing and Information Technology Fusing Indigenous Strength and Assimilating Global Best Practice, Technical Meeting, International Institute of Applied Systems Analysis, Vienna, Austria, September, 8-9, 2007.

Chun, M. (2007) *Legal and Ethical Implications for Knowledge Management*, Track Chair at the NASA-JPL International Knowledge Management Conference, Pasadena, CA. July 17-19, 2007.

Granados, N., Arling, P., Chun, M. & Sohn, K., (2007) "*Latest Research Trends in Knowledge Management: Systems Thinking*," International Conference on Managing Knowledge for Space Missions, California Institute of Technology, Jet Propulsion Laboratory, Pasadena, California, July 18, 2007.

Chun, M., (2006). "*Information Technology Development and Social Systems*" presentation at the National Central University, Graduate School of Business. Taiwan, China. April 2006.

Griffy-Brown, C. & Chun, M. (2006) "*Hilton Hotels Self-Service Technology: A Case Study*," Western Academy of Management / Western Casewriters Association Conference, Long Beach, CA, March 2006.

Mooney, J., Chun, M., Griffy-Brown, C., George, J., and Hovav, A., (2005) "*Are Prevailing Theories and Practices of IS Security Management Adequate? An Evaluation and Call-to-Action*" Proceedings of the Americas Conference on Information Systems, Omaha, NE August 2005.

Chun, M., Williams, M. & Mooney, J., (2005) "*Exploring Dynamic Capabilities For Organizational IT Learning*" at the Graziadio School of Business & Management Faculty Conference, June 2005.

Chun, M. & Mooney, J. (2005) "*The Changing Role of the Chief Information Officer*," at the Graziadio School of Business and Management's Faculty Conference, June 2005.

Chun, M. (2005) "*Synchronizing Resources at American Honda Motor Corporation*" at the Graziadio School of Business & Management Faculty Conference, June 2005.

Chun, M. (2005) "*Tying Research to Teaching and Business*" at the Graziadio School of Business & Management Faculty Conference, February 2005.

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