

Dr. Mark W. S. Chun

Curriculum Vitae

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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:

Business Process Modeling & Analytics (MS Applied Analytics): 2016 – Present.

Business Process Analysis & Innovation (Digital Innovation & IS): 2013 – Present.

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

Process Innovation (Executive Education): 2016 – Present.

Digital Innovation & Strategic Transformation (Executive Education): 2014 – Present.

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

Information & Process Systems (Fully-Employed MBA): 2003 - Present.

Information Resources & Technology (Full Time MBA): 2003 – Present.

Information Technology and Operations (Full Time MBA): 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 Business & Management. Los Angeles, CA 8/03 – Present.

Department Chair, Decision Sciences / Information Systems / Strategy / Entrepreneurship,
Aug. 2016 – Present.

- Facilitated administrative, leadership, interpersonal, and resource development among department 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.

Executive Director of Executive Education, Aug 2016 – Present.

- Responsible strategic planning, resource allocation, implementation, evaluation and continuous improvement for all professional and certificate programs in the graduate school.
- Established the strategic partnership between Pepperdine University & Dignity Hospital Global Education for online education.
- Responsible for academic operations that support the operational function of the academic mission of the university.
- Collaborated with internal and external constituents to develop and support the enhancement of the faculty human capital.

Academic Director of the MS in Applied Analytics, Aug 2016 – Sep 2018.

- Responsible for leading program development, accreditation (AACSB & WASC), the academic learning assurances & the learning activities.
- Responsible for managing academic operations that support the development, implementation, and launch of a new MS program in Applied Analytics.
- Collaborate with internal and external constituents to develop and support the enhancement of the faculty human capital.

Interim Associate Dean For Executive Programs, Aug 2015 – July 2016.

- Responsible for the Executive Programs, Executive Education, and the Masters of Science for Organizational Development.
- Academic Leader responsible for the coordination of Presidential Key Executive MBA, Executive MBA, and Executive Education.
- Responsible for strategic planning, resource allocation, implementation, evaluation and continuous improvement.
- Responsible for academic operations that support the operational function of the academic mission of the university.
- Collaborated with internal and external constituents to develop and support the enhancement of the faculty human capital.

- Responsible for leading the accreditation, the academic learning assurances & the learning activities for executive programs.

Interim Department Chair, Decision Sciences / Information Systems / Strategy / Entrepreneurship, Aug. 2014 – July 2015.

- 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.

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

- Created editorial board & oversaw all department editors.
- Managed the day-to-day operations for publications.
- Responsible for developing budgets for the journal.
- Grew viewership to over 1M+ views per year.

Associate Professor, Information Systems, Present.

The Denny Academic Chair, 2011 – 2013.

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:

- Rhodes, K., Griffy-Brown, C., Chun, M., Whithall, B., “*Equipping the Next Wave of Values-Centered Leaders: A Government, Industry and University Partnership Providing Ongoing Certification for Executives and Alumni in Risk Management and Cybersecurity*”. Winner of the Pepperdine’s Waves of Innovation Competition, Pepperdine University (Jan 2016 – Jan 2018). Awarded 1st Place for the competition and was awarded the maximum grant available, \$150,000.
- Chun, M., et al., “*Masters of Science in Applied Analytics*”. Winner of the Pepperdine’s Waves of Innovation Competition, Pepperdine University (January 2015 – January 2017). Awarded 1st Place for the competition and was awarded the maximum grant available, \$150,000.
- Chun, M. Center for Applied Research faculty research sponsorship. \$5,000 research donation from Dr. Danni Sun, January 2014.
- Chun, M., et al., Internap Corporate Sponsorship for faculty research. \$5,000 research sponsorship. Sept 10, 2013.
- *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 chaired research position 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 – August 2014.
- *Center for CIO Leadership.* Sponsored by Executive Director, Harvey Koeppel. 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. \$20,000 research grant 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 – 2018.

- 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 – 2013. ~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: University Faculty Council (2017 – Present), University Tenure Committee (UFC ex-officio representative, 2017 – Present), Artificial Intelligence Taskforce (2018 – Present), MS Applied Analytics Committee (2015 – 2019), Internal Review Board (2010 – 2015), Executive MBA Committee (2009 – 2011, 2012 – 2014), Personnel / Tenure & Promotion Committee (2009–2011), Fully-Employed MBA Committee (2005 – 2008), Faculty Orientation Committee (2003 – 2005).

Strategic Partnership: Established and led the development of the strategic partnership between Pepperdine Graziadio Business School & Dignity Hospital Global Education. Established a multi-million dollar online executive education portfolio plan to offer certificate courses specializing in healthcare.

Teaching Appointments:

- Lead Faculty, Taiwan Global Programs Course, 2018.
- Lead Faculty, Hong Kong / China / Macau Global Programs Course, 2016.
- Lead Faculty, Shanghai, China Global Programs Course, 2011.
- Lead Faculty, Hong Kong Global Programs Course, 2005.
- Assistant Lead Faculty, Hong Kong Global Programs Course, 2004.

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, Northgate Markets, 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

Griffy-Brown, C., Lazarikos, L., Chun, M., “*Emerging Technologies and Cyber Risk: How do we secure the Internet of Things (IoT) environment?*” *Journal of Applied Business & Economics* 21(2). Accepted January 2019. Forthcoming 2019.

Griffy-Brown, C., Lazarikos, D., Chun, M. (2017). Cybercrime Business Models: Developing an Approach for Effective Security against Better Organized Criminals. *Journal of Applied Business and Economics*, 19(8), 22-34. http://www.na-businesspress.com/JABE/JABE19-8/BrownCG_abstract.html

Chun, M., Hall, O., & Griffy-Brown, C. (2016). “Cloud Syzygy Technologies: Cloud Based Computing,” Ivey Publishing. Harvard Business Review Case # W16546-PDF-ENG

Griffy-Brown, C., Lazarikos, L., Chun, M. (2016). “*How Do You Secure an Environment without a Perimeter? Using Emerging Technology Processes to Support Information Security Efforts in an Agile Data Center,*” *Journal of Applied Business and Economics*, 18(1).

Crooke, M.C., Chun, M., & Kastelic, A., (2016) “*Clover Food Labs: Sustainability as Competitive Advantage,*” Ivey Publishing. Harvard Business Review Case: #W16160-PDF-ENG.

Chun, M., Griffy-Brown, C., Koeppel, H., (2014). “*The New Normal: Fundamental Shifts for 21st Century Organizations and for the CIOs Who Lead Them,*” *Journal of Applied Business & Economics*, 16(5).

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., & Koeppel, 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*," Information & Management Journal.

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.

Chun, M., (2007) "*Creating a Community in Southern California that Values Sharing Knowledge*," the Graziadio Business Review, 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 Review, May 2007.
<http://gbr.pepperdine.edu/072/knowledge.html>

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 Review, December 2006. <http://gbr.pepperdine.edu/064/it.html>

Chun, M., (2005) "*The IT Governance Road Map*," IT Matters: The Graziadio Business Review, 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 Review, 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 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

Griffy-Brown, Lazarikos, Chun, M. (2018). “*Agile Business Growth and Cyber Risk: How do we secure the Internet of Things Environment?*” Temscon, IEEE, June 27-29, 2018 Evanston, Illinois.

Chun, M., Griffy-Brown, C., Hall, O., & Krogh, E. (2018). *The Diffusion of Digital Innovation Technologies For Predictive Analytics: The Next Steps For Leveraging Corporate Data Resources*, National Business and Economics Society conference. Honolulu, HI, January 2018.

Chun, M., Seaman, S., Griffy-Brown, C., Smith, D. (2018) *Digital Innovation: Changing the Economics of Business Profitability and Functionality*, National Business and Economics Society conference. Honolulu, HI, January 2018.

Chun, M., Griffy-Brown, C., Hall, O., & Krogh, E. (2018) *The Evolution of the Chief Information Officer Role: Chief Innovation Officer + Chief Marketing Officer?*, National Business and Economics Society conference. Honolulu, HI, January 2018.

Adamov, Y., Seaman, S., & Chun, M. (2018) *The Subtleties of Crowd-funded Projects*, National Business and Economics Society conference. Honolulu, HI, January 2018.

Griffy-Brown, C. & Chun, M (2017). “*Preparing the Workforce of the Future: Cybercrime, Big Data, and AI.*” University of Helsinki, Helsinki, Finland. April 26, 2017.

Griffy-Brown, C., Lazariko, D., & Chun, M., "Cybercrime Business Models: Developing an Approach for Effective Security against Better Organized Criminals," Pacific Telecommunications Council, Honolulu, Hawaii. (January 15, 2017).

Griffy-Brown, C., Lazarikos, D., Chun, M. W. S. (2016). "Securing an Environment without a Perimeter: How Can Executives Deal with Cybersecurity threats in the mixed Legacy, Multi-Cloud and Virtual Environments?" Pacific Telecommunications Council. January 2016.

Griffy-Brown, C., Lazarikos, D., Chun, M. W.S. (2015). "Orchestrating Reduced Risk in Open Source Cloud Computing: What we can learn from OpenStack to better secure any cloud infrastructure." Pacific Telecommunications Council Conference, Honolulu, HI, January 2015.

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 IASATokyo-Tokyo Tech 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., & Griffy-Brown, C., (2006) "*Hilton Hotels Self Service Technology: A Case Study*," Western Academy of Management Conference, Long Beach, CA. March 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. Williams, M. & Granados, N., (2007) "*Managing Organizational Knowledge: Insights from the Southern California Aerospace Industry*," article reprint of GBR article at Management

Library: S4K Management Research, July 2007,
<http://managementlibrary.s4k.com/s4k/index.asp?action=EntryPage&companyID=42>.

Chun, M. Williams, M. & Granados, N., (2007) “*Managing Organizational Knowledge: Insights from the Southern California Aerospace Industry*,” article 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*,” article reprint of GBR article at [BetterManagement](http://www.bettermanagement.com), December 2006. <http://bettermanagement.com/library/library.aspx?l=14299>.

Note: In a January 22, 2007 email from Mr. Tom Morse, Director of Content Development at [BetterManagement.com](http://www.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.*”

PEER-REVIEWED MANUSCRIPTS UNDER REVIEW FOR PUBLICATION

Chun, M., Griffy-Brown, C., & Sung, K., “*One Country, Three Types of CIOs: The Emergence of Technology Executives in China*”. Under review at the Association of Information Systems Journal.

Mitzie., M. & Chun, M., “*Net Neutrality: How Will It Be Defined?*”. Target journal, Graziadio Business Review.

RESEARCH-RELATED MEDIA QUOTES

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