

# Dr. Mark W. S. Chun

## *Curriculum Vitae*

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### **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 – May 2020.*

- 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.
- Assisted & led the establishment of the *Graziadio Board Healthcare Symposium*.
- 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.
- Established the *Center for Applied Research Conference*.

*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:

- Griffy-Brown, C., Chun, M., et al, (2019) “*Digital Visualization Tool for Evaluating Emerging Technology and Risk*,” Open Technology Fund, Development of an application tool to enable nonprofits and small and medium-sized companies to evaluate privacy, data, and cyber risk, \$250,000.
- 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 21<sup>st</sup> 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](http://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.
- *Hollywood IT Symposium*. Launched and developed the *Hollywood IT Symposium* (partnership with *HITS & MESA*) at Pepperdine. Initial conference attendees ~200, symposium grew to 600+. Sponsored by 2 associations and 10+ entertainment companies.
- *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, *Journal of Information Technology Management*, 2020 – Present.
- Editorial Review Board, *Scientific Journals International*, 2007 – Present.
- Associate Editor, *Information & Management Journal*, 2012 – 2021.
- 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, Journal of Information Technology Management, 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:** Pepperdine President’s Strategic Task Force (2019 – Present), 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.

Established the *Silicon Valley Trek*: Created the annual *Student Silicon Valley Tech Trek*, (2012 – present). Teamed up with the Full Time MBA Program Office to take 30 students to Silicon Valley to visit companies and to learn about the job industry. Over 175 students participated in these visits.

### **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**

Dao, K., Chun, M., & Griffy-Brown, C. (2020) “*Unprecedented Times Prompting Companies to Revisit Strategy with the New Norm of Balancing Two Environments*,” *Graziadio Business Review*, 23(2), September 2020. <https://gbr.pepperdine.edu/2020/09/unprecedented-times/> [35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

Chun, M., Griffy-Brown, C., & Sung, K., (2020) “*One Country, Three Types of CIOs: The Emergence of Technology Executives in China*”. *Journal of Information Technology Management*, 30(4), May 2020. [30% acceptance rate; Double Blind Review; H-Index=16, Editor correspondence 5/22/20].

Griffy-Brown, C. & Chun, M., (2020) “*Avoiding Bias and Identifying Risk When Deploying Artificial Intelligence: What Business Leaders Need to Know*,” *Graziadio Business Review*, 23(1), May 2020. [35% acceptance rate; Double Blind Review]

Griffy-Brown, C., Miller, H., Zhao, V, Lazarikos, D., & Chun, M. (2020) “*Making Better Risk Decisions in a New Technological Environment*.” *IEEE Engineering Management Review*, 48(1), pp. 77-84, March 2020. [35% acceptance rate; Editor Correspondence, 5/25/20].



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

[<35% acceptance rate; Double Blind Review; 2018 H-Index=15; Editor correspondence 8/26/2019]

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](http://www.na-businesspress.com/JABE/JABE19-8/BrownCG_abstract.html)

[<35% acceptance rate; Double Blind Review; 2018 H-Index=15; Editor correspondence 8/26/2019]

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

[<25% acceptance rate per editor; Double Blind Review; Statistics pulled on 8/24/2019].

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).

[<35% acceptance rate; Double Blind Review; 2018 H-Index=15; Editor correspondence 8/26/2019]

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

[<25% acceptance rate per editor; Double Blind Review; Statistics pulled on 8/24/2019].

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

[<35% acceptance rate; Double Blind Review; 2018 H-Index=15; Editor correspondence 8/26/2019]

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

[25% acceptance rate; Double Blind Review; Statistics pulled on 8/24/19].

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.

[9% acceptance rate; 4.74 Impact Factor; Double Blind Review; Statistics pulled on 9/10/20].

Hall, O., Scott, A., & Chun, M. (2010) “*WoodSynergy Inc: IS into the Supply Chain,*” Ivey Publishing. Harvard Business Review Case #: 910E13-PDF-ENG  
[<25% acceptance rate per editor; Double Blind Review; Statistics pulled on 8/24/2019].

Chun, M. & Mooney, J. (2009) “*CIO Roles and Responsibilities: Twenty-Five Years of Evolution,*” Information & Management Journal.  
[8% acceptance rate; 7.55 Impact Factor; 106 Citations; Double Blind Review; Statistics pulled on 07/01/21. Cite Score of 11].

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).  
[25% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

Griffy-Brown, C. & Chun, M. (2008) “*Hilton Hotels Corporation Self-Service Technology,*” Journal of Information Technology Case and Application Research, 10(2).  
[25% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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).  
[20% acceptance rate; 1.37 Impact Factor; Double Blind Review; Statistics pulled on 9/10/20].

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).  
[25% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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.  
[7% acceptance rate (IS Educational Submission category); 0.574 Impact Factor; Double Blind Review; Statistics pulled on 8/24/19; “Classified as an A journal in the Australian Business Dean Council journal ranking; Ranked as an A journal in the Australian Excellence in Research Australia journal ranking.”]

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).  
[20% acceptance rate; 1.571; Impact Factor; Double Blind Review; Statistics pulled on 9/10/20].

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.  
[25% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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

<http://gbr.pepperdine.edu/053/itmatters.html>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

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>

[35% acceptance rate; Double Blind Review; Statistics pulled on 8/24/2019].

## **WORK IN PROGRESS PUBLICATIONS & RESEARCH**

Seagraves, M., Chun, M. & Griffy-Brown, C (2020) *“Application Of Social Capital Theory To Examine The Relationship Between IT-Business Alignment & Organizational Performance outcomes In Health Care.”* Target journal: *Information & Management*, October 2020.

Chun, M. & Griffy-Brown, C. (2021) *“Developing Smart Cities Through Leveraging Technology Infrastructures, Artificial Intelligence, Big Data, & Data Analytics: The Case of the Los Angeles Summer Olympics 2028.”* Collaboration with the LA Mayor’s Office, CIOs across Los Angeles, Media & Entertainment CIO Executives, & Amazon Web Service Executives.

Target journal: *Management Information Systems Quarterly Executive*, June 2021.

Hall, O, Griffy-Brown, C., Chun, M. (2021) “*Revival Consulting Group: Executive Coaching in the COVID-19 Age.*” In progress. Target Journal: Ivey Publishing. Spring 2021.

### **PEER-REVIEWED BOOK CHAPTERS**

Griffy-Brown, C, Chun, M. Miller, H, & Lazarikos, D (2020). “*Blockchain and Cyber Risk: Identifying Areas of Cyber Risk and a Risk-based Approach for Executives.*” Palgrave Publishing, Matousek, R. and Pampella, M. Editors, Queen Mary University of London. Accepted: August 28, 2020.

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, C., Lazarikos, D., Chun, M. (2019) “*Artificial Intelligence and Cyber Risk: How Do We Optimize Risk in Enterprise Architecture when Deploying Emerging Technologies?*” PICMET, Aug 25-29, Portland, Oregon.

Griffy-Brown, Miller, H., Zhao, V., Lazarikos, D., Chun, M. (2019) “*How Do We Optimize Enterprise Risk When Deploying Emerging Technologies?*” IEEE, Temscon, June 12- 14, Atlanta, GA.

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., Koepfel, 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. & Koepfel, 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. & Koepfel, 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., & Koepfel, 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.

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## RESEARCH-RELATED MEDIA QUOTES

Pratt, M., “*IT Leaders Re-Evaluate Skillsets For The Long Haul,*” CIO Magazine, April 26, 2021. <https://www.cio.com/article/3615530/it-leaders-re-evaluate-skillsets-for-the-long-haul.html>

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