

# SUN TAE KIM

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## EDUCATION

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### **Ph.D., Business Administration, Louisiana State University, 2022**

Specialization in Information Systems

Dissertation: Strategic Use of Topic-Congruent Managerial Responses in Online Review Systems

Committee: Gabriele Piccoli (Advisor), Rudolf A. Hirschheim, Ronald W. Niedrich, Yang Pan

### **M.S., Statistics, Tulane University, 2017**

### **B.S., Statistics, University of Illinois at Urbana-Champaign, 2015**

## RESEARCH AND TEACHING INTERESTS

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### **Research Interests**

Online Review Systems, Systems Beyond Firm Control, Theory of Effective Use, Business Intelligence and Analytics, Mixed-Methods Research, Online and Lab Experiments, Text Mining, Design Science Research

### **Teaching Interests**

Statistical Computing for Business Analytics, Probability and Statistics, Foundations of Information Systems

## PUBLICATIONS

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### **Published Conference Proceedings**

Palese, B., **Kim, S. T.**, Rodriguez, J., & Piccoli, G. (2018). Go Back to Your Room: Designing a Scalable In-Class Required College Course. *Proceedings of the 24th Americas Conference on Information Systems*.

### **Completed Research Manuscripts**

**Kim S. T.**, Palese, B., & Piccoli, G. (2021). Playing by the Rules in Systems Beyond Firm Control: A Study on Personalized Managerial Response Strategy

**Kim S. T.** (2018). Business Intelligence and Analytics from an End-User Standpoint: An Initial Survey for Theoretical Development.

### **Manuscripts in Progress**

Systems Beyond Firm Control: An Essay on Framing an Emerging Phenomenon

Content Optimization of Managerial Responses to Negative Online Reviews: An Experimental Study.

## Identifying Influential Reviews in Online Review Systems: An Experimental Study on Filtering Mechanisms and User Behavior.

### PRESENTATIONS

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MISQ Virtual Author Development Workshop, July 2021, Online.  
ICIS 2021 Doctoral Consortium, December 2020, Online.  
Big XII+ MIS Research Symposium, April 2020, Denver, Colorado. (Postponed)  
ISDS Research Seminar, February 2020, Baton Rouge, Louisiana.  
AMCIS 2018 Poster Session, August 2018, New Orleans, Louisiana.  
Industrial Statistics Lab Research Seminar, August 2014, Seoul, South Korea.

### TEACHING EXPERIENCE

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#### Instructor of Record

Fall 2018	Introduction to MIS (Undergraduate Core, Online)	3.1 / 4.0
Spring 2019	Introduction to MIS	3.5 / 4.0
Summer 2019	Introduction to MIS	3.6 / 4.0
Fall 2019	Introduction to MIS (Online)	3.3 / 4.0
Spring 2020	Introduction to MIS	3.7 / 4.0
Summer 2020	Introduction to MIS (Online)	3.4 / 4.0
Fall 2020	Introduction to MIS (Online)	3.4 / 4.0
Spring 2021	R for Analytics	3.7 / 4.0
Summer 2021	Introduction to MIS (Online)	4.0 / 4.0
Fall 2021	Introduction to MIS (1 In-Class, 2 Online Sections)	3.2-3.4 / 4.0
Spring 2022	R for Analytics	In Progress
Spring 2022	Introduction to MIS	In Progress

#### Course Development

##### ISDS 4070/7070: R for Analytics

A comprehensive R course for upper-level undergraduates and masters-level students.  
Instructor. Developed original syllabus, slides, class exercises, and evaluation materials.

##### ISDS 1102: Intro MIS for Business Majors

A thorough introductory course on IS/IT concepts and Microsoft Excel.  
Instructor and member of the course redesign team. Provided course material data analysis, created evaluation items, and worked on prototype student dashboards.

##### ISDS 7024: Advanced Statistics

A masters-level course on statistical methods and models.  
Teaching assistant. Assisted the migration of the course from SAS to R with original programs, tutorials, and evaluation materials.

## **RESEARCH EXPERIENCE**

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Member, Digital Data Streams Lab, 2017 – Present

Participated in the course redesign project of Intro MIS for Business Majors. Used R, MySQL, and JavaScript to collect, analyze, and visualize student behavior in the online course module.

Assisted research projects with customized Python scripts for scraping (Booking, TripAdvisor, and StartSomeGood).

Research Intern, Yonsei University, 2014

Assisted research on vehicle crashworthiness data analysis.

Led introductory ArcGIS workshops.

## **AWARDS AND HONORS**

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ICIS Doctoral Consortium, 2020

LSU Graduate Assistantship, 2017 – 2022

## **SERVICE AND PROFESSIONAL ACTIVITIES**

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### **Editorial Activities**

Reviewer: ICIS 2021, ICIS 2020, ECIS 2020

### **Volunteer Experience**

AMCIS 2018, New Orleans

### **Professional Affiliation**

Member, Association for Information Systems

Member, American Mathematical Society

## **PROFESSIONAL EXPERIENCE**

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Supply Clerk, Republic of Korea Army, 2010 – 2012

Sergeant, HHC 194<sup>th</sup> Combat Sustainment Support Battalion at USAG Humphreys

## REFERENCES

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### **Gabriele Piccoli**

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