

SUN TAE KIM

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EDUCATION

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

ACADEMIC POSITIONS

Teaching Assistant Professor, Lehigh University, 2022 – Present

Interim Co-Director, Computer Sciences and Business Program, Lehigh University, 2023 – 2024

Instructor (Part-Time), Louisiana State University, 2018 – 2022

PROFESSIONAL EXPERIENCE

Supply Clerk, Republic of Korea Army, 2010 – 2012

Sergeant, HHC 194th Combat Sustainment Support Battalion at USAG Humphreys

RESEARCH EXPERIENCE

Member, Digital Data Streams Lab, 2017 – 2022

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.

PUBLICATIONS

Published Journal Articles

Kim, S. T., Palese, B., & Piccoli, G. (2026). Why not all Managerial Responses are Created Equal: A Causal Investigation of their Effect on Online Review Systems' Users. *Service Science*

Published Conference Proceedings

Laviola, F., Palese, B., **Kim, S. T.**, Cucari, N. (2024). Not all AI chatbots are Created Equal: The Case of a Soft Skills Coaching Bot in Education. *Proceedings for the 84th Annual Meeting of the Academy of Management. Best Paper Designation.*

Laviola, F., Palese, B., **Kim, S. T.**, Cucari, N. (2024). All that Glitters is not Gold: A Comparison Between Generative and Traditional AI Chatbots in Education" *EURAM 2024 Conference.*

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

Laviola, F., Palese, B., **Kim, S. T.**, Cucari, N. Hype vs. Reality: The True Impact of Traditional and Generative AI-Enabled Chatbots on Users' Intention to Use. *Under Major Revision in European Research on Management and Business Economics*

Manuscripts in Progress

Circumstances when Providing Identity Cues can be Detrimental in Online Review Systems: An Archival Data Analysis. *Analysis and First Draft Complete*

Stakeholder Responses to Perceived Motivation Found in ESG Reports. *Participating in Data Analysis. Preparing for Submission*

Lead Scoring in Truck Driver Recruitment Platforms. *Data Collection and Analysis in Progress.*

AWARDS AND HONORS

ICIS Doctoral Consortium, 2020

LSU Graduate Assistantship, 2017 – 2022

EDITORIAL ACTIVITIES

Reviewer: European Journal of Innovation Management, Electronic Commerce Research

Reviewer: ICIS 2024, ICIS 2022, ICIS 2021, ICIS 2020, ECIS 2020

PRESENTATIONS

MISQ Virtual Author Development Workshop, July 2021, Online.

ICIS 2021 Doctoral Consortium, December 2020, Online.

Big XII+ MIS Research Symposium, April 2020, Denver, Colorado. (Cancelled)
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

Instructor of Record: Lehigh University

Fall 2026	Introduction to BIS (Undergraduate Core)
Fall 2026	Business Analytics I (4 Sections)
Summer 2026	Business Analytics I (Online)
Spring 2026	Capstone Project (Master's in Business Analytics)
Spring 2026	Predictive Analytics
Spring 2026	Business Analytics I (Undergraduate Core, 4 Sections)
Winter 2025	Business Analytics I (Online)
Fall 2025	Introduction to BIS
Fall 2025	Business Analytics I (8 Sections)
Summer 2025	Introduction to BIS (Online)
Summer 2025	Business Analytics I (Online)
Spring 2025	Capstone Project
Spring 2025	Business Analytics I (4 Sections)
Fall 2024	Business Analytics I (6 Sections)
Summer 2024	Business Analytics I (Online)
Spring 2024	Capstone Project
Spring 2024	Business Analytics I (6 Sections)
Fall 2023	Business Analytics I (8 Sections)
Spring 2023	Capstone Project
Spring 2023	Business Analytics I (6 Sections)
Fall 2022	Business Analytics I (7 Sections)

Instructor of Record: Louisiana State University

Spring 2022	Introduction to MIS (Undergraduate Core)
Spring 2022	R for Analytics
Fall 2021	Introduction to MIS (1 In-Class, 2 Online Sections)
Summer 2021	Introduction to MIS (Online)
Spring 2021	R for Analytics
Fall 2020	Introduction to MIS (Online)
Summer 2020	Introduction to MIS (Online)
Spring 2020	Introduction to MIS
Fall 2019	Introduction to MIS (Online)
Summer 2019	Introduction to MIS
Spring 2019	Introduction to MIS
Fall 2018	Introduction to MIS (Online)

Course Development: Lehigh University

BIS/BUAN 44: Business Analytics I

An introductory course in Business Analytics and Computer Programming required for all Lehigh business undergraduates.

Course coordinator and instructor. Developed original evaluation materials, slides, and in-class activities. Full redesign in progress with planned release in Fall 2027.

BIS 415: Capstone Project

A required course for the new Master's program in Business Analytics, with a comprehensive review of the curriculum and a communication-intensive final project. Instructor. Developed original syllabus, in-class materials, and project assignments. Coordinated collaboration between industry partners and students. Current partners include Spot Health and Penske Logistics.

BIS 111: Introduction to Information Systems

An introductory course in Information Systems, Excel, and DBMS required for all Lehigh business undergraduates.

Instructor and course development team member.

BUAN 348/448: Predictive Analytics

Scheduled to teach for Spring 2026: Upper-level undergraduate/graduate-level course in statistical methodology.

Seminar Proposal: Learning Experience in the Age of AI

Sophomore-level seminar, submitted to AI Course Transformation grant Fall 2025

Designed to facilitate discussions about how students and instructors can maximize value of college education in the age of AI

Course Development: Louisiana State University

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.

SERVICE AND LEADERSHIP ROLES

Lehigh University

Interdisciplinary Programs

Faculty Advisory Board Member, CSB Program: 2024 – Present

Interim Co-director, Computer Science and Business Honors Program: 2023 – 2024
Worked in coordination with the Provost's office, College of Business, and College of Engineering to facilitate student success and expansion of the CSB program. Worked with students, prospective students/parents, and stakeholders as a College of Business representative.

University First-Year Advising

NavigateLU Coach: 2024 – 2025

Departmental Advising

BIS/BUAN Undergraduate Majors at Lehigh University: 2023 – Present

Faculty Search Committee

Full-Time Teaching Faculty, 2025

Full-Time Teaching Faculty, 2024

Contact for Industry Collaboration

Vanguard (Recruitment): 2026– Present

Avatarfleet (Research): 2024 – Present

Penske Logistics (Student Project): 2024 – Present

Spot Health (Student Project): 2023

External

Volunteer Experience

AMCIS 2018, New Orleans

Professional Affiliation

Member, Association for Information Systems

Member, American Mathematical Society