

## HEE-WOONG KIM

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- RESEARCH AREA**
- Electronic Commerce: online customer behavior
  - Post-adoption of Technology
  - Process Theory in IS development and usage
- EXPERIENCE**
- Assistant Professor** (2002/4 - Current)  
Department of Information Systems, National University of Singapore
- IS Consultant** (1999/9 – 2002/3)  
Financial Industry Team, Electronic Data Systems (EDS)
- Post-Doctoral Fellow** (1998/5 - 1999/8)  
Center for Coordination Science, MIT/Sloan School of Mgt.
- EDUCATION**
- |  |                                      |            |
|--|--------------------------------------|------------|
| 1994/3 - 1998/2  | Korea Adv. Institute of Sci. & Tech. | Seoul, Kr  |
| <b>Ph.D./Management Information Systems</b>  |                                      |            |
| Dissertation Title: "Enhancement of organizational performance using dynamic process modeling and simulation" (Advisor: Dr. Young-Gul Kim) |                                      |            |
| 1992/3 - 1994/2  | Pohang University of Sci. & Tech.    | Pohang, Kr |
| <b>M.S./Management Information Systems</b>   |                                      |            |
| 1988/3 - 1992/2  | Pohang University of Sci. & Tech.    | Pohang, Kr |
| <b>B.S./Industrial Engineering</b>   |                                      |            |
- PUBLICATIONS**
- Journal**
- Hee-Woong Kim "A process model for the successful development of CRM system," IEEE Software, July 2004.
  - Namhong Yim and Hee-Woong Kim, "Knowledge-based decision making on higher level strategic concerns: System dynamics approach," Expert Systems with Applications, 2004.
  - Hee-Woong Kim and Young-Gul Kim, "Rationalizing the customer service process", Business Process Management Journal, vol 7, no 2, 2001, pp 139-156.
  - Hee-Woong Kim, "Modeling inter- and intra-organizational coordination in Electronic Commerce deployments," Journal of Information Technology & Management, vol 2, no 3, 2001, pp1-20.
  - Hee-Woong Kim, "Business process vs. Coordination process in organizational change," International Journal of Flexible Manufacturing Systems, vol 12, 2000, pp 279-290.
  - Hee-Woong Kim and Young-Gul Kim, "Dynamic process modeling for BPR: A computerized simulation approach," Information & Management, vol 32, no 1, 1997, pp 1-13.
  - Young-Gul Kim, Hee-Woong Kim, Jae-Wook Yoon and Ho-Seong Ryu, "Building an Organization Decision Support System for investment performance management," Decision Support Systems, vol 19, no 4, 1997, pp 255-269.

### Conference

- Sumeet Gupta and Hee-Woong Kim, "Virtual Community: Concepts, Implications, and future research directions," AMCIS, New York, 2004.
- Hee-Woong Kim, Joon Koh, and Yunjie Xu, "Trust building in an Internet vendor: comparison between new and repeat customers," IRMA, New Orleans US, 2004.
- Hendry Sumilo Santoso and Hee-Woong Kim, "Understanding IT-enabled organizational change: A structural analysis approach," European Conference on Information Systems, Turku Finland, 2004.
- Yunjie Xu and Hee-Woong Kim, "Trust Research in the Transactional Context and Its Implications for Online Trust," Proceedings of the Seventh Pacific Asia Conference on Information Systems, Adelaide Australia, 2003.
- Hee-Woong Kim, Gil-Hyung Lee, and Shan-Ling Pan, "Exploring the Critical Success Factors for Customer Relationship Management Systems," Twenty-Third International Conference on Information Systems, Barcelona Spain, 2002.
- Hee-Woong Kim and Sang-Man Kwak, "Knowledge Management for Decision Making: System Dynamics Application", Issues in Information Systems., Conference of the International Association for Computer Information Systems(IACIS 2001), Vancouver CA, 2001.
- Hee-Woong Kim, "Process format conversion: From Process Handbook to IDEF3", PIF(Process Interchange Format) SIG, 2nd Workshop, Hawaii, 1998/12.
- Young-Gul Kim, Kyung-Ho Kim, Hee-Woong Kim and Ji-Won Moon, "Enhancement of organizational effectiveness: OASIS Project Case," Proceedings of the 2<sup>nd</sup> Asia-Pacific DSI Conference, Taipei, 1998.
- Hee-Woong Kim, "Enhancement of organizational performance using dynamic process modeling," International Conference on Information Systems, Doctoral Consortium, Atlanta Georgia, 1997.
- Hee-Woong Kim and Young-Gul Kim, "Dynamic Process Modeling with Simulation: BPR Application", Proceedings of 1<sup>st</sup> Asia-Pacific Decision Science Institute Conference, Hong Kong, vol 3, 1996, pp 1301-1310.
- Hee-Woong Kim and Young-Gul Kim, "Organization Model-based Simulation Method: Process Innovation Application", Proceedings of the 8<sup>th</sup> European Simulation Symposium, Genoa Italy, vol 1, 1996, pp 211-215.
- Hee-Woong Kim and Young-Gul Kim, "Organizational Decision Support Systems with BPR", Hawaii International Conference on Systems Science, Maui Hawaii, vol IV, 1996, pp 62-71.

### WORKING PAPERS

- The Dynamics of Trust Building: A cross-sectional comparison between pre-purchase trust and post-purchase trust
- Internet Shopping: A matter of trust or price?
- Value-based Internet shopping
- Value-driven adoption of mobile Internet
- Belief-and-Feeling based Post-adoption of Technology
- The processs of Information Systems implementation: Customer relationship management systems

INDUSTRY  
PROJECTS

- Kookmin Bank, "Post-Merger Integration Strategy", 2001/1 – 2002/3
- Housing&Commercial Bank, "Next Generation Credit Systems: Requirements gathering and project planning", 2000/11 - 2001/1
- Housing&Commercial Bank, "H&CB CRM Consulting", 2000/8 - 2000/10
- Systemix Co., "e-Biz evaluation using System Dynamics", 2000/7 - 2000/11
- E-Land Co., "Strategic Enterprise Management using System Dynamics", 2000/1 - 2000/2
- Housing&Commercial Bank, "IT Master Planning", 1999/9 - 2000/5
- Center for Coordination Science Center for Coordination Science, MIT), "Inventing Organizations: Process Handbook Application," 1998/5 - 1999/8
- Brahma Telecommunications Co. (Boston, MA), "Business policy development using system dynamics," 1999/2 - 1999/6
- National Science Foundation (U.S.), "Process Interchange Format," 1998/11-1999/2
- SK C&C Co., "Multi-scale GIS design", 1998/1 - 1998/4
- Samsung Trading Co., "Strategic planning of B-to-B E-Commerce," 1997/8 - 1998/2
- 39 Cable TV Home Shopping Co., "Information Strategy Planning and BPR," 1996/8 - 1997/8
- Seoul Adventist Hospital, "Business Process Redesign Project," 1996/8 - 1997/8
- Korea Science & Engineering Foundation, "Business process redesign and performance evaluation with dynamic modeling," 1995/3 - 1997/2
- Oricom Co., "Oricom Strategic Advertising Information Systems Planning," 1995/3 - 1995/8
- Korea Telecom, "Decision support system development for investment performance management," 1994/5 - 1994/12
- POSCO Co., "Developing a BPR tool based on organizational database", 1993/1 - 1994/2
- POSCO Co., "Research on Object-Oriented Information System Analysis and Design", 1992/1 - 1992/12.

INVITED  
PRESENTATION

- Cho-A Pharmacy Co., "Scenario Management using System Dynamics", 2001/1
- E-Land Co., "A Systems Thinking Approach to Business Management", 2000/8
- Kyungbook University/Graduate School of Management, "Application of System Dynamics", 2000/3
- Housing & Commercial Bank, "Knowledge-based Business Management", 2000/3/3
- Maekyung Economy Newspaper, KM Symposium, "Knowledge-based Decision Making in KM", 1999/10
- Samsung Economy Research Institute, "System Dynamics for Business Policy", 1999/6

HONOR

- Recipient of KOSEF Post-Doctoral Fellowship, Korea Science and Engineering Foundation, 1998-1999
- Nomination for the International Conference on Information Systems (ICIS) Doctoral Consortium, Atlanta Georgia, 1997 - To represent the Graduate School of Management, KAIST

- Recipient of KAIST Graduate Fellowship, KAIST/Graduate School of Mgt., 1994-1997
- Recipient of POSTECH Graduate Fellowship, POSTECH/Graduate School, 1992-1993
- Recipient of POSTECH Undergraduate Fellowship, POSTECH/Undergraduate School, 1988-1991.