Jaebong Son

Updated as of April 3rd, 2023

Curriculum Vitae

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Academic Appointment

08/2017 – Present, College of Business (COB), California State University, Chico, CA
- Associate Professor of Information Systems, Finance, and Accounting
- Awards and Fellowships
  - Outstanding Research Contribution Award (COB, 2019)
  - COB Summer Research Award (2022, 2021, 2021, 2020, 2019, 2018)

Education

PhD, Leeds School of Business, University of Colorado, Boulder, June 2017
- Field: Information Management
- Awards and Fellowships
  - Teaching Award (Spring 2017)
  - Hart Fellowship (2015, 2017)
  - University & College Fellowships (2014, 2016)

MS, Eller College of Business, University of Arizona, May 2010
- Field: Management Information Systems (technical track)
- Minor in Computational Linguistics

MS, Business School, Korea University, February 2006
- Field: Management Information Systems

BBA, College of Business, Konkuk University, May 2003
- Field: Business Administration and Information Systems

Publications

Key Journals:
1. *Journal of the Association for Information Science and Technology (JASIST)*
   (IF: 2.687; 2nd ranked Information Science journal by Google Scholar; ABDC: A*)

2. *International Journal of Information Management (IJIM)*
   (IF: 14.098; SJR: 1st/235 journals in Library and Information Science, 1st/114 journals in Management Information Systems, 1/185 journals in Marketing; ABDC: A*)

Achievements:
1. *Featured Cover Article*, Volume 71, Issue 10 in JASIST
   • Title: Understanding the Uncertainty of Disaster Tweets and Its Effect on Retweeting: The Perspectives of Uncertainty Reduction Theory and Information Entropy
2. *Nomination for the Best Paper Award*, 2020 Hawaii International Conference on System Sciences (HICSS)

      • Track: Internet and the Digital Economy
      • Title: When More is More and Less is More: Depth and Breadth of Product Reviews and Their Effects on Review Helpfulness

3. *Nomination for the Best Paper Award* and *Top 20 Best Papers*, 2017 Americas Conference on Information Systems (AMCIS)
      • Title: How Do Multiple Topics in Terse Tweets Affect Retweeting? Evidence from the 2013 Colorado Floods

Peer-reviewed Journal Articles

1. (***Forthcoming* 2023**) *Jaebong Son*
Quick-and-Wide Propagation of Disaster Tweets: Why It Is Important and How to Measure It, *DATA BASE for Advances in Information Systems* (ABDC: A)

2. (**2020**) *Jaebong Son*, Jintae Lee, Onook Oh, and Hyoungkoo Lee
Using a Heuristic-Systematic Model to Assess the Twitter User Profile's Impact on Disaster Tweet Credibility, *International Journal of Information Management (IJIM)*, 54, 102176; (ABDC: A*)

3. (**2020**) *Jaebong Son*, Jintae Lee, Kai R. Larsen, and Jiyoung Woo
Understanding the Uncertainty of Disaster Tweets and Its Effect on Retweeting: The Perspectives of Uncertainty Reduction Theory and Information Entropy, *Journal of the Association for Information Science and Technology (JASIST)*, 71(10), 1143-1144; ***Featured cover article***; (ABDC: A*)

4. (**2019**) *Jaebong Son*, Hyoungkoo Lee, Sung Jin, and Jintae Lee
Content Features of Tweets for Effective Communication during Disasters: A Media Synchronicity Theory Perspective, *International Journal of Information Management (IJIM)*, 45, 56-68; (ABDC: A*)

5. (**2013**) Hsinchun Chen, Mihail C. Roco, *Jaebong Son*, Shan Jiang, Catherine A. Larson, and Qiang Gao
Global nanotechnology development from 1991 to 2012: patents, scientific publications, and effect of NSF funding, *Journal of Nanoparticle Research (JNR)*, 15(9), 1951

6. (**2013**) Hsinchun Chen, Mihail C. Roco, and *Jaebong Son*
Nanotechnology Public Funding and Impact Analysis: A Tale of Two Decades (1991-2010), *IEEE Nanotechnology Magazine*, 7(1), 9-14

Manuscripts Under Review/Revision

1. *Jaebong Son* and *Arash Negahban*
The Influence of Emojis on Information Dissemination for Disaster Communication: An Uncertainty Reduction Theory Perspective, *Under Review at the AIS Transactions on Human-Computer Interaction (THCI)* (ABDC: A)

Peer-reviewed Conference Proceedings

1. (*2023*) *Jaebong Son* and Gunwoong Lee
Understanding the Association between Star Ratings and Review Helpfulness: The

Perspectives of Expectation Confirmation Theory and Negativity Bias, *Completed Research*, *56th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA

2. (*2022*) *Jaebong Son*, Hyung-koo Lee, Hyoungyoung Choi and On-Ook Oh
   Are Neutral Sentiments Worth Considering When Investigating Online Consumer Reviews? Their Relationship with Review Ratings, *Completed Research*, *55th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA

3. (*2021*) *Jaebong Son*, Dan Kim, and Chang Koh
   Effectiveness of Online Consumer Product Reviews: The Role of Experiential Information, *Completed Research*, *54th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA

4. (**2020**) *Jaebong Son*, Arash Negahban, Youngsu Lee, James Connolly, and Dalen Chiang
   When More is More and Less is More: Depth and Breadth of Product Reviews and Their Effects on Review Helpfulness, *Completed Research*, *53rd Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA, ***Best Paper Nomination (in the Internet and the Digital Economy track)***

5. (**2019**) *Jaebong Son*, Arash Negahban, and Dalen T. Chiang
   Topic Diversity of Online Consumer Reviews and Its Effect on Review Helpfulness, *Completed Research*, *25th Americas Conference on Information Systems (AMCIS)*, Cancun, Mexico

6. (**2018**) *Jaebong Son* and Yongmoo Suh
   Quick-and-Wide Propagation of Disaster Tweets: Its Measurement and Implications, *Completed Research*, *39th International Conference on Information Systems (ICIS)*, San Francisco, USA

7. (**2018**) *Jaebong Son*, Youngsu Lee, and Kijeong Jeon
   An Exploratory Study of Product Questions as Active Information Seeking: Evidence from an Online Retailer, *Completed Research*, *American Marketing Association (AMA)*, Boston, USA

8. (**2017**) *Jaebong Son*, Hyungkoo Lee, Sung Jin, and Jiyoung Woo
   How Do Multiple Topics in Terse Tweets Affect Retweeting? Evidence from the 2013 Colorado Floods, *Completed Research*, *23rd Americas Conference on Information Systems (AMCIS)*, Boston, USA, ***Best Paper Nomination (Top 20 Best Papers out of 341)***

Teaching Experience

California State University, Chico, CA
- **Database Design (MINS235)**: Avg—**4.58**;Min—**4.3**/5.0; Max—**4.8**/5.0
- **Database Application Development (MINS335)**: Avg—**4.65**; Min—**4.53**/5.0; Max—**4.9**/5.0
- **Data Analytics (BSIS460)**: Avg—**4.67**; Min—**4.57**/5.0; Max—**4.78**/5.0

University of Colorado, Boulder, CO
- Business Data Management (MGMT4205) : Min—**5.8**/6.0; Max—**5.7**/6.0

Service

Spring 2021 ~ Present
- Senator and EPPC member
  - Fall 2020 ~ *Present*
- Curriculum Committee: *Master of Science in Business Analytics*
  - Fall 2020 ~ *Present*
- Member of the International Review Board of the International Journal of Information Management Data Insight
  - Spring 2022 ~ *Present*
- Associate Editor: *Asia Pacific Journal of Information Systems* (APJIS)
  - Spring 2021 ~ *Present*
- Editorial Decision
  - *Asia Pacific Journal of Information Systems* (ABDC C)

Fall 2019 ~ Fall 2020 *(the last performance review period)*
- Senator and EPPC member
- Hiring Committee
- Curriculum Committee: *Master of Science in Business Analytics*
- Curriculum Committee: *Business Analytics option*
- Ad-hoc Reviewer
  - *Information & Management* (ABDC A*)
  - *International Journal of Information Management* (ABDC A*)
- Program Committee
  - Post-ICIS Workshop in Korean Association for Information Systems
  - Pacific-Asia Conference on Information Systems

Fall 2018 ~ Spring 2019
- Scholarship Committee
- Curriculum Committee: *Business Analytics option*
- Supervisor of Honor Project: *Shady Makar*

Fall 2017 ~ Spring 2018
- Scholarship Committee
- Curriculum Committee
- Library Committee

Invited Seminars and Presentations

2019
- Complementary Use of Statistical Inference and Machine Learning Techniques for Data Analytics, ***Industry-Council Meeting at Chevron Headquarters***

2016
- Case Studies of Advanced Analytics, ***Information Industrial Engineering at Yonsei University***
- Applications and Techniques of Natural Language Processing (NLP), ***Graduate School of Information Security at Korea University***
- Opportunities for Biz Students to Become Data Scientists, ***Business School at Korea University***

- Advanced Text Analytics, *CRM Team at Samsung Life Insurance*

2012
- Competitive Landscape Analysis through Patent Analytics, *Electronics and Telecommunications Research Institute* (ETRI)

Research & Project Experience

IBM Global Business Services (GBS), Seoul, Korea (08/2012 ~ 02/2014)
Managing Consultant, Business Analytics and Optimization (BAO)

Artificial Intelligence Laboratory (AI Lab), Eller College of Business, University of Arizona, Tucson, AZ (05/2010 ~ 07/2012)
Research Associate

SPSS, Seoul, Korea (01/2006 ~ 12/2007)
Data Mining Consultant

Skills

Natural Language Processing (NLP)
- Experienced in implementing the following components:
  - Named Entity Recognition (NER) to identify Person, Location, and Organization
  - A Part-Of-Speech (POS) tagger using Hidden Markov chain Model (HMM) and the Viterbi algorithm
- Leveraged the following techniques for research and commercial projects
  - Topic modeling based on Latent Dirichlet Allocation (LDA)
  - Machine learning-based sentiment analysis, such as Support Vector Machine (SVM)

Graph Theory and Implementation
- Highly knowledgeable on the following network-related topics:
  - Search algorithms (i.e., A Star, All Path Shortest Path, and Dijkstra)
  - Network types (i.e., Directed, Bi-directed, and 1- or 2-mode)
  - Relationship types (i.e., Weak, Strong, and Structural hole)
  - Network measures (i.e., Eigenvector, PageRank, and Betweenness and Closeness centralities)

Statistical Analysis
- Longitudinal and cross-sectional analyses
- Time-series analysis
- Contrast coding for multiple group comparisons

Programming Languages: Java, Python, T-SQL, and ASP.NET
- Highly skilled and specialized in processing texts using regular expressions
- Designed and implemented scalable Java-based crawling systems combined with SQL Server as a data repository
- Implemented the following machine learning algorithms: K-means, Bayesian Network, Hidden Markov chain Model, Back Propagation Neural Network, Genetic Algorithm, etc.

Certifications

Information Security
- Risk Analyst, Entry Level, CNSS No.4016 (2009)

Database Administration
- Microsoft Data Base Administrator (2003)
- Oracle Certified Professional (2001)