

Chunghan Kang

Curriculum Vitae

Scheller College of Business

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Georgia Institute of Technology

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Research Interests

Economics of Information Systems, e-Business & e-Commerce, Big Data Analysis, Economic Modeling, Strategic Use of Information Systems

Education

Ph.D. Student in Management, Georgia Institute of Technology Aug. 2018 – Current

Information Technology Management

Ph.D. Student in Economics, Seoul National University Sep. 2016 – Jul. 2018

Program in Regional Information, Department of Agriculture Economics and Rural Development

Master of Art in Economics, Seoul National University Sep. 2014 - Aug. 2016

Program in Regional Information, Department of Agriculture Economics and Rural Development

Thesis

Three Essays of Grocery Consumers' Channel Selection Behavior between Online and Offline Market

Bachelor of Art in Economics, Seoul National University Mar. 2008 - Aug. 2014

Program in Regional Information, Department of Agriculture Economics and Rural Development

Thesis

Information Technology Adoption of Small-scale Agribusinesses in the Rural Areas: Perspectives from Institutional Theory

- Graduate with Honor (Cum Laude), Best Thesis Award

Experience

Teaching Assistant Aug. 2018 - Present

Business Programming (MGT 3745)

Research Assistant Jul. 2017 – Jul. 2018

Department of Marketing, Korea National Open University

Research Assistant	Sep. 2010 - Aug. 2011 & Jul. 2013 – Jun. 2017
Food Business Lab (Marketing & Information Management), Seoul National University	
Undergraduate Student Research Fellow	Jul. 2011 – Aug. 2011 & Jan. 2014 – Feb. 2014
Undergraduate Student Research Fellowship Program, Seoul National University	
Chairperson of Undergraduate Student Council	2010 - 2011
Department of Agriculture Economics and Rural Development, Seoul National University	

Skills

Computer

Python, R, SQL, Stata, AMOS, CEFA

Language

Korean, English

Publications

Journal Articles

Chunghan Kang, Yoonmin Hwang & Junghoon Moon, “Informationization of Small-scale Agribusinesses in Rural Areas of Korea: Perspectives from Institutional Theory”, *Information Development*, Vol. 32, No. 4, Sep. 2016, pp. 1168-1182.

Chunghan Kang, Seulgi Yu & Junghoon Moon, “Database Design for IoT-based Greenhouse Systems”, *Agribusiness and Information Management*. Vol. 7, No. 2, Dec. 2015, pp. 12-18.

Chunghan Kang, Seoyoung Hwang & Junghoon Moon, “An effect of IoT based Electronic Sow Feeder (ESF) on productivity of swine farms”, *Journal of Agricultural Informatics*, Vol. 6, No. 4, Nov. 2015, pp. 102-107.

Chunghan Kang, Ikhoon Jang, Junghoon Moon & Youngchan Choe, “Development of an Invisible Quality Grade Estimation Algorithm for Facilitating Online Transaction of Heterogeneous Products”, *e-Business Studies*, Vol. 6, No. 4, Apr. 2015, pp. 149-164.

Seulgi Yu, Ikhoon Jang, **Chunghan Kang** & Junghoon Moon, “New Business Model Development Based on Social Value Creation for Korea Racing Authority”, *The Korean Journal of Physical Education*, Vol. 54, No. 1, Jan. 2015, pp. 335-351.

Chunghan Kang, Dongmin Lee & Junghoon Moon, “Categorization of Creating Shared Value Activities towards Rural Area”, *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, Vol. 9, No. 6, Dec. 2014, pp. 171-181.

Chunghan Kang, Junghon Moon, Namjung Kim, Youngduk Yun & Sungchul Lee, “Problems with Agricultural Research and Development in Korea and Improvement Strategies Based on Foreign Examples with a Focus on the Ministry of Agriculture and the Rural Development Administration”, *Agribusiness and Information Management*, Vol. 3, No. 1, Aug. 2011, pp. 38-66.

Youngduk Yon, **Chunghan Kang** & Junghoon Moon, “Exploring Prospect of Adopting RFID/USN in Agricultural Product Area – The Case of Jeju’s Flatfish Fisheries –”, *Food Business & IT Services*, Vol. 2, No. 1, Jun. 2010, pp. 89-102.

Conference Papers

Sohyun In, **Chunghan Kang**, Teakyung Kim & Junghoon Moon, “Use of Healthcare Management System to Manage Weight: Perspectives from Self-Control Theory”. SIG Health pre-ICIS Workshop, Dublin, Ireland, Dec. 2016.

Dongmin Lee, **Chunghan Kang**, Chul Rhee & Junghoon Moon, “Impact of IT Portfolio in Agriculture Industry”, Post ICIS LG CNS/KrAIS Workshop, Dublin, Ireland, Dec. 2016.

Chunghan Kang, Junghoon Moon, Teakyung Kim & Youngchan Choe, “Why Consumers Go to Online Grocery: Comparing Vegetables with Grains”, 49th Hawaii International Conference on System Science (HICSS), IEEE, Hawaii, USA, Jan. 2016.

Chunghan Kang, Junghoon Moon & Chul Rhee, “The Effects of Information Security Policy on Information Systems Assimilation within Agricultural Corporation”, World Congress on Computers in Agriculture (WCCA), Suncheon, Korea, Jun. 2016. Best Paper of the Year Nominated.

Chunghan Kang, Junghoon Moon & Dae-Hee Lee, “Systems Analysis and Design for IoT based Greenhouse”, 15th International Conference on Network (ICN), Lisbon, Portugal, Feb. 2016.

Chunghan Kang, Seyoung Hwang, & Junghoon Moon, “An Effect of IoT Based Electronic Sow Feeder (ESF) on Productivity of Swine Farms”, World Congress on Computers in Agriculture (WCCA), Poznan, Poland, Jun. 2015.

Chunghan Kang, Junghoon Moon & Yoonmin Hwang, “Understanding Informationization of Small-scale Agribusiness in the Ginseng Industry Using Institutional Theory”, Post ICIS LG CNS/KrAIS Workshop, Auckland, New Zealand, Dec. 2014.

Chunghan Kang & Junghoon Moon, “RFID/USN Based Business Model for Korean Traditional Vinegar Industry”, AUTO ID Lab CJK (China, Japan, and Korea) Workshop, Tokyo, Japan, Nov. 2010.

Teaching Material

Junghoon Moon, **Chunghan Kang** & Seyoung Hwang, “From University Foundation to Radical Innovation: ez-farm”, Asian Entrepreneurship Review Teaching Cases, 2015.

Patent

Junghoon Moon, **Chunghan Kang** & Euijoo Yeo, “Standardized Data Collection and Report Output System for Effective Cultivation of Tomato Corp Using Glasshouse and Method for the Sames”, Filed in Korean Patent 1020150188450, Dec. 29, 2015.

Junghoon Moon, **Chunghan Kang** & Sohyun In, “Method and System for Recommending Agrifood Information”. Filed in Korean Patent 1018352340000, Feb. 27, 2018.

Honors and Achievements

National Research Fellowship for Humanities Korea Student Aid Foundation	2015 1 st & 2015 2 nd Semester
Merit Based Scholarship Seoul National University	2014 2 nd Semester
Global Challenger Fellowship Korea Student Aid Foundation	Jun, 2014
Saessak Scholarship Miraekukje Foundation	2009 1 st & 2009 2 nd Semester
Best Paper of the Year Nominated at WCCA World Congress on Computers in Agriculture (WCCA)	Jun. 2016
Best Thesis Award Seoul National University	Aug. 2014

Professional Service

Reviewer of HICSS	2016 & 2018
Reviewer of Information Development	2015