

Chong Oh

Director of Information Systems Program
Professor (Lecturer)
Department of Operations & Information System
David Eccles School of Business
University of Utah
Salt Lake City, Utah 84112

EDUCATION

2008 – 2013	University of Utah Ph.D., Business Management (Information Systems)	Salt Lake City, Utah
1997 – 2000	Brigham Young University Masters in Information Systems Management & Bachelor of Science in Management	Provo, Utah

RESEARCH INTEREST

My research portfolio has evolved to encompass a broad spectrum of digital analytics and AI applications, with a foundational interest in Social Media Analytics. Initially focused on understanding the dynamics between social media community traits and economic indicators—like stock price fluctuations, advertisement effectiveness, and film industry revenues—I examined the role of social media engagement, including the analysis of Twitter message sentiment and user interactions, in shaping behavioral outcomes such as peer influence and group similarity. Transitioning towards educational technology, my current research delves into the transformative potential of AI in enhancing student learning outcomes. This shift involves a thorough investigation into how AI-driven tools and platforms can personalize learning experiences, augment engagement, and improve academic performance. Employing advanced analytical techniques, including machine learning and data mining, I aim to quantify the effectiveness of AI interventions in education, exploring their capability to adapt to diverse learning styles and needs. This work not only extends my analytical expertise but also contributes to a deeper understanding of AI's role in shaping future educational paradigms.

PUBLICATION

- Verhaal, C., Lundmark, L. & Oh, C. (2017) “A Little Birdie Told Me: Social Media, Organizational Legitimacy, and Underpricing in Initial Public Offerings” *Information Systems Frontier*. Vol. 19, 1407-1422.
- Oh, C., Roumani, Y., Nwankpa, J. & Hu, H. (2017) “Social Media and Consumer Engagement: The Case of Movie Box Office” *Information & Management*. 54(1), 25-37.
- Oh, C. & Yergeau, S. (2017) “Social Capital, Social Media, and TV Ratings” *International Journal of Business Information Systems*. 24(2), 242-260.
- Oh, C., Sasser, S. & Almahmoud, S. (2015) “Social Media analytics framework: the case of Twitter and Super Bowl Ads” *Journal of Information Technology Management*. 26(1).

- Oh, C. (2013) "Customer engagement, word-of-mouth and box office: the case of movie tweets" *Intl Journal of Information Systems and Change Mgmt.* 6(4):338-352.
- Oh, C., Sasser, S., Lockwood-White, C., & Almahmoud, S. "Discovering Twitter Metrics for Creative Super Bowl Campaigns" *Advances in Advertising Research.* 6. (In press)
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WORK SUBMITTED & WORKING PAPERS

- Oh, C. & Sheng, O. (2012) "Individual Characteristics, Peer Influence and Information Quality in Virtual Investing Community: The Case of Stock-Microblogging" *Working Paper* University of Utah, UT.
- Oh, C. & Sheng, O. (2011) "Investigating Predictive Power of Stock Micro Blog Sentiment in Forecasting Future Stock Price Directional Movement" *Proceedings in ICIS 2011*, Shanghai. *Recommended for Best Paper Award.*
- Oh, C., Aggarwal, R., Mishra, H. & Mishra, A. (2009) "To Stand Out or to Remain Inconspicuous: Existence of Cross-Cultural Communication Differences in Microblogging" *Working Paper* University of Utah, UT.
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CONFERENCE PRESENTATIONS & INVITED TALKS

1. "Measuring the Efficacy of AI-Enabled Communication: Advancing Websites Beyond Traditional Interfaces" To be presented at Utah Academy of Science, Arts, & Letters Conference (with Matthew Pecsok).
2. "Weak Ties and Super Bowl Advertisements: Relating Network Density with Performance and Information Diffusion" *In Proceedings from 22nd PACIS Conference*, Yokohama, Japan, 2018 (with Tony Passey and Hanseam Park).
3. "The Role of Social Media Sentiment in Political Elections" *In Proceedings from 21st PACIS Conference*, Malaysia, 2017 (with Savan Kumar).
4. "Social Media Information Diffusion And Economic Outcomes: Twitter Retweets And Box Office Revenue" *In Proceedings from 20th PACIS Conference*, Chiayi, Taiwan, 2016 (with Han-Fen Hu and Wenbin Yang).
5. "Keep it short and sweet (KISS): how a co-created ad won the super bowl: twitter's social media touchdown" *In Proceedings from 13th Intl Conference on Research in Advertising (ICORIA)*, Amsterdam, 2014 (with Chelsea Lockwood-White, Sheila Sasser and Soliman Almahmoud)
6. "Peer Influence and Information Quality" *In Proceedings from INFORMS*, Minneapolis, 2013 (with Olivia Sheng)
7. "A Little Birdie Told Me: Social Media, Organizational Legitimacy, and Underpricing in Initial Public Offerings" *Proceedings from 32nd Strategic Management Society Annual Intl Conference*, Prague, Czech Republic, 2012 (with Cameron Verhaal and Leif Lundmark)
8. "Investigating Predictive Power of Stock Micro Blog Sentiment in Forecasting Future Stock Price Directional Movement" *In Proceedings from the 32nd International Conference on Information Systems (ICIS)*, Shanghai, China, 2011 (with Olivia Sheng)
9. "To Stand Out or to Remain Inconspicuous: Existence of Cross-Cultural Communication Differences in Microblogging" *In Proceedings from the Eighth Workshop on eBusiness (WEB)*, Phoenix, AZ, 2009 (with Rohit Aggarwal, Himanshu Mishra and Arul Mishra)

10. “Investigating Predictive Power of Stock Micro Blog Sentiment in Forecasting Future Stock Price Directional Movement” (2010) *Invited Talk* Westminster College, Salt Lake City, UT.

TEACHING STATEMENT

My teaching philosophy is akin to Malcolm Knowles in which I believe that "learning to be a process of inquiry, not passive reception of transmitted content." I am committed to educating students in business and Information Systems by heavily incorporating technology, practical assignments, project-based learning, and personalized guidance to foster active engagement. By weaving my industry background, up-to-date research insights, varied experiences, and robust technical expertise into my pedagogy, I aim to enrich the learning journey for my students. I advocate for student accountability in their educational process, which I support through consistent evaluations and ongoing progress tracking.

TEACHING EXPERIENCE

1. Introduction to Information Systems (2012 to 2023)
2. Introduction to Web development (2012 to 2023)
3. Database Fundamentals (2015-2020)
4. Emerging Web Technology (2016-2023)
5. Data Analytics for Business Scholars (2017-2023)
6. Frameworks for Business Problems (2018-2021)
7. IS Project Management (2014)
8. Social Media for Business (2014)
9. IS Strategy, Management and Acquisition (2014)

FACULTY APPOINTMENT

Professor (Lecturer), Information Systems, University of Utah (July 2015 – present)

Asst. Professor of CIS, Eastern Michigan University (Sept 2012 – July 2015)

- Design and teach graduate and undergraduate classes in Information system, including online offerings.
- Create a CIS certificate for mobile and web technologies.
- Create and teach new class: Social Media for Business.
- Mentor students in research, presenting at EMU undergraduate and graduate conferences.
- Work with community colleges in creating and updating articulation agreements.
- Conduct research collaborations with peers from IS, marketing and management areas.
- Serve in faculty committees such as graduate council, CIS Dept. Curriculum Committee and College of Business Assessment and Curriculum Committee (COBACC).
- Publish and present research inquiries.

PROFESSIONAL EXPERIENCE

Manager, Server Project Delivery, Welcome Real-Time, Singapore (Jan 07 – Jul 08)

Welcome Real-Time is a French company that specializes in Card Payment Loyalty systems. Its customers are financial institutions (banks), card schemes (Visa, Amex) and Payment vendors. Welcome has many regional offices globally with its software development office in Singapore.

- Responsible for on-time and quality delivery of all projects from Welcome RT.
- Co-ordinate delivery with various teams and customers globally – France, Brazil, Miami, Singapore, etc.
- Manage the development team responsible for a major portion of Welcome’s Credit card loyalty system.
- Manage and coordinate work with outsourcing partners in Ho Chi Minh City, Vietnam including contract negotiations, resource allocation, processes and project planning.
- Manage team welfare, including setting objectives, budget, directions, hiring, training, appraisals, mentoring, workload allocations and forecast.
- Responsible for periodic management reporting, including key performance indicators, weekly reviews, forecasts and annual reports.

Asst. Manager, Server Team, Welcome Real-Time, Singapore (Jan 06 – Dec 06)

- Responsible for the product development of Welcome’s Credit card loyalty system.
- Managed the server product team in delivering high quality software product.
- Assisted manager with day-to-day team activities.
- Initiated software improvements such as automated nightly testing, configuration management, and process improvements.

Senior Development Engineer, Server Team, Welcome Real-Time, Singapore (Aug 05 – Dec 05)

- Fulfilled the responsibilities of a Team Lead in delivering product implementation.
- Performed analysis and design of the many features of Welcome product.
- Implemented solutions for Welcome’s Credit card loyalty system.
- Performed Technical reviews to ensure quality.
- Mentor junior engineers, including training, and day-to-day guiding.

Software Engineer, Apollo Group Inc., Arizona (Sept 01 – July 05)

Apollo Group Inc. specializes in higher education for working adults. Its subsidiaries include University of Phoenix and Western International University, which offer both online and traditional on-ground courses. I was part of the IT group that provides IT services to student counselors, students, faculty and administrators.

- Team Lead for User Management web application project for student.
- Development for the Automated Degree Audit Process.
- Designed and developed student, counselors, and faculty management systems using Java/J2EE technologies.
- Worked in full systems development lifecycle and systems analysis and design work.
- Conducted team trainings (e.g. Introduction to Struts and Design Patterns).

Part-time Lecturer, University of Phoenix & University of Phoenix Online, Arizona (July 02 – July 04)

- Taught IT & MBA courses – Introduction to Information Systems, Java Programming, and Current Topics on the Internet.
- Facilitated both ONLINE and traditional classroom courses.
- Developed class lectures, course syllabus, grading scale, and assignments.
- Mentored new online faculties in preparing class materials and facilitating their first class.

Senior Consultant, Integrated Information Systems, Arizona (May 00 – Aug 01)

Integrated Information Systems is a full-service Internet solutions provider. It also provided applications management and hosting services.

- Part of Single Sign-On (SSO) team – American Express.
- Team lead for American Express contract - UK Brokerage web framework project.
- Build public school management system for NCS-Pearson.
- Build GUI component framework for Hard Dollar Corporation.
- Mentored junior programmers - Taught java programming classes, Java Users Group, Sun Java certifications.

Applications Developer, Uinta Business Systems, Utah (July 99 to May 00)

Uinta Business Systems is a document and printing management as well as software and solutions provider. I was part of the solutions team that served the Utah State departments and a few internet companies.

- Developed a web front-end for the Bureau of Emergency Services, Department of Health – state of Utah.
- Developed an ecommerce site for an internet company.
- Specialized in software development in Java and Net Dynamics.

SERVICE

Director for the Kahlert Initiative on Technology, University of Utah, 2022-present.

Academic Director of the Master's of Science in Information Systems, David Eccles School of Business, University of Utah, 2021-present.

Director of Undergraduate Information Systems, David Eccles School of Business, University of Utah, 2017-present.

Teaching and Learning Portfolio Committee, University of Utah, 2020-present.

Masters Curriculum Committee, David Eccles School of Business, University of Utah, 2015.

Graduate Studies and Research Search Committee, Eastern Michigan University, 2015.

Graduate Council Member, Eastern Michigan University, 2014.

Sabbatical Research Award Committee, College of Business, Eastern Michigan University, 2013.

Community College Liaison, Dept. of Computer Information Systems, Eastern Michigan University, 2013-2014.

Student Volunteer, ICIS 2011.

Reviewer, WEB 2009, Info Systems Frontiers Journal, Journal of Electronic Commerce Research and Applications, Journal of Information and Management, Transactions on Management Information Systems and Journal of Information Systems and Change Management.
Coordinator, Business School PHD Round table, University of Utah, 2010.