

SUNGYONG UM

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EDUCATION

- 2011 – PhD student in Fox School of Business, Temple University, PA, USA
- 2011 M.S. in Business Administration, Korea University, Seoul, Korea
- 2008 B.S. in Material Science and Engineering, Korea University, Seoul, Korea

RESEARCH INTERESTS

- Digital Innovation
- Technology Evolution
- Network Complexity

HONORS & AWARDS

- Young Scholars Forum Seed Funding Award, Fox School of Business, Temple University, 2012
- Research Grant, CIGREF, An Association of French Companies, France, 2012
- Research Grant, National Science Foundation (NSF), USA, 2013

CONFERENCE PUBLICATION AND PRESENTATION

- Um, S., Kauffman, R., Lee, D., and Wattal, S., 2011 “Consumer Decision Making in Free vs. Paid Mobile Applications” Presentation at Workshop on Information Systems and Economics (WISE), Shanghai, China
- Um, S., Yoo, Y., Berente, N., and Lyytinen, K., 2012 “Digital Artifacts as Institutional Attractors: A Systems Biology Perspective on Change in Organizational Routines” in: *Shaping the Future of ICT Research. Methods and Approaches*, Springer, 2012, pp. 195-209.
- Um, S., Yoo, Y., Wattal, S., Kulanthinal. R., Zhang, B., 2013 “The Architecture of Generativity in a Digital Ecosystem: A Network Biology Perspective”, Proceedings of the 34th International Conference on Information Systems (ICIS), Milan, Italy.