

SON NGOC BUI
Department of Marketing & Business Analytics

EDUCATION

Ph.D.	Management Information Systems, University of Memphis	2016
M.S.	Information System Management, Brigham Young University	2011
B.S.	Information System, Brigham Young University	2011

RESEARCH INTERESTS

Topics: Data analytics, social media analytics, database management, ecommerce, venture capital, and open innovation.

Methods: Econometrics, data visualization, data mining, text mining, qualitative analysis, multivariate statistics, and business analytics.

RESEARCH

Publication:

Bui, S., & Bui, Q. (in press, 2018). "An Empirical Investigation of Equity-based crowdfunding Campaigns in the United States". *Lecture Notes in Business Information Processing*. (ABDC Rank B)

Morgan, C.P., Gillenson, M.L., Zhang, X., Bui, S.N., and Lee, E. (2016) "ATCG: An Automated Test Case Generator," *Journal of Information Technology Management*, 27(3), pp. 112-120. (ABDC Rank C)

Hou, L., Xue, L., Bui, S. N. and Kettinger, W. (2016) "System Sourcing and Information Processing Capability in Supply Chains: A Study of Small Suppliers," *Information Technology & Management*, 17(4), pp. 379-391. (ABDC Rank A*)

Bui, S. N., Shrivastava, M., Lee, E., and Dhaliwal, J. (2015) "A Case Study of Testing a Web-Based Application Using an Open-Source Testing Tool," *Journal of Information Technology Management*, 26(1), pp. 19-30. (ABDC Rank C)

Paper under Review:

“The Revealing Roles of Identity and Adaptive Personalization Value Play on Online Shopping Repurchase Intention.” (with William Kettinger and Insu Park), under first round review at *Information System Frontier*, 2019. (ABDC Rank A*)

“Leverage Token Economics to Bootstrap an Open A.I. Robotics Development Community.” (with Bui, Q., & Nguyen, K.) under second round review at *MIS Quarterly Executive Special Issue on Blockchain Applications*, 2019. (ABDC Rank A).

"Interface Testing," (with Jasbir, D.) under first round review at *Journal of Systems and Software*. 2018 (ABDC Rank B).

Paper in Conferences and Workshops:

Bui, S., & Bui, Q. (2018). “An Empirical Investigation of Equity-based crowdfunding Campaigns in the United States”. *The 17th Workshop in e-Business*.

Bui, Q., Nguyen, K., & Bui, S. (2018). “Leverage Token Economics to Bootstrap an Open A.I. Robotics Development Community.” *International Conference on Information System 2018 Workshop for MISQ Executive Special Issue on Blockchain Applications*.

Bui, S., & Han, B. (2018). “Wearable Wireless Devices in mHealth: An Investigation of Personal Health Awareness.” *Academy of Business Research*.

Randolph-Seng, B., Atinc, Y., Bui, S., & Malik, Z. (2018). “Big Data and the Disillusioned Employee: The Ethical Internet of Things.” *Academy of Management Global Proceedings*.

Bui, S. N., and Kettinger, W. "Adverse Selection in Online New-Goods Market: An Analysis of Product Uncertainty and Seller Uncertainty," *The Proceedings of the Nineteenth Americas Conference on Information Systems*, Chicago, Illinois, August 2013.

Bui, S. N., Kettinger, W. and Park, I. " Personalization to New Website Users: The Role of Trust and Culture," *The Proceedings of the Nineteenth Americas Conference on Information Systems*, Chicago, Illinois, August 2013.

Najjar, M. S. and Bui, S. N. “The Influence of Technology Characteristics on Privacy Calculus: A Theoretical Framework,” *The Proceedings of the Eighteenth Americas Conference on Information Systems*, Seattle, Washington, August 2012.

Bui, S. N., Park, I. and Kettinger, W. "The Mediating Role of Adaptive Personalization in Online Shopping," *The Proceedings of the Eighteenth Americas Conference on Information Systems*, Seattle, Washington, August 2012.

Meservy, T., Dhaliwal J. and Bui, S. N. "Interface Testing," *Proceedings of the 6th Annual STEP (Software Testing Excellence Program) Workshop*, Memphis, July 2012.

Meservy, T., and Bui, S. N. "Crowd Sourcing Testing," *Proceedings of the 6th Annual STEP (Software Testing Excellence Program) Workshop*, Memphis, July 2012.

Gillenson, M., Dhaliwah J. and Bui, S. N. "Data Design and Management Issues in Software Testing: A Conceptual Framework," *Proceedings of the 6th Annual STEP (Software Testing Excellence Program) Workshop*, Memphis, July 2012.

Lowry, B. P., Teh, N., Molyneux, B., and Bui, S. N. "Be Careful What You Wish For: Proposing the IT Policy Control-Reactance Model (ITPCRM) to Predict Professionals' Intent to Comply with New IT Security Policies Along with Their Resulting Anger," *MIS Quarterly Pre-ICIS Workshop for Authors at the International Conference on System Sciences*, St. Louis, Missouri, December 2010.

Lowry, B. P., Teh, N., Molyneux, B., and Bui, S. N. "Using Theories of Formal Control, Mandatoriness, and Reactance to Explain Working Professionals' Intent to Comply with New IT Security Policies," *Proceedings of the Dewald Roode Workshop on IS Security Research*, Waltham, Massachusetts, October 2010.

Teh, N., Baker, D., Molyneux, B., McCown, S., Ehle, M., Gridley, J., Bui, S. N., and Lowry, B. P. "Using Theories of Control, Mandatoriness, and Reactance to Explain Adherence to and Rejection of IT Security Policies by Organizational Insiders," *Winter Conference on Business Intelligence*, Salt Lake City, March 2010.

Working Papers:

"The Roles of Social Media to Prediction and Prevention of City Blight." (with William Kettinger, Chen Zhang, and Naveen Kumar), target at *MIS Quarterly*, 2019 (ABDC Rank A*)

"Openness and Survivability of IT Startups." (with William Kettinger, and Chen Zhang), target at *Information System Research*, 2019. (ABDC Rank A*)

"Managing Project Management in Federated Organization: A Case Study from Multi-national Firm." (with Sandy Richardson and Judy Simon), target at *Journal of the Association Information Systems*, 2019 (ABDC Rank A*)

"Dynamic Social Network Impact on IT Startups' Success," (With Quang N. Bui), target at *Entrepreneurship: Theory and Practice*, 2019. (ABDC Rank A*)

"Digital Work Force Turnover in IT Startups' Success," (With Quang N. Bui and Khuong Le Nguyen), target at *Information & Management*, 2019. (ABDC Rank A*)

TEACHING EXPERIENCE

Teaching Interests: data analytics, business intelligent, web development, web analytics, data management, project management, and database management.

Course Instructor:

Texas A&M University – Commerce

Introduction to Information Systems: Fall 2016

Data & Information Management: Fall 2016, Summer II 2017, Spring 2018

Database Management: Fall 2016, Spring 2017, Summer I 2017, Fall 2017, Spring 2018

Cyber Security: Spring 2017, Summer II 2017

Project Management: Spring 2017, Spring 2018, Fall 2018

Data Warehousing: Spring 2017, Summer I 2017, Fall 2017, Spring 2018, Summer I 2018, Fall 2018

Introduction to Business Analytics: Fall 2017, Summer I 2018

Applied Decision Modeling: Fall 2017, Fall 2018

University of Memphis

Foundation of Information Systems: Fall 2014, Spring 2015

Critical Thinking and Project Management: Fall 2015, Spring 2016

Guest Lecturer:

Spring 2016: University of Memphis

Marketing in Digital Environment (MKTG 7546): Web analytics and web development

Spring 2016: University of Memphis

Advance Data Analytics in Business (MIS 7621): Data visualization and text mining

Fall 2014: University of Memphis

Database Management (MIS 3775): Database design and SQL queries

PROFESSIONAL ACTIVITIES

Ad-hoc reviewer for major AIS journals and conferences:

MIS Quarterly (MISQ); Journal of Strategic Information Systems (JSIS), Journal of Information Technology (JIT), Information Systems Journal (ISJ), European Journal of Information Systems (EJIS), Information & Management, Communications of the Association for Information Systems (CAIS), Journal of Information Technology Theory and Application (JITTA)

Academy of Management, ICIS, ECIS, AMCIS, HICSS Conference

HONORS & AWARDS

- Junior Faculty Consortium invited from International Conference on Information Systems, 2018
- Merit Award from Texas A&M University – Commerce, 2018
- Second place in Annual Student Research Forum, University of Memphis, TN, 2014
- Scholarship awarded from OBTC – Teaching Society for Management Educators, 2014
- Invited Participant at Doctoral Consortium at the Americas Conference on Information Systems (AMCIS 2013)
- Second place in Annual Student Research Forum, University of Memphis, TN, 2012
- Member of Golden Key International Honour Society
- Second place in “System Analysis and Design” competition sponsored by Accenture, 2009
- Scholarship awarded from Brigham Young University, 2008-2011
- Dean’s List at Brigham Young University, 2008-2009
- International Student Honor List at Brigham Young University, 2008-2009

UNIVERSITY SERVICES

- Chair of BUSA and MKT Comprehensive Exam. (2017 – now)
- Member of Software Virtualization Development Committee (2017)
- Member of New Faculty Search Committee (2017)
- Member of Assurance of Learning - Institutional Service (2017- now)
- Member of Accreditation Committee (2016)
- Chair of Elora Das’ Honor College Thesis (2017 – now)
- Professional Consulting Service with Bell Flight to build analytic system via Center for Business Excellent (2018 -2019)

SOFTWARE/PROGRAMMING SKILLS

- Object-oriented programming: Java, Python, Perl and PHP
- Database: Microsoft Access, MySQL, and Oracle

- Business intelligent: SQL Server, XLMiner and Weka.
- Statistics and business analytics tools: Stata, Lisrel, PLS, R, Eviews, Tableau, Google Analytics and Watson Analytics.
- Accounting and finance software: Research Insight, Bloomberg and Quicken

CERTIFICATIONS

CompTIA A+, CompTIA Network+, Microsoft Office Specialist, Bloomberg Essential and Information Systems Analyst

WORK EXPERIENCE

Research Assistant, Brigham Young University, Provo, UT	Mar. 2010 – Apr. 2011
Strategic Consultant, Intel, Santa Clara, CA	Sep. 2010 – Dec. 2010
Information Technology Consultant, Daily Herald, Provo, UT	Sep. 2010 – Dec. 2010
Strategic Consultant, ParentLink, Provo, UT	Jan. 2010–Apr. 2010
Research Analyst, Global Financial Advisors, Plano, TX	Jan. 2010 – Apr. 2010
Web Master, Brigham Young University, Provo, UT	Sep. 2009 – Mar. 2010
Database Administrator, Brigham Young University, Provo, UT	Sep. 2008 – Apr. 2009

References

William J. Kettinger, Ph.D.

Professor and FedEx Chair of Excellence in MIS
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