

# Namjoo Choi

Associate Professor

Library and Information Science (LIS) Program, School of Information Science  
College of Communication and Information, University of Kentucky  
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## Education

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- 2011      **Ph.D.**, Department of Informatics, College of Computing and Information, University at Albany, SUNY, Albany, NY, USA.  
*Dissertation:* Being Loyal, Acting on It! Loyalty, Ideology, and Identification: An Empirical Study in the Free/Libre Open Source Software Context.  
**Primary Specialization:** Information and Decision Systems in Business  
**Secondary Specialization:** Information in Organizational Environments
- 2005      **M.A.**, Department of Telecommunication, Information Studies & Media, College of Communication Arts and Sciences, Michigan State University, East Lansing, MI, USA.
- 2002      **B.A.**, Department of Mass Communication, College of Social Science, Yonsei University, Seoul, Korea.

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## Positions

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- 2016 – Present      **Associate Professor (with early tenure and promotion)**, School of Information Science, College of Communication and Information, University of Kentucky, Lexington, KY, USA.
- 2011 – 2016      **Assistant Professor**, School of Information Science, College of Communication and Information, University of Kentucky, Lexington, KY, USA.
- 2010 – 2011      **Adjunct Faculty**, Department of Informatics, College of Computing and Information, University at Albany, SUNY, Albany, NY, USA.

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## Honors and Awards

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- 2016      **Faculty Teaching Excellence Award**, College of Communication and Information, University of Kentucky, Lexington, KY, USA.
- 2015      **Highly Commended Paper Award Winner at the Emerald Literati Network Awards for Excellence 2015 by *Library Hi Tech*** for the article entitled, “The Current State of Library Open Source Software Research: A Descriptive Literature Review and Classification,” *Library Hi Tech*, 32(1), 11-27.
- 2014      **The Supporting Cultural Heritage Open Source Software Symposium**, Atlanta, GA, USA, Funded by LYRASIS.
- 2012      **Distinguished Dissertation Award**, University at Albany, SUNY, Albany, NY, USA.
- 2010      **International Conference on Open Source Software (OSS 2010) Doctoral Consortium**, Notre Dame, IN, USA, Funded by the National Science Foundation (NSF).
- 2009      **Americas Conference on Information Systems (AMCIS 2009) Doctoral Consortium**, San Francisco, CA, USA.
- 2009      **Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2009 and the Donn B. Parker Award Winner of 2009 by *Information Management & Computer Security*** for the article entitled, “Knowing is doing: An empirical validation of the relationship between managerial information security awareness and action,” *Information Management & Computer Security*, 16(5), 484-501.
- 2009      **Best Paper Award Runner Up of Track, Best Paper Award Winner of Mini-Track at the 42<sup>nd</sup> Annual Hawaii International Conference on Systems Sciences (HICSS 42)** for the article entitled, “An Exploratory Study on the Two New Trends in Open Source Software: End-Users and Service.”

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## Research

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### Refereed Journal Articles

- J25 **Choi, N.** & Joo, S., (Forthcoming). Understanding Public Libraries' Challenges, Motivators, and Perceptions towards the Use of Social Media for Marketing, *Library Hi Tech*,
- J24 **Choi, N.** & Harper, L. M., (2020). Public Libraries and the Social Web: A Review and Analysis of the Existing Literature, *Journal of Documentation*, 76(1), 197-211.
- J23 **Choi, N.** & Pruett, J., (2019). The Context and State of Open Source Software Adoption in US Academic Libraries, *Library Hi Tech*, 37(4), 641-659.
- J22 Joo, S., **Choi, N.**, & Harper, L. M., (2019). Investigation of Factors that Influence Public Librarians' Social Media Use for Marketing Purposes: An Adoption of the Technology Acceptance Model and Theory of Planned Behavior, *The Library Quarterly*, 89(2), 137-155.
- J21 Joo, S., **Choi, N.**, & Baek, T. H., (2018). Library Marketing via Social Media: The Relationships between Facebook Content and User Engagement in Public Libraries, *Online Information Review*, 42(6), 940-955.
- J20 Joo, S., Choi, I., & **Choi, N.**, (2018). Topic Analysis of the Research Domain in Knowledge Organization: A Latent Dirichlet Allocation Approach, *Knowledge Organization*, 45(2), 170-183.
- J19 **Choi, N.** & Joo, S., (2016). Booklovers' World: An Examination of Factors Affecting Continued Usage of Social Cataloging Sites, *Journal of the Association for Information Science and Technology*, 67(12), 3022-3035.
- J18 Joo, S. & **Choi, N.**, (2016). Understanding Users' Continuance Intention to Use Online Library Resources Based on an Extended Expectation-Confirmation Model, *The Electronic Library*, 34(4), 554-571.
- J17 Yi, K., **Choi, N.**, & Kim, Y., (2016). A Content Analysis of Twitter Hyperlinks and Their Application in Web Resource Indexing, *Journal of the Association for Information Science and Technology*, 67(8), 1808-1821.
- J16 **Choi, N.** & Chengalur-Smith, I., (2016). Characteristics of Open Source Software Projects for the General Population: Reciprocity and Network Effects, *Journal of Computer Information Systems*, 56(1), 22-30.
- J15 **Choi, N.**, Chengalur-Smith, I., & Nevo, S., (2015). Loyalty, Ideology, and Identification: An Empirical Study of the Attitudes and Behaviors of Passive Users of Open Source Software, *Journal of the Association for Information Systems*, 16(8), 674-706.

**\*This journal is included in the Senior Scholars' Basket of IS Journals:**

**<http://www.vvenkatesh.com/isranking/>**

- J14 **Choi, N.** & Pruett, J., (2015). The Characteristics and Motivations of Library Open Source Software Developers: An Empirical Study, *Library & Information Science Research*, 37(2), 109-117.
- J13 Joo, S. & **Choi, N.**, (2015). Factors Affecting Undergraduates' Selection of Online Library Resources in Academic Tasks: Usefulness, Ease-of-use, and Resource Quality, and Individual Differences, *Library Hi Tech*, 33(2), 272-291.
- J12 **Choi, N.** & Yi, K., (2015). Raising the General Public's Awareness and Adoption of Open Source Software through Social Q&A Interactions, *Online Information Review*, 39(1), 119-139.
- J11 **Choi, N.**, (2015). Information Systems Satisfaction, Loyalty and Attachment: Conceptual and Empirical Differentiation, *Behaviour & Information Technology*, 34(3), 261-272.
- J10 **Choi, N.**, Huang, K. Y., Palmer, A., & Horowitz, L., (2014). Web 2.0 Use and Knowledge Transfer: How Social Media Technologies Can Lead to Organizational Innovation, *Electronic Journal of Knowledge Management*, 12(3), 174-184.
- J9 **Choi, N.**, (2014). The Application Profiles and Development Characteristics of Library Open Source Software Projects, *Library Hi Tech*, 32(2), 260-275.
- J8 Palmer, A. & **Choi, N.**, (2014). The Current State of Library Open Source Software Research: A Descriptive Literature Review and Classification, *Library Hi Tech*, 32(1), 11-27.
- \*Highly Commended Paper Award Winner at the Emerald Literati Network Awards for Excellence 2015 by *Library Hi Tech*.**
- J7 **Choi, N.**, (2013). Information Systems Attachment: An Empirical Exploration of its Antecedents and its Impact on Community Participation Intention, *Journal of the Association for Information Science and Technology*, 64(11), 2354-2365.
- J6 Pruett, J. & **Choi, N.**, (2013). A Comparison between Select Open Source and Proprietary Integrated Library Systems, *Library Hi Tech*, 31(3), 435-454.
- \*This article was featured in the Aug. 2013 issue of *the Informed Librarian Online*.**
- J5 **Choi, N.**, Chengalur-Smith, I., & Whitmore, A., (2010). Managing First Impressions of New Open Source Software Projects, *IEEE Software*, Nov/Dec, 27(6), 73-77.
- J4 Whitmore, A. & **Choi, N.**, (2010). Reducing the Perceived Risk of e-Government Implementations: The Importance of Risk Communication, *International Journal of Electronic Government Research*, 6(1), 1-8.
- J3 Whitmore, A., **Choi, N.**, & Arzumtsyan, A., (2009). Open Source Software: The Role of Marketing in the Diffusion of Innovation, *Information Technology and Control*, 38(2), 91-101.

- J2 Whitmore, A., **Choi, N.**, & Arzrumtsyan, A., (2009). One size fits all? On the Feasibility of International Internet Governance. *Journal of Information Technology & Politics*, 6(1), 4-11.  
**\*This article is included in the selected bibliography of Harvard University's Berkman Center for Intern & Society:  
<http://cyber.law.harvard.edu/pubrelease/icann/pdfs/Bibliography.pdf>**
- J1 **Choi, N.**, Kim, D. J., Goo, J., & Whitmore, A., (2008). Knowing is doing: An empirical validation of the relationship between managerial information security awareness and action. *Information Management & Computer Security*, 16(5), 484-501.  
**\*Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2009 and the Donn B. Parker Award Winner of 2009 by *Information Management & Computer Security*.**

## Refereed Conference Papers

- C8 Huang, K. Y., Chengalur-Smith, I., Uzuner, Ö., Nambisan, P. & **Choi, N.**, (2012). Supporters in Deed: Studying Online Support Provision from the Perspective of Social Capital, Research in Progress Paper, *Proceedings of the 33<sup>rd</sup> International Conference on Information Systems (ICIS 2012)* (pp. 1-13), Orlando, Florida, USA, December 16<sup>th</sup> – 19<sup>th</sup>.
- C7 Huang, K. Y. & **Choi, N.**, (2011). What Can Online Reviews Tell Us?: An Approach to Analyze and Visualize Online Book Reviews, *Proceedings of the 2011 Decision Science Institute (DSI) Conference* (pp. 1591-1596), Boston, USA, November 19<sup>th</sup> – 22<sup>nd</sup>.
- C6 Huang, K. Y. & **Choi, N.**, (2011). Relating and Clustering Free/Libre Open Source Software projects and developers: A social network perspective, *Proceedings of the 42<sup>nd</sup> Annual Hawaii International Conference on Systems Sciences (HICSS 2011)* (pp. 1-10), Hawaii, USA, January 4<sup>th</sup> – 7<sup>th</sup>.
- C5 Huang, K. Y., **Choi, N.**, & Chengalur-Smith, I., (2010). Cultural Dimensions as Moderators of the UTAUT Model: A Research Proposal in a Healthcare Context, *Proceedings of the Sixteenth Americas Conference on Information Systems (AMCIS 2010)* (pp. 1-9), Lima, Peru, August 12<sup>th</sup> -15<sup>th</sup>.
- C4 Huang, K. Y., **Choi, N.**, & Horowitz, L., (2010). Web 2.0 Use and Organizational Innovation: A Knowledge Transfer Enabling Perspective, *Proceedings of the Fifteenth Americas Conference on Information Systems (AMCIS 2010)* (pp. 1-8), Lima, Peru, August 12<sup>th</sup> -15<sup>th</sup>.

- C3 **Choi, N.**, (2009). How Loyal Are You? Continuance Intention and Word of Mouth in Free/Libre Open Source Software, Doctoral Consortium Paper, *Proceedings of the Fifteenth Americas Conference on Information Systems (AMCIS 2009)* (pp. 1-8), San Francisco, CA, USA, August 06<sup>th</sup>-09<sup>th</sup>.
- C2 **Choi, N.** & Chengalur-Smith, I., (2009). An Exploratory Study on the Two New Trends in Open Source Software: End-Users and Service. *Proceedings of the 42<sup>nd</sup> Annual Hawaii International Conference on Systems Sciences (HICSS 2009)* (pp. 1-10), Hawaii, USA, January 5<sup>th</sup> – 8<sup>th</sup>.  
**\*Best Paper Award Runner Up of Track, Best Paper Award Winner of Mini-Track.**
- C1 **Choi, N.**, Kim, D. J., & Goo, J., (2006). Managerial Information Security Awareness' Impact on an Organization's Information Security Performance. *Proceedings of the Twelfth Americas Conference on Information Systems (AMCIS 2006)* (pp. 3367-3375), Acapulco, Mexico, August 04<sup>th</sup>-06<sup>th</sup>.

### **Refereed Conference Workshop Papers**

- W1 **Choi, N.**, Chengalur-Smith, I., & Nevo, S., (2010). How Loyal Are Your Users? Loyalty and Loyalty Outcome Behaviors: An Empirical Study in the Free/Libre Open Source Software Context, *Proceedings of the Diffusion Interest Group in Information Technology (DIGIT) Workshop* (pp. 1-9), St. Louis, USA, December 12<sup>th</sup>.

### **Presentations**

- Choi, N.**, (2016). Involvement and Stickiness in Online Brand Communities: An Organizational Citizenship Behavior Perspective, Poster, *iConference 2016*, Philadelphia, PA, USA.
- Choi, N.**, (2015). An Empirical Examination of Post-Adoption Usage of Social Cataloging Sites, Works-In-Progress Poster, *ALISE 2015*, Chicago, IL, USA.
- Huang, K. Y. & **Choi, N.**, (2010). Cultural Dimensions as Moderators of the UTAUT Model: A Research Proposal in a Healthcare Context, *the First Annual Workshop on Health IT and Economics (WHITE)*, Washington DC, USA.
- Choi, N.**, (2010). Moving Beyond Continuance Intention toward Loyalty: An Empirical Study in the FLOSS Context, *Proceedings of the Sixth International Conference on Open Source Systems (OSS2010)*, Notre Dame, IN, USA.

**Choi, N.** & Horowitz, L., (2010). An Exploration of the Relationships of Personal Demographics and Values with Motivations for Contributing to the Open Educational Resources Movement, *The 5<sup>th</sup> Annual Informatics Spring Research Conference: New Trends in Informatics Research*, Informatics, University at Albany, SUNY, NY, USA.

**Choi, N.** & Horowitz, L., (2009). Exploring the Relationships of Personal Traits and Values with Motivations for Contributing to the OpenCourseWare Movement, *The Fall 2009 Capital District Educational Technology Group (CDEGTG) Conference*, Albany Law School, NY, USA.

Horowitz, L. & **Choi, N.**, (2009). What Motivates Educators to Voluntarily Contribute Their Time and Skills to Freely Produce Open Educational Resources? – Review of the Literature, *The Fall 2009 Capital District Educational Technology Group (CDEGTG) Conference*, Albany Law School, NY, USA

**Choi, N.**, (2009). An Empirical Investigation on Factors that Affect Users' Migration Intention to Free/Libre Open Source Software, *The 4<sup>th</sup> Annual Informatics Spring Research Conference: New Trends in Informatics Research*, Informatics, University at Albany, SUNY, NY, USA.

**Choi, N.**, (2008). Identifying Success Factors for Open Source Software Projects, *The 3<sup>rd</sup> Annual Informatics Spring Research Conference: New Trends in Informatics Research*, Informatics, University at Albany, SUNY, NY, USA.

**Choi, N.**, (2007). An empirical study of the impact of managerial information security awareness on the completeness of information security policy in an organization, *The 2<sup>nd</sup> Annual Informatics Spring Research Conference: New Trends in Informatics Research*, Informatics, University at Albany, SUNY, NY, USA.

## **Funded Grant Proposals**

- G1 Joo, S., Baek, T. H., & **Choi, N.**, (2015). A Multi-Method Study of Social Media Marketing in Public Libraries: A Pilot Study for an IMLS National Leadership Grant Application, *Speed Dating For Researchers-V (SDR-V) Collaborative Funding*, College of Communication and Information, University of Kentucky, \$5,765 (Funded Jun. 2015 – Mar. 2016).

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## **Teaching Experience**

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### **Courses Taught**

### **Instructor of Record**

School of Information Science, University of Kentucky, Lexington, KY, USA.

- LIS602 Information Representation and Access
- LIS603 Management in Library & Information Science
- LIS668 Database Management
- LIS690 Social Media

### **Instructor of Record**

School of Business, University at Albany, SUNY, Albany, NY, USA.

- BITM513 Statistical Decision Systems (MBA course)
- BITM322 Quantitative Analysis for Business Decisions
- BITM520 Database Management (MBA course)
- BITM330 Business Information Systems & Technologies
- BITM331 Systems Development and Analysis

### **Instructor of Record**

College of Computing and Information, University at Albany, SUNY, Albany, NY, USA.

- UFSP100 Innovation via Social Media (**co-developed**)
- IINF201 Introduction to Information Technologies: Unix operating system, web development, networking and security (**co-developed**)
- IINF202 Introduction to Data and Databases

### **Teaching Assistant**

College of Computing and Information, University at Albany, SUNY, Albany, NY, USA.

- IIST301 The Information Environment
- AMUS325 Introduction to Electronic Music and Media
- ICSI110 Introduction to Java programming: programmable computing, worlds and problems

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## **Service**

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**University service** (School of Information Science, College of Communication and Information, University of Kentucky):

2017 – 2018    Promotion and tenure committee (college-level)



*Curriculum Vitae: Namjoo Choi*

- 2016 – Faculty representative to the University Senate
- 2016 – 2017 Promotion and tenure committee (school-level)
- 2016 – 2017 Representative to the College Faculty Council
- 2014 – 2016 Planning committee
- 2013 – 2014 Admissions committee
- 2012 – Associate member, the Graduate Faculty
- 2011 – 2012 Executive committee
- 2011 – 2012 Technology committee
- 2012 – 2013 Curriculum committee
- SU 2012, 13, Exam committee  
15, S 2013, 15
- 2011 – 2013 Faculty search committee

**Conference service:**

- 2010 Session chair, the *First Annual Workshop on Health IT and Economics (WHITE)*,  
Washington DC, October 8-9, 2010.

**Editorial board member:**

- International Journal of Knowledge Content and Development & Technology.

**Ad hoc reviewer:**

Journals

- The DATA BASE for Advances in Information Systems
- Information Processing and Management
- Computers in Human Behavior
- International Journal of Knowledge Content and Development & Technology
- Communication Yearbook
- Communication Report
- The Electronic Library
- Information Systems Management
- European Journal of Information Systems
- Journal of the Association for Information Systems
- Journal of Librarianship and Information Science
- Library Hi Tech
- Online Information Review

Conferences

- iConference
- Academy of Management (AOM)

- International Conference on Information Systems (ICIS)
- Hawaii International Conference on System Sciences (HICSS)
- Americas Conference on Information Systems (AMCIS)
- Association for Library and Information Science Education (ALISE)

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## **Professional Experience**

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2008 – 2009    Web Developer, College of Computing and Information, University at Albany,  
SUNY, NY, USA.

2002 – 2003    Planning & Public Relations, Korea Cyber University, Seoul, Republic of Korea.