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

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.

Positions

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.

Research

Refereed Journal Articles

J28   **Choi, N**., (In Print). An Examination of Existing Research on Academic Libraries and the Social Web, *Journal of Documentation*,

J27   **Choi, N**., (2023). Revisiting and updating the state of library open source software research, *The Electronic Library*, 41(4), 137-151.
       *In the article, ranked as one of the top researchers in the field of library open source software, holding the 1st position in terms of the number of articles and the 2nd position in authorship credit.

J26   **Choi, N**., (2021). An Empirical Examination of Open Source Software Adoption in US Public Libraries, *The Electronic Library*, 39(5), 695-712.

J25   **Choi, N**. & Joo, S., (2021). Understanding Public Libraries' Challenges, Motivators, and Perceptions towards the Use of Social Media for Marketing, *Library Hi Tech*, 39(2), 352-367.

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.**, & Arzrumtsyan, 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 Journal Articles Under Review

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 33rd International Conference on Information Systems (ICIS 2012)* (pp. 1-13), Orlando, Florida, USA, December 16th – 19th.

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 19th – 22nd.

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 42nd Annual Hawaii International Conference on Systems Sciences (HICSS 2011)* (pp. 1-10), Hawaii, USA, January 4th – 7th.

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 12th -15th.

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 12th -15th.

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 06th-09th.

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 42nd Annual Hawaii International Conference on Systems Sciences (HICSS 2009)* (pp. 1-10), Hawaii, USA, January 5th – 8th.
      ****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 04th-06th.

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 12th.

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 5th 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 (CDETG) 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 (CDETG) 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 4th 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 3ʳᵈ 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 2ⁿᵈ Annual Informatics Spring Research Conference: New Trends in Informatics Research,* Informatics, University at Albany, SUNY, NY, USA.

Consulting/Advising Works

Aug. 2023 – Aug. 2025   Advising on an Ithaka S+R (a not-for-profit research organization focused on academic and cultural organizations)'s project (funded by the Alfred P. Sloan Foundation) that aims to assess the effectiveness of university-based open source program offices (OSPOs).

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).*

Pending Grant Proposals

Unfunded Grant Proposals

Choi, N., (2021). Lecture Development on Writing a Social Media Policy and a Social Media Strategic Plan for Public Libraries, *LYRASIS Catalyst Fund, $22,573.*

Joo, S., Baek, T. H., & **Choi, N**., (2015). A Multi-Method Study of Social Media Marketing in Public Libraries, *National Leadership Grants for Libraries, IMLS, $136,411(Unfunded).*

Choi, N., Joo, S., & Nah, S., (2015). Data Science 101 for Adolescents: Public Libraries Transforming Digital Natives into Data-Savvy Citizens, *National Leadership Grants for Libraries, IMLS, $48,411 (Unfunded).*

Choi, N., Cockerell, M., Joo, S., Kim, Y., Nah, S., & Oltmann, S., (authors in alphabetical order) (2015). Civic Data Education Project (CDEP): Data Science 101 for Ordinary Citizens, *Knight News Challenge, Knight Foundation (Unfunded).*

Teaching Experience

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
- LIS631 Social Media for Information Organizations

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

Service

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

University senator (Aug. 2016 – Dec. 2018) (**Elected**, University-level)

Graduate council member (Sep. 2019 – May. 2022) (**Elected**, University-level)

Faculty council member (Aug. 2019 – May 2020, Aug. 2016 – May 2017) (**Elected**, College-level)

Promotion and tenure committee (College-level)

Promotion and tenure committee (School-level)

Executive committee (School-level)

Faculty search committee (School-level)

Planning committee (Department-level)

Curriculum committee (Department-level)

Admissions committee (Department-level)

Executive committee (Department-level)

Technology committee (Department-level)

Exam committee (Department-level)

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.

Associate Editor:

- 2023 International Conference on Information Systems (ICIS), Data Analytics for Business and Societal Challenges track.
- 2021 International Conference on Information Systems (ICIS), Data Analytics for Business and Societal Challenges track.

Ad hoc reviewer:

Grants

- IMLS Laura Bush 21st Century Librarian Program

- LYRASIS Catalyst Fund

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
- IEEE Access
- SAGE Open
- Aslib Journal of Information Management
- Journal of the Association for Information Science and Technology
- First Monday
- IFLA Journal
- New Review of Information Networking

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)

Honors and Awards

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 42nd 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."

Professional Experience

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.