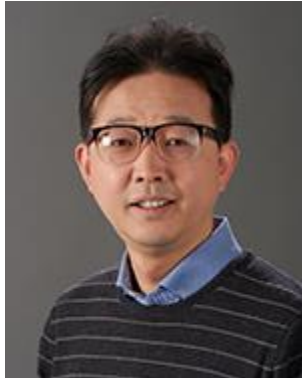




Academic Member and Ambassador  
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**Sung S. Kim**

Sung S. Kim is an associate professor in the Department of Operations and Information Management at the Wisconsin School of Business.

His research covers broad issues related to online user behavior including habit, addiction, loyalty, switching costs, information privacy and security, gaming, community participation, and social networking. His research has appeared in Information Systems Research, MIS Quarterly, Management Science, Journal of Management Information Systems, Journal of the Association for Information Systems, and Decision Sciences. He served as an associate editor of Information Systems Research.

He holds a B.S. in electronic engineering from Yonsei University, Seoul, Korea, an M.S. in information systems from the University of Wisconsin–Madison, and a Ph.D. in information technology management with a minor in industrial and systems engineering from the Georgia Institute of Technology.



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