

DAEUN DANIEL CHOI

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2085 Pamplin Hall, Blacksburg, VA, 24601

EDUCATION

Virginia Tech, Blacksburg, VA, USA

- Ph.D. in Business Information Technology, 2018 - Present
- Concentration: Privacy/Security, Sustainability, Trust, Cognitive Bias, IoT, AI and Big data

Tufts University, Medford, MA, USA

- M.S. in Engineering Management

Sogang University, Seoul, Korea

- M.S. in Electronic Engineering – Concentration: Microwave and Millimeter-wave Systems and Devices
- B.E. in Electronic Engineering

University of California at Los Angeles, CA, USA

- *Certificate in Systems Analysis*: Security, C, Java, Visual Basic, SQL, HTML/CSS, and TCP/IP

University of Hong Kong

- *Certificate of Teaching and Learning in Higher Education, 2017*

Instructor, Virginia Tech, Blacksburg, VA, USA

- Business Statistics, Analytics, & Modeling I (BIT 2405): 2021 Fall

Teaching Assistant, Virginia Tech, Blacksburg, VA, USA

- Business Statistics, Analytics, & Modeling I (BIT 2405)
- Networks, Telecommunications, and Security (BIT 3554/ACIS 3554) (2 semesters)
- Advanced Business Computing and Applications (BIT 3444) (2 semesters)
- Introduction to Business Intelligence and Analytics (BIT 5524) (2 semesters)
- Cognitive Computing for Smart Service Systems (BIT 5484)

Teaching Assistant, University of Hong Kong, Hong Kong

- Business Analysis - Python sessions (MSBA 7001)

Teaching Assistant, Sogang University, Seoul, Korea

- Practical Experiment

Research Assistant (Dr. Lowry), Virginia Tech, Blacksburg, VA, USA

- Information technology governance (ITG), Python coding, Moderated mediation model, Peer-reviews, etc.

Research Assistant (Dr. Lowry), University of Hong Kong, Hong Kong

- Meta-analysis, EDGER, ITG, Python coding, Business Analytics, Peer-reviews, etc.

Research Assistant (Dr. Yun), Sogang University, Seoul, Korea

- Designed and fabricated LNA, filters various bands within 300MHz-2GHz, 40GHz waveguide filters
- Developed sub-oscillators for Ku-band and Ka-band using harmonic generator and injection locking
- SK Telecom 4G Network Project.

Journal Peer Reviewer (20 articles)

- *Heliyon* (16 articles)
- *European Journal of Information Systems (EJIS)* (2 articles)
- *Information Systems Journal (ISJ)* (1 article)
- *International Journal of Information Management (IJIM)* (1 article)
- * Certificate of Outstanding Contribution in Reviewing from Elsevier *Heliyon*

Conference Peer Reviewer (7 articles)

- *International Conference on Information Systems (ICIS)* (4 articles)
- *European Conference on Information Systems (ECIS)* (1 article)
- *Americas Conference on Information Systems (AMCIS)* (1 article)
- *Hawaii International Conference on System Sciences (HICSS)* (1 article)

Doctoral Consortium - AMCIS 2019, Cancun, Mexico (August 15)

PROFESSIONAL EXPERIENCES

Ecoslink, South Korea

Founder – Internet of Things (IoT) and wireless communication

Alten Calsoft Labs, Santa Clara, CA, USA

Principal Staff RF/Wireless Engineer

- Samsung IoT module family (ARTIK 1/5/10) Evaluation boards - Introduced at *2015 IoT World*

Samsung Electronics (Samsung Strategy Innovation Center), Menlo Park/Milpitas, CA, USA

RF/Wireless Engineer as Consultant

- Samsung IoT module family (ARTIK 1/5/10)
- LPWA (Low Power Wide Area) Tested and analyzed in France (Sigfox and Semtech)
- *Sigfox Technical Report* – \$115 million funding (€ 100 M) from Samsung
- Thread Group – Supported Thread Group with Google Nest, ARM, Siliconlabs, Freescale, among others
- New Startup Technology Evaluation

Tufts University, MA, USA

Created Technology Management Development Plan Courses for Samsung and LIGNEX1

CNS at Harvard University, Cambridge, MA, USA

Intern – Consultant Service on Harvard CNS Growth Development Plan

Samsung Electronics, Korea (Headquarter R&D Center)

Research Engineer

Innovative Device Development

- No Key Phone – Introduced at *2010 Mobile World Congress (MWC)*, Researched wireless chargers
- Pico Projector (MBP-200) – Introduced at *2009 Consumer Electronics Show (CES)*

Mass-produced Mobile Phone Development

- Google Phone – Worked with T-Mobile for North American market as RF engineer
- SGH-P930 (VTC) for South Asian market, UMTS/GSM, HSDPA DVB-H (Mobile TV)
- SCH-W240 for SKT, WCDMA/GSM, first world roaming phone, HSDPA Satellite DMB phone
- SPH-V9050 for LGT, CDMA, 12.2mm, the thinnest slide phone in the world
- SPH-V9000 for KT, CDMA, 12.2mm, the thinnest slide phone in the world

Military Service, South Korea Wireless Communication Signal Man (Mandatory Military Service)

SKILLS

Software

- Python, R, SPSS, AMOS, MPlus, JMP, Embedded C, Java, HTML/CSS, and SQL

Hardware

- RF/Connectivity System Layout Design, Antenna Design, CDMA, GSM, WCDMA, SAR test, BT, Wi-Fi, NFC, GPS, and DMB
- PCB design with various Modem/AP/PMIC chips - Mixed Signal ICs, I2C, MIPI and USB
- Sensor applications, Artwork design, ADS, HFSS, and Mentor CAD

PUBLICATIONS

- (Working paper) D.D. Choi, G.A. Wang, and P.B. Lowry “Nudging the Users of Smart-connected Products Away from Privacy Paradox: A Design Science Approach”
- (Working paper) D.D. Choi and P.B. Lowry “For Greed or the Common Good: How Does Sustainability Affect Consumers’ Privacy Decisions in Sustainable Smart-connected Cars”
- (Working paper) D.D. Choi and P.B. Lowry “Sustainability, Privacy, and Trust in Companies: Consumer Information Disclosures While Purchasing Sustainable Smart-connected Cars”

- (Working paper) D.D. Choi and P.B Lowry “Trust-distrust Ambivalence in Multiple Stakeholders over Information Disclosure in Sustainable Smart-connected Cars”
- (Working paper) D.D. Choi, P.B. Lowry, “Sustainability-Privacy-Trust Theories on Information Disclosure in Internet of Things and AI Technology: Privacy Deactivation”
- (Working paper) D.D. Choi, P.B. Lowry, and X. Liu, “How Does Epidemic Social Contagion (ESC) on Twitter, Arising from a Security and Privacy Crisis, Interact With Brand Values in Stock Markets?”
- D.D. Choi, P.B. Lowry, and G.A. Wang (2020) “The Design of Personal Privacy and Security Risk Scores for Minimizing Consumers’ Cognitive Gaps in IoT Settings” 2020 HICSS 53, Hawaii, USA
- D.D. Choi, P.B. Lowry, and F. Belanger (2019) (Dr. Belanger presented) “The Theory of Unbounded Cognitive Biases: Combining Rationality and Emotion toward Privacy and Security Risk Disclosure in Internet of Things Environments” 2019 Pre ICIS - JAIS Theory Development Workshop, Munich, Germany
- D.D. Choi and P.B. Lowry (2019) (Presented) “An Analysis of Consumers’ Attitudes toward Smart Home Internet of Things (IoT) Privacy Risks” 2019 INFORMS Annual Meeting, Seattle, USA
- D. Choi, J.Y. Moon, and S.W. Yun (2005) “The Design of a Ka-band Frequency Synthesizer” 2005 Millimeter-wave Innovation Technology (MINT), pp 286-289
- D. Choi and S.W. Yun (2004) “The Design of a Harmonic Generator Using BJT” The Journal of the 2004 Fall Microwave and Electromagnetic Conference. Vol.27, No.2, pp 251-254

PATENTS

- (Co-author) “ROF link apparatus capable of stable TDD wireless service,” Patent application No. US20070053311(US)
- D. Choi “Apparatus and method for providing charge in battery charging system,” Patent application No. US20110109264A1(US)
- (Co-author) “Radio-over-fiber Link Apparatus Capable of Stable TDD Wireless Service,” Patent application No.1020050081878 (KR)
- D. Choi “Apparatus and method for transmitting data on contactless charging in portable terminal,” Patent application No. 1020090130667 (KR)
- D. Choi “Apparatus and method for providing non-contact charge in battery charging system,” Patent application No. 1020090107367(KR)

HONORS

- Summer Research Grant, Pamplin College, Virginia Tech, 2020 (\$6,000)
- Summer Research Grant, Pamplin College, Virginia Tech, 2019 (\$6,000)
- Four-year PhD Graduate Assistantship from Virginia Tech
- Four-year PhD Scholarship from University of Hong Kong
- Two-year TGI Scholarship from Gordon Institute at Tufts University
- Deans Scholarship from the Department of Electronic Engineering at Sogang University
- Honors Scholarship from the Department of Electronic Engineering at Sogang University