Traci. J. Hess
Berthiaume Professor of Information Systems
Senior Associate Dean, Academic Programs

Email: thess@isenberg.umass.edu   Isenberg School of Management
Office phone: 413-577-0957   University of Massachusetts Amherst

ACADEMIC EXPERIENCE

University of Massachusetts Amherst, Isenberg School of Management   2010-Present
Operations and Information Management
- Senior Associate Dean, Academic Programs, 2023-Present
- Associate Dean, Graduate and Professional Programs, 2020-2023
- Chair of Graduate Faculty, 2019-2020
- Berthiaume Professor of Information Systems, 2014-Present
- IS PhD Coordinator, August 2013-August 2021
- Professor, 2013-Present
- IM Coordinator, 2011-2017
- Associate Professor, 2010-2013

Washington State University, College of Business, Information Systems   2002-2010
Associate Professor 2006-Present, Assistant Professor 2002-2006

College of William & Mary, Mason School of Business, Information   2001-2002
Systems, Assistant Professor

University of Central Florida, College of Business Administration,   1999-2001
Information Systems, Assistant Professor

EDUCATION

Ph.D.   Virginia Tech, Pamplin College of Business   1999
         Major: Information Technology
         Committee: Loren P. Rees (Chair), Terry Rakes, Cliff Ragsdale

M.A.   Virginia Tech, Pamplin College of Business   1997
         Major: Information Systems

B.S.   The University of Virginia, McIntire School of Commerce   1988
         Major: Accounting

SELECT HONORS AND AWARDS

❖ Association for Information Systems (AIS) Distinguished Member - Cum Laude, 2021
❖ Isenberg Outstanding Teaching Award, UMass Amherst, 2014-2015
❖ Isenberg Outstanding Research Award, UMass Amherst, 2012-2013
❖ Isenberg Research Excellence Award, UMass Amherst, 2011-2012
❖ Best Paper Award, *Transactions on Human-Computer Interaction*, 2011

- ❖ Reviewer of the Year Award, *Transactions on Human-Computer Interaction*, 2010
- ❖ Reviewer of the Year Award, *MIS Quarterly,* 2008-2009
- ❖ Outstanding Teaching Award, Washington State University, 2009
- ❖ Outstanding Service Award, Washington State University, 2008
- ❖ Furman Faculty Fellowship, Washington State University, 2005-2007
- ❖ Galloway Faculty Award for Undergraduate Teaching, University of Central Florida, 2000

RESEARCH INTERESTS

Human-computer interaction with theory-driven experimental designs, decision-making and decision support systems, user evaluation and acceptance of IS, trust in IS

RESEARCH

Refereed Journal Articles

Nguyen, L., Hess, T.J., Sheffler, Z., and Liu, Y. "Mixed Messages: An Examination of Reviewer Badges and Consumer Trust with Online Review Platforms," *AIS Transactions on Human-Computer Interaction*, 2024 16(2), 1-36.

Agogo, D., and Hess, T.J. "How Does Tech Make You Feel?" A Review and Examination of Negative Affective Responses to Technology Use, *European Journal of Information Systems*, 2018 27(5), 570-599.

Lee, Y., Chen, A. and Hess, T.J. "The Online Waiting Experience: Using Temporal Information and Distractors to Make Online Waits Feel Shorter," *Journal of the Association for Information Systems*, 2017 18(3), 231-263.

Agogo, D. and Hess, T. "Scale Development Using Twitter Data: Applying Contemporary Natural Language Processing Methods in IS Research," *Annals of Information Systems, Analytics and Data Science: Advances in Research and Pedagogy, 2017*.

Basoglu, A. and Hess, T.J. "Online Business Reporting: A Signaling Theory Perspective," *Journal of Information Systems*, 2014, 28(2), 67-101.

Hess, T.J., McNab, A., and Basoglu, A. "Reliability Generalization of Perceived Ease of Use, Perceived Usefulness, and Behavioral Intentions," *MIS Quarterly,* 2014, 38(1), 1-28.

Tang, F., Hess, T.J., Valacich, J., and Sweeney, J. "The Effects of Visualization and Interactivity on Calibration in Financial Decision-Making," *Behavioral Research in Accounting,* 2014, 26(1), 25-58.

Hong, W., Hess, T., and Hardin, A. "When Filling the Wait Makes it Feel Longer: A Paradigm Shift Perspective for Managing Online Delay," *MIS Quarterly,* 2013, 37(2), 383-406.

McNab, A., Hess, T., and Valacich, J. "Designing Emergency Response Dispatch Systems for Better Dispatcher Performance," *Transactions on Human-Computer*

Interaction, 2011, 3(1), 26-55. *Received Best Paper Award*.

Wells, J., Valacich, J., and Hess, T. "What Signal Are You Sending? How Website Quality Influences Perceptions of Product Quality and Purchase Intentions." *MIS Quarterly*, 2011, 35(2), 373-396.

Hess, T.J., Joshi, K., and McNab, A. "An Alternative Lens for Understanding Technology Acceptance: An Equity Comparison Perspective," *Journal of Electronic Commerce and Organizational Computing*, 2010, 20(2), 123-154.

Hess, T., Fuller, M., and Campbell, D. "Designing Interfaces with Social Presence: Using Vividness and Extraversion to Create Social Recommendation Agents," *Journal of the Association for Information Systems*, 2009, 10(12), 889-919.

Li, X., Hess, T., McNab, A., and Yu, Y. "Culture and Acceptance of Global Web Sites: A Cross-Country Study of the Effects of National Cultural Values on Acceptance of a Personal Web Portal." *DATA BASE for Advances in Information Systems*, 2009, 40(4), 62-87.

Li, X., Hess, T., and Valacich, J. "Why Do We Trust New Technology? A Study of Initial Trust Formation with Organizational Information Systems." *Journal of Strategic Information Systems*, 2008, 17(1), 39-71.

Li, X., Hess, T., and Valacich, J. "Using Attitude and Social Influence to Develop an Extended Trust Model for Information Systems." *DATABASE for Advances in Information Systems*, 37(2&3) Spring/Summer 2006, 108-124.

Hess, T.J., Fuller, M.A., and Mathew, J. "Involvement and Decision-Making Performance with a Decision Aid: The Influence of Social Multimedia, Gender, and Playfulness." *Journal of Management Information Systems,* 22(3) 2005-2006, 15-54.

Hess, T.J., Rees, L.P., and Rakes, T.R. "Using Autonomous Planning Agents to Provide Model-Based Decision-Making Support. *Journal of Decision Systems*, 14(3) 2005.

Wells, J.D. and Hess, T.J. "Understanding Decision-Making in Data Warehousing and Related Decision Support Systems: An Explanatory Study of Customer Relationship Management Applications," *Information Resources Management Journal* 15(4) 2002, 17-33.

West, L.A. and Hess, T.J. "Metadata as a Knowledge Management Tool: Supporting Intelligent Agent and End-User Access to Spatial Data," *Decision Support Systems* 32(3), 2002, 247-264*.*

Hess, T.J., Rees, L.P., and Rakes, T.R. "Using Software Agents to Create the Next Generation of Decision Support Systems," *Decision Sciences 31(1), Winter 2000, 1-31.*

Sen, T.K., Moore, L., and Hess, T.J. "An Organizational Decision Support System for Managing the DOE Hazardous Waste Cleanup Program," *Decision Support Systems* 29(1), 2000, 89-109.

Conference and Workshop Proceedings

Hao, H., Tarafdar, M., Hess T., "Algorithmic Work on Digital Labor Platforms; Bringing Humans Back in Control," ICIS TREO 2023.

Hao, H., Tarafdar, M., and Hess, T. 2022. "Algorithmic Control: Does One Size Fit All," Changing Nature of Work (CNOW) Workshop (pre ICIS SIG CNOW Workshop), Copenhagen.

Hao, Hui and Hess, T.J. "How Dual-Process Theories Provide Insights to Online Cues," Proceedings of the Americas Conference on Information Systems (AMCIS), 2021, Montreal, Canada.

Nguyen, Long and Hess, T.J. "Confirmation and Disconfirmation: How do badges change motivation for eWOM? Proceedings of the Americas Conference on Information Systems (AMCIS), 2021, Montreal, Canada.

Nguyen, Long, Hess, T.J. Sheffler, Z., and Liu, Y. "Biased but Credible: An Experimental Study of Online Reviews," Proceedings of the International Conference on System Sciences (ICIS), 2020, India.

Hao, Hui and Hess, T.J. "When do "Likes" create bias?" Proceedings of the Americas Conference on Information Systems (AMCIS), 2020, Salt Lake City, UT.

Nguyen, Long and Hess, T.J. "Motivation to Use IS: A Literature Review," Proceedings of the Americas Conference on Information Systems (AMCIS), 2020, Salt Lake City, UT.

Lopez, O. and Hess, T.J. "Internet Privacy Concerns: A Replication and Parsimonious Extension," Proceedings of the Americas Conference on Information Systems (AMCIS), 2020, Salt Lake City, UT.

Lopez, O. and Hess, T.J. "Spurring Participation: The Effect of Privacy Control Mechanisms on Trust and Self-Disclosure in Online Health Communities," Proceedings of the Americas Conference on Information Systems (AMCIS), 2019, Cancun, Mexico.

Nguyen, L.T., Hess, T.J., Liu, Y. and Sheffler, Z.J. "Trust in Online Reviews: Integrating the Elaboration Likelihood Model and IS Trust," Proceedings of the Americas Conference on Information Systems (AMCIS), 2019, Cancun, Mexico.

Wigdor, A., Hess, T.J., and Zou, Y. "A Review of Knowledge Contribution Measurement in Online Communities," Proceedings of the Americas Conference on Information Systems (AMCIS), 2019, Cancun, Mexico.

Lopez, O. and Hess, T.J. "Privacy Assurances and Information Sensitivity on the Intention to Disclose," Proceedings of the Americas Conference on Information Systems (AMCIS), 2018, New Orleans, LA.

Agogo, D. and Hess, T.J. "Yin and Yang": Integrating the Bright Side into Dark Side Research in IS, Proceedings of the Americas Conference on Information Systems (AMCIS), 2017, Boston, MA.

Agogo, D. and Hess, T.J. Blind to Time? Temporal Trends in Effect Sizes in IS Research, Proceedings of the International Conference on Information Systems (ICIS), 2016, Dublin, Ireland.

Agogo, D. and Hess, T.J. Technostress and Technology Induced State Anxiety: Scale Development and Implications, Proceedings of the International Conference on Information Systems (ICIS), 2015, Fort Worth, TX.

Agogo, David & Hess, Traci J. Inductive Scale Development from Twitter Data: Applying Contemporary Natural Language Processing Methods in IS Research (Dec, 2015), Pre-ICIS Workshop, Fort Worth, Texas.

Agogo, D., Hess, T.J. and Wright, R. Exploring the Effects of Mood and Computer Self-Efficacy on Computing Task Performance, Proceedings of the Americas Conference on Information Systems, 2015, Puerto Rico.

Tang, F., Hess, T.J., Valacich, J., and Sweeney, J. "The Effects of Visualization and Interactivity on Calibration in Financial Decision-Making." Proceedings of the Americas Conference on Information Systems, 2011, Detroit, MI.

Basoglu, K. and Hess, T. "Electronic Business Reporting: A Signaling Theory Perspective." American Accounting Association (AAA) Annual Meeting – IS Track, 2010, San Francisco, CA.

Hess, T.J., Tang, F., and Wells, J. "Calibration and Confidence with Online Shopping," IS-CoRE Pre-ICIS Workshop, 2009, Phoenix, AZ.

McNab, A., Hess, T.J., and Valacich, J. "Designing Emergency Response Applications for Better Performance", Proceedings of the International Conference on Information Systems (ICIS), 2009, Phoenix, AZ.

McNab, A., Hess, T.J., and Valacich, J. "Designing Interfaces for Faster Information Processing: Examination of the Effectiveness of Using Multiple Information Cues." *Proceedings of the Americas Conference on Information Systems*, 2009, San Francisco, CA.

Li, X. Hess, T.J., and McNab, A.L. "Cultural Issues and Acceptance with Web 2.0: A Study of Personalized Web Services." *Pre-ICIS 2007 Workshop on IS Research in the Era of Web 2.0*. 2007, Montreal, Canada.

McNab, A.L. and Hess, T.J. "Reliability Generalization of Perceived Ease Of Use, Perceived Usefulness, And Behavioral Intentions," *Proceedings of the International Conference on Information Systems (ICIS)*, 2007, Montreal, Canada.

Hess, T.J., Joshi, K., and McNab, A.L. "An Empirical Investigation of the Equity Implementation Model: An Alternative Lens for Understanding Technology Adoption," *Proceedings of the Americas Conference on Information Systems*, 2007, Keystone, CO.

Li, X., Hess, T.J., and Valacich, J. "An Empirical Investigation of Trusting Bases in Initial Trust Formation with National Identity Systems," *Proceedings of the Americas Conference on Information Systems*, 2005, Omaha, NE.

Campbell, D., Fuller, M. and Hess, T. "A Look at How Levels of Vividness and Social Presence Affect Trust in a Decision Aid," *Proceedings of the Americas Conference on Information Systems*, 2005, Omaha, NE.

Li, X., Valacich, J., Hess, T. "Predicting User Trust in Information Systems: A Comparison of Competing Trust Models," *Proceedings of the Thirty-Seventh Hawaii International Conference on System Sciences*, 2004.

Hess, T.J., Fuller, M.A., and Mathew, J. "Gender and Personality in Media Rich Interfaces: Do Birds of a Feather Flock Together?" *Proceedings of the HCI in MIS Workshop*, 2003.

Hess, T.J., Fuller, M.A., and Mathew, J. "The Impact of Social Cues and Personality on Decision-Making Involvement and Performance," *Proceedings of the Americas Conference on Information Systems*, 2003, Tampa, FL.

Hess, T.J. and Hightower, R. "Understanding User Satisfaction with ERP Systems: Extending and Advancing the Equity-Implementation Model," *Proceedings of the International Conference on Information Systems (ICIS)*, 2002, Barcelona.

Hess, T.J. and Wells, J.D., "Understanding How Metadata and Explanations Can Better Support Data Warehousing and Related Decision Support Systems: An Exploratory Case Study," *Proceedings of the Thirty-Fifth Hawaii International Conference on System Sciences*, 2002 (Nominated for best paper).

Hess, T.J. and Hightower, R., "Using Equity Theory to Understand User Resistance to Change in IS Implementations: Instrument Development," *Proceedings of the Americas Conference on Information Systems*, 2001, Boston, MA 1800-1802.

Rodecker, R. and Hess, T.J., "User Satisfaction with Enterprise Resource Planning Systems: The Effect of User Knowledge and Involvement, Training, and Locus of Control," *Proceedings of the Americas Conference on Information Systems*, 2001, Boston, MA 1033-1036.

Hess, T.J., Oberle, M.P., Rakes, T.R., and Rees, L.P. "Using AI Planning to Support Agent Autonomy in Electronic Commerce," *Proceedings of the Decision Sciences Institute 2000 Annual Meeting,* Orlando, FL, 467.

Hess, T.J., Rees, L.P. and Rakes, T.R., "Using Automated Software Planning Agents to Extend the Model Management System in a Decision Support System," *Proceedings of the Decision Sciences Institute 1998 Annual Meeting,* Las Vegas, NV, 663-665.

Ragsdale, C.T., Hess, T.J., and Rees, L.P., "Developing Web-Based Decision Support Systems - Visual Basic to the Rescue," *Proceedings of the Decision Sciences Institute 1998 Annual Meeting,* Las Vegas, NV, 245-246.

Hess, T.J., "Enhancing DSS with Partial-Order Planning and Software Agents," *Proceedings of the Americas Conference on Information Systems*, 1998, Baltimore, MD, 1153.

Rees, L.P., Hess, T.J., and Rakes, T.R., "Computing Security: A Case for Mobile Malicious Agents," *Proceedings of 34th Annual Meeting*, Southeastern Chapter of InfORMS, October 1998, Myrtle Beach, SC, 247-248.

Hess, T.J., "An Implementation of Software Agents in a Decision Support System," *Proceedings of the 33rd Annual Meeting*, Southeastern Chapter of InfORMS, 1997, Myrtle Beach, SC, 482-484. First Place - Student Paper Competition ($400 Prize).

Dull, R. and Hess, T.J., "Using Scientific Visualization to Improve Financial Decision Making," *Proceedings of the Americas Conference on Information Systems*, 1996, Phoenix, AZ, p. 758-760.

Journal Special Issue Introductions/Editorials

Germonprez, M. Hess, T., and Russo, N. "Human-Computer Interaction Research in Management Information Systems," Information Systems Journal, 2009, 17(4).

Nah, F., Fang, X., Hess, T., Hong, W. "Introduction: HCI Studies in MIS," International Journal of Human-Computer Interaction, 2008, 24(7), 623-627.

Germonprez, M. Hess, T.J., Kacmar, C., Lee, Y. "Introduction: Human-Computer Interaction Studies in Information Systems," DATA BASE for Advances in Information Systems 2008, 39(4), 9-12.

Invited Presentations and Workshops

Rees, L.P., Hess, T.J., and Rakes, T.R. "Past, Present, and Future of Decision Support Systems," Decision Sciences Institute 1999 Annual Meeting, New Orleans, LA.

Ragsdale, C.T., Hess, T.J., and Rees, L.P., "Re-Inventing the DSS Option at Virginia Tech," *Decision Sciences Institute 1997 Annual Meeting*.

Book Chapters

Hess, T.J., Fuller, M.A., and Mathew, J. "Involvement and Decision-Making Satisfaction with a Decision Aid: the Influence of Social Multimedia, Gender, and Playfulness," in *Handbook on Decision Support Systems*, eds. Frada Burstein and Clyde W. Holsapple, Springer-Verlag (reprinted from JMIS journal article above, 22(3), 2005-6).

Hess, T.J., Rees, L.P., and Rakes, T. "Using Autonomous Software Agents in Decision Support Systems," in *Handbook on Decision Support Systems*, eds. Frada Burstein and Clyde W. Holsapple, Springer-Verlag. (adapted from Decision Sciences journal article above, 31(1), 2000).

Wells, J.D. and Hess, T.J. "Understanding Decision-Making in Data Warehousing and Related Decision Support Systems: An Explanatory Study of a Customer Relationship Management Application," M. Khosrow-Pour, ed. Advanced Topics in Information Resources Management, Vol. 3, 2004, Hershey, PA, 294-314 (reprinted from IRMJ journal article above, 15(4), 2002).

TEACHING EXPERIENCE

Information Systems Courses Taught	Terms Taught
Data Visualization in Business (MSBA)	2024
Business Intelligence and Analytics (Undergraduate, MBA, MSB&A)	2011-2020
Research Methods – School-Wide Seminar (PhD)	2016-2020
Information Systems Seminal Readings and Theory (PhD)	2013, 2020
Information Systems Seminal Readings and Methods (PhD)	2015
Business Processes and Enterprise Systems (Undergraduate and MBA)	2010-2014
Global E-Commerce	2007-2009
Database Management Systems	1999- 2005
Database Management Systems (Online)	2004
Database Management Systems (MBA)	2005
Managing Information Technology (Mass Lecture) - Survey course delivered to ~500 students with management of 12 lab sessions	2003-2006
Systems Analysis & Design	2001
Advanced Database Administration (Masters/MBA)	2000
Decision Support Systems & Project Management	1999
Interdisciplinary Courses Taught	
Advanced Accounting Information Systems and Auditing (Masters)	2010
Intermediate Accounting I	2009-2010
Seminar in Research Design (Ph.D. Seminar) - College-wide doctoral seminar on research design and statistical methods.	2007-2009

Other Teaching & Curriculum Experiences

- Developed and implemented accelerated, 4+1 masters degree program proposals (MSBA, MSA, and MF)
- Developed and implemented CPT Field Experience Concentration Proposals (MSBA and MF)
- Developed and implemented Dual Degree MBA/MSBA, MBA/MF Proposals
- Developed and implemented tracks/concentrations in the MSBA degree program – Foundations of Business and Data Analytics tracks
- Developed and implemented optional Advanced Analytics concentration, enabling MSBA students to extend their time the program.
- Revised MSBA and MF degrees to update curriculum
- Chaired task force and submitted interdisciplinary curriculum proposal for an undergraduate certificate in Business Analytics (2017)
- Member of MBA Redesign Task Force (2015-2016)

- Business Certificate for Scientists and Engineers, UMass Amherst (2014-2016)
- Chaired task force and submitted interdisciplinary curriculum proposal for a graduate certificate in Business Analytics (2014).
- Developed and submitted curriculum proposals for three new Information Management courses (2011), in coordination with the IT Minor, UMass Amherst
- Revised content and prepared curriculum materials for cross-listing Global Ecommerce course with International Business to satisfy Global Learning Requirement (2008), WSU
- Faculty Advisor on MBA Study Abroad Program to Ecole Hoteliere Lausanne in Lausanne, Switzerland (2006), WSU
- Curriculum development for Distance Degree Program - Introductory Information Systems course and Database Management course (2006), WSU
- Guest Instructor for UCF Executive MBA Program – Database Management Systems (2001), WSU

Faculty Development & Training
- SAP Workshops 2009-2016 - Participated in SAP workshop programs including:
  - Business Process Integration I & II
  - Business and Web Intelligence
  - Business Intelligence and Analytics
  - ERP Simulation Game
  - Operations Management & Supply Chain
  - Introduction to Global Bike – materials management, sales & distribution, finance, control modules
  - Accounting information systems
- AACSB Assessment Workshop 2005 – Attended two-day workshop on the development and maintenance of assessment programs.
- Oracle Enterprise DBA Workshop, Summer 2000

HONORS AND AWARDS
- Association for Information Systems (AIS) Distinguished Member - Cum Laude, 2021
- Isenberg Outstanding Teaching Award, UMass Amherst, 2014-2015
- Isenberg Outstanding Research Award, UMass Amherst, 2012-2014
- Isenberg Research Excellence Award, UMass Amherst, 2011-2012
- Best Paper Award, *Transactions on Human-Computer Interaction*, 2011
- Reviewer of the Year Award, *Transactions on Human-Computer Interaction*, 2010
- Reviewer of the Year Award, *MIS Quarterly* 2008-2009
- College of Business, Outstanding Teaching Award, WSU, 2009
- College of Business, Outstanding Service Award, WSU, 2008
- College of Business, Furman Faculty Fellowship, WSU, 2005-2007
- College of Business, Dean's Excellence Fellow, WSU, 2005, 2009
- AIS SIGHCI Outstanding Service Award, 2007

- WSU Mentor of the Year Nomination, 2007
- MIS Club Professor of the Year Award, WSU, 2004, 2005
- Teaching Innovation Grant Recipient, WSU, 2003
- Selected for In-House Research Grant (university-wide, competitive award), UCF, 2001
- Galloway Faculty Performance Award for Undergraduate Teaching, college-wide, UCF, 2000
- Galloway Faculty Performance Award for Undergraduate Teaching, departmental, UCF, 2000
- Faculty Excellence Award (MISA - student organization), UCF, 2000
- Cunningham Doctoral Fellowship (university-wide award), Virginia Tech, 1996-1998
- American Institute of Certified Public Accountants (AICPA) Doctoral Fellowship, 1996-1997

SERVICE

Professional Service

- Track Co-Chair: Human Computer / Robot Interaction track, International Conference on Information Systems (ICIS) 2022
- Mentor, MISQ Scholarly Development Academy (2022)
- Chair, Americas Conference on Information Systems Program Chair Committee, 2017-2019
- Member, AIS Conference Dates Task force, 2017-2018
- Executive Committee, Americas Conference on Information Systems, 2016-2019
- Program Co-Chair, Americas Conference on Information Systems, 2017, Boston MA
- Chair, AMCIS-SIG Task Force, 2016
- MIS Camp Co-Chair, Americas Conference on Information Systems, 2012
- Past Chair, AIS SIGHCI (Association for Information Systems Special Interest Group on Human-Computer Interaction), 2007-2008
- Chair, SIGHCI, 2006-2007
- Chair-Elect, SIGHCI, 2005-2006
- HCI Track Co-Chair, Americas Conference on Information Systems (AMCIS), 2006-2008
- HCI Minitrack Co-Chair: Interface Design, Evaluation and Impact (AMCIS), 2006, 2007
- Pre-ICIS SIGHCI Workshop Co-Chair, 2004, 2005, 2006
- Pre-ICIS SIGHCI Workshop Local Arrangements Co-Chair, 2003
- Pre-ICIS SIGHCI Workshop Program Committee, 2003
- Mentor for new Special Interest Groups (SIGs), Association for Information Systems (AIS), 2007
- MIS Camp Counselor, Americas Conference on Information Systems, 2007, served as guest advisor to junior faculty in IS.
- International Conference on Information Systems (ICIS) 2003: Co-Chair, Volunteer Committee

Editorial Service

- Senior Editor (2012-Present), Associate Editor (2008-2012) *AIS Transactions on Human-Computer Interaction*
- Associate Editor Board, *Journal of the Association for Information System (*2009-2013, 2018-2020), guest Senior Editor
- Associate Editor, *MIS Quarterly* (2013-2016), Guest Associate Editor, (2010-2012)
- Associate Editor, *Decision Sciences Journal (2012-2013)*
- Associate Editor, *International Journal of Human-Computer Studies* (2008 – 2012)
- Associate Editor, *International Conference on Information Systems (ICIS) HCI Track*, 2005-2012, 2014
- Guest Senior Editor - DATA BASE for Advances in Information Systems
- Guest Senior Editor - International Journal on Human-Computer Interaction
- Guest Senior Editor - Information Systems Journal

Review Service

- MIS Quarterly
- Information Systems Research
- Journal of the Association for Information Systems
- AIS Transactions on Human-Computer Interaction

Doctoral Committees

- Co-Chair: Hui Hao, Ph.D. in IS, Summer 2024
- Chair: Long Ngyuen, Ph.D. in IS, May 2023, "A Tale of Two Platforms: An Examination of User Motivations in Platform-based Digital Tasks."
- Co-Chair: Ariel Wigdor, Ph.D. in IS, Summer 2023, "Online Community Participation and Its Psychology."
- Chair: Oscar Lopez, Ph.D. in IS, Spring 2022, "The Role of Control with Privacy Concerns in Online Communities."
- Committee Member: Yueran Zhuo, Ph.D. in MS September 2018, "Managing Information Security Investments Under Uncertainty: Optimal Policies for Technology Investment and Information Sharing."
- Chair: David Agogo, Ph.D. in IS, May 2017, "Affective Responses to Technology Use: Examining the Dark Side, Exploring the Bright Side."
- Committee Member: Baris Hasdemir, Ph.D. in MS, 2012, "Enabling Easy Consumer Access to Services and Products."
- Co-Chair: Fengchun Tang, Ph.D. in IS, 2012, "An Integrated Understanding of Confidence and User Calibration in Information Systems Use."
- Co-Chair: Anna McNab, Ph.D. in IS, 2009, "Designing Interfaces in Support of Associative Cognitive Processing: An Elaboration Likelihood Perspective."
- Co-Chair: Ken Wang, Ph.D. in IS, 2008, "Understanding IS Continuance: An IS Commitment Perspective."
- Committee member: John Mathew, Ph.D. in IS, 2008, "Disclosure Apprehension: The

Influence of Media and Survey Technique on the Disclosure of Sensitive Information."

- Committee member: Adam Benson, Ph.D. in IS, 2008, "Does Group Member Experience Affect Decision Quality and User Satisfaction with Collaborative Technology? A Study of the Technology-Group Interaction Process."
- Committee member: Jennifer Nicholson, Ph.D. in IS, 2006, "Understanding the Impact of Delivery Technologies on Web-Based Learning."
- Committee member: Xin Li, Ph.D. in IS, 2004, "Trust in National Identification Systems: A Trust Model Based on the TRA/TPB."

University and College Service
- Associate Dean, Graduate & Professional Programs (2021-Present)
- Isenberg School-wide Curriculum Committee, Chair (2024-President)
- Isenberg School-wide Curriculum Committee, Co-Chair (2021-2023)
- University Without Walls (UWW) Steering Committee (2022-Present)
- Chair, ASCC sub-committee of the Graduate Council (2023-Present)
- University-wide Graduate Council, (2022-Present)
- Interim Associate Dean, Graduate & Professional Programs (2020-2021)
- Chair of Graduate Faculty (2019-2020)
- Information Systems Doctoral Coordinator (Aug 2013-Aug 2021)
- OIM Department Curriculum Committee (2018-2020)
- Task Force, MBA Redesign (2015)
- Task Force on Undergraduate Certificate in Business Analytics (2017-2018)
- Department Personnel Committee (2011-Present)
- University IT Program Steering Committee (2013-2019)
- MBA Core Faculty (2014-2019)
- Isenberg Dean's Search Committee (2018): Member
- Chair, IS Faculty Search Committee:
    - 2011-2012 Tenure Track (1 position)
    - 2013-2014 Tenure Track (1 position)
    - 2014-2015 Tenure Track (1 position)
    - 2016-2017 Tenure Track (2 positions)
    - 2016-2017 Instructor/non-Tenure Track (1 position)
    - 2017-2018 Tenure Track (2 positions)
    - 2017-2018 Instructor/non-Tenure Track (2 positions)
    - 2018-2019 Tenure Track (1 position)
    - 2018-2019 Instructor/non-Tenure Track (2 position)
    - 2019-2020 Tenure Track (1 position)
- Information Management Coordinator for OIM Department (2011-2017)
- Provost Advisory Council (2014-2016)
- College of Information and Computer Science Dean's Search Committee (2015-2016)
- Chair, Isenberg Teaching Award and Recognition Selection Committee (2016)

- Undergraduate Assurance of Learning (2013-Present)
- Department Corporate Liaison (2013-2016)
- Isenberg MBA Redesign Task Force (2013)
- Faculty Advisor for APICS Student Group (2010-2013)
- Chair, OM Search Committee (2012-2013)
- Member, OM Faculty Search Committee (2011-2012)
- Member, IS Lecturer Search Committee (2015)
- Isenberg Scholarship Committee (2011-Present)
- Isenberg Career and Professional Development Task Force (2011-2012)
- Isenberg Financial Analyst Search Committee (2011)
- Isenberg Endowed Chair Search Committee (2011)
- WSU Faculty Senate Representative for the College of Business (2010)
- WSU Master of Accounting Curriculum Committee (2010)
- Undergraduate Program Policy Committee (UPPC), College of Business: Co-Chair (2005-2006); Member (2004-2009). Guided the development of initial AACSB learning goals, objectives, and assessment plan; proposed initial draft of Global Learning Requirement; and coordinated curriculum changes.
- Ph.D. Task Force, College of Business: Chair (2007-2009); Member (2006-Present). Guided the development of AACSB learning goals, objectives, assessment plan, and assessment forms. Developed Ph.D. Program white paper. Prepared 2007-2008 Ph.D. Program Assessment Report, including coordination/collection of assessment data and generation of Ph.D. section of Assessment Report for AACSB re-accreditation visit. Coordinated development of Ph.D. program promotional materials.
- Undergraduate Assessment Task Force, College of Business (Fall 2007-Spring 2008)
- Huber Innovation Grant Committee, member (2007-Present)
- Search Committee Member – Senior Director of Development, CB
- Innovation Challenge Judge, 2008-2009
- Undergraduate Promotion and Recruiting, Department of Information Systems (2007)
- Associate Dean, Graduate Programs in Business (2006)
- University Advisory Committee for Computing and Telecommunications (UACCT), College of Business representative (2004-2005)
- Technology Steering Committee, College of Business, member (2004-2005)
- Doctoral Program Coordinator, Department of Information Systems (2005)
- MIS 250 Course & Software Supervisory Committee (2003-2006)
- Faculty Search Committee, Department of Information Systems (2003, 2004)

INDUSTRY CERTIFICATION

Certified Public Accountant, Commonwealth of Virginia, 1988

INDUSTRY EXPERIENCE

Valley Financial Corporation/Valley Bank, Roanoke, Virginia   *1994-1995*
Senior Vice President and COO
Joined the holding company of Valley Bank, (in organization), shortly after the effective date of the initial public offering. As part of a four person management team, formulated a five year budget and strategic plan for the new bank. Analyzed, selected, and supervised installation of data processing alternatives, platform systems, bank equipment, and computer hardware and software. Processed and reported all financial activity and regulatory reports for the holding company during the organizational phase. Managed accounting, data processing, personnel and compliance functions. Reported financial results to the Board of Directors.

Bank of Hampton Roads, Chesapeake, Virginia   *1990-1994*
Senior Vice President and CFO
Managed accounting, data processing, branch administration, personnel, compliance, and marketing functions. During four year tenure, the Bank grew from $35 to $104 million in assets and from two to nine branches. Supervised over 55 employees including 14 bank officers. Formulated five year strategic plan and corresponding budgets. Coordinated conversion of item processing function to a reader/sorter environment. Presented financial reports to the Board of Directors and shareholders. Analyzed, contracted, and supervised the purchase of the deposits and assets of a $14 million failed bank from the FDIC and the acquisition of a $15 million community bank through an exchange of stock. Prepared regulatory applications, recommended capital expenditures and coordinated staffing for five branch offices.

Ernst & Young, LLC, Norfolk, Virginia   *1988-1990*
Senior Accountant - Audit
Supervised staff accountants and audited a variety of businesses, concentrating in financial institutions. Received specialized training in bank auditing.

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