

CURRICULUM VITAE

BRIAN E MENNECKE, Ph.D.

Associate Professor of Management Information Systems

Department of Logistics, Operations, and
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College of Business

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EDUCATION

Ph.D. Indiana University, Bloomington, Indiana - August, 1993
Major: Management Information Systems
Minor: Speech Communication

Dissertation Title: *An experimental examination of the influence of group history and group support system use on the discovery of hidden profiles*

M.A. Miami University, Oxford, Ohio - May, 1988
Major: Geology
Special Emphasis: Geography and Cartography

M.B.A. Miami University, Oxford, Ohio - August, 1985
Majors: Finance & Decision Sciences

B.A. Knox College, Galesburg, Illinois - March, 1982
Major: Geology

ACADEMIC EXPERIENCE

1999 to present Associate Professor of Management Information Systems: Iowa State University, Logistics, Operations, and MIS, Ames, Iowa.

1993 to 1999 Assistant Professor of Management Information Systems: East Carolina University, Department of Decision Sciences, Greenville, North Carolina. The ECU Chancellor and UNC Board of Regents provided authorization for tenure and promotion in April 1999.

1992 to 1993 Research Associate: Collaborative Work Laboratory, Institute for the Study of Developmental Disabilities, Indiana University, Bloomington, Indiana.

1990 to 1992 Associate Instructor: Indiana University, Department of Decision and Information Systems, Bloomington, Indiana.

1990 to 1992 Adjunct Faculty: Indiana Vocational Technical College, Department of Computer & Information Systems, Bloomington, Indiana.

Summer 1991 Adjunct Faculty: Indiana Wesleyan University, Leadership Education for Advanced Professionals (LEAP) Program, Indianapolis, Indiana.

1986 to 1990 Instructor of Management Information Systems: Miami University, Decision Science Department, Oxford, Ohio.

PROFESSIONAL EXPERIENCE

1988 to 1989 Project Manager/Hydrogeologist: Enviropact, Inc., Environmental Reconnaissance and Remediation Unit, Miami, Florida.

1985 to 1986 Analyst: Allstate Life Insurance Company, Underwriting Development Staff Department, Deerfield, Illinois.

JOURNAL PUBLICATIONS

- Mennecke, B.E., Townsend, A.M., Hayes, D.J., & Lonergan S.M. A study of the factors that influence consumer attitudes toward beef products using the conjoint market analysis tool. *The Journal of Animal Science* (forthcoming).
- Mennecke, B.E., Terando, W. D., Janvrin, D. J., & Dilla, W.N. It's just a game, or is it? Real money, real income, and real taxes in virtual worlds. *Communications of the AIS*, Volume 20, Article 15, July 2007.
- Scheibe, K. P., Mennecke, B. E., & Luse, A. The Role of Effective Modeling in the Development of Self-Efficacy: The Case of the Transparent Engine. *Decision Sciences Journal of Innovative Education*, Volume 5, Number 1, pp. 21-42, January 2007.
- Scheibe, K.P., Mennecke, B.E., and C.W. Zobel. Creating Offshore-ready IT Professionals: A Global Perspective and Strong Collaborative Skills Are Needed. *Journal of Labor Research*, Volume 27, Number 3, pp. 275-290, June 2006.
- Bradley, J.B., White, B.J., & Mennecke, B.E. Teams and Tasks: A Temporal Framework for the Effects of Interpersonal Interventions on Team Performance, *Small Group Research*, Volume 34, Number 3, pp. 353-387, June 2003.
- Mennecke, B.E. & West L.A. Geographic Information Systems in Developing Countries: Issues in Data Collection, Management, and Use, the *Journal of Global Information Management*, Volume 9, Number 4, pp. 45-55, Fall 2001.
- Mennecke, B.E., Crossland, M.D., & Killingsworth, B.L. Is a Map More than a Picture? An Examination of the Role of Subject Characteristics, Task Complexity, and Technology on Map Reading and Decision Making, the journal *Management Information Systems Quarterly*, Volume 24, Number 4, pp. 601-630, Fall 2000.
- Mennecke, B.E., Valacich, J.S., & Wheeler, B.C. The Effects of Media and Task on User Performance: A Test of the Task-Media Fit Hypothesis, *Group Decision & Negotiation*, Volume 9, Number 6, November 2000.
- Mennecke, B.E. Teaching Spatial Analysis in Business: An Examination of the Use of Geographic Information Systems in a Decision Support Systems Course, the *Journal of Computer Information Systems*, Volume 40, Number 3, Spring 2000.
- Mennecke, B.E., Bradley, J.B., & McLeod, M. The Impact of Group Process Training and Role Assignments on the Performance and Perceptions of Student IS Project Teams, the *Journal of Informatics Education & Research*, Volume 1, Number 1, Fall 1999.
- West L.A. & Mennecke, B.E. Relational Data Modeling for Geographic Information Systems, the *Journal of Database Management* Volume 10, Number 2, Apr-June 1999.
- Mennecke, B.E. & Bradley, J.B. Making Project Groups Work: The Impact of Structuring Group Roles on the Performance and Perception of Information Systems Project Teams, the *Journal of Computer Information Systems* Volume 29, Number 1, Fall 1998.
- Mennecke, B.E. & Valacich, J.S. Information Is What You Make of It: The Influence of Group History and Computer Support on Information Sharing, Decision Quality, and Member Perceptions, the *Journal of Management Information Systems* Volume 15, Number 2, pp. 173-197, Fall 1998.
- Mennecke, B.E. & West L.A. Geographic Information Systems in Developing Countries: Opportunities and Options for Decision Support, the *Journal of Global Information Management* Volume 6, Number 3, pp. 14-25, April 1998.
- Mennecke, B.E. Using Group Support Systems to Discover Hidden Profiles: An Examination of the Influence of Group Size and Meeting Structures on Information Sharing and Decision Quality, the *International Journal of Human Computer Studies* Volume 43, Number 3, pp. 387-405, October 1997.

JOURNAL PUBLICATIONS (continued)

- Mennecke, B.E., Understanding the Role of Geographic Information Technologies in Business: Applications and Research Directions, *Journal of Geographic Information and Decision Analysis*, Volume 1, Number 1, pp. 44-68, April 1997.
- Valacich, J.S., Mennecke, B.E., Wheeler, B.C., & Wachter, R. The Effects of Numerical and Logical Group Size on Computer-Mediated Idea Generation, *Organizational Behavior and Human Decision Processes*, Volume 62, Number 3, pp. 318-329, June 1995.
- Wheeler, B.C., Mennecke, B.E., & Scudder, J.S. Restrictive Group Support Systems as a Source of Process Structure for High and Low Procedural Order Groups, *Small Group Research*, Volume 24, Number 4, pp. 504-522, November 1993.
- Mennecke, B.E., Hoffer, J.A., & Wynne, B.E. The Implications of Group Development and History for GSS Theory and Practice, *Small Group Research*, Volume 23, Number 4, pp. 524-572, November 1992.
- Mennecke, B.E. & Lee, S. The Application of Expert Systems in a Distributed Database Environment, *Records Management Quarterly* (renamed the Information Management Journal), winter 1991.

BOOKS & BOOK CHAPTERS

- Mennecke, B.E. & Strader, T. (eds.) *Mobile Commerce: Technology, Theory and Applications*, 2003.
- Hackbarth, G & Mennecke, B.E. Strategic Positioning of Location Applications for Geo-Business, in J. Pick (ed.) *GIS in Business*, March 2005.
- Mennecke, B.E., Dangermond, J., Santoro, P.J., Darling, M. & Crossland, M.D. Responding to Customer Needs with Geographic Information Systems, in S. Bradley & R. Nolan (eds.) *Sense and Respond: Capturing Value in the Network Era*, March 1998
- Wagner G.R., Wynne, B.E., & Mennecke, B.E. Group Support Systems Facilities and Software, in L.M. Jessup & J.S. Valacich (eds.) *Group Support Systems: New Perspectives*, 1993, pages 8-55.

MANUSCRIPTS: REVISED OR UNDER REVIEW,

- Townsend, A.M. & Mennecke, B.E. Applications of Radio Frequency Identification (RFID) in the Meat Industry, under review at CAB Reviews (Perspectives in Agriculture, Veterinary Science, Nutrition, and Natural Resources).
- Mennecke, B.E. & Scheibe, K. P. The Relative Importance of Contextual and Personal Factors on GIS Software Training: An Empirical Examination of Social Cognitive Theory, under review in the *Management Information Systems Quarterly*.
- Mennecke, B.E., Townsend, A.M., & Hendrickson, A.H. Information Technologies and Gender: An Impression Formation-based Examination of the Differential Influence of Technology across Gender and Context, being revised for resubmission to the *Management Information Systems Quarterly*.
- Laux, D., Mennecke, B.E., & Townsend, A.M. Biometric Technology Acceptance in Financial Institutions: A Test of the Technology Acceptance Model for Fingerprint Payment System, to be submitted to the *Journal of Management Information Systems*, October 2007.
- Mennecke, B.E. & Townsend, A.M. Whither Goes Second Life: AOL and the Future of Virtual Worlds, under review at the *Communications of the ACM*.

REFEREED CONFERENCE PUBLICATIONS

- Terando, W. D., Janvrin, D. J., Dilla, W.N., & Mennecke, B.E., Taxation Policy in Virtual Worlds: Issues Raised by Second Life and Other Unstructured Virtual World Games, under review at the *2008 American Taxation Association Midyear meeting* (ATA Legal Papers are subsequently published in the Association's Legal Journal).
- Mennecke, B.E. & Hassall, L. The Mean Business of Second Life: Opportunities and Challenges of Using Second Life to Teach Entrepreneurship, Technology, and Commerce. Under review with the *ELI 2008 Annual Meeting* (i.e., Educause Learning Initiative Conference), January 2008.
- Bradley, J.B., White, B.J., & Mennecke, B.E. The Impact of Goal Congruence on Management Information Systems Development Team Performance. *Proceedings of the Southeast Institute for Decision Sciences Institute*, February 2003.
- Mennecke, B.E. & Strader, T. Where in the World on the Web Does Location Matter? A Framework for Location Based Services in M-Commerce. *Proceedings of the 7th Annual Americas Conference on Information Systems*, August 2001.
- Bradley, J.B., Foltz, B., & Mennecke, B.E. Using GIS in a natural disaster. *Proceedings of the American Society of Business and Behavioral Sciences Conference*, February 2001.
- Mennecke, B.E. & Higgins, G. Spatial Data in the Data Warehouse: A Nomenclature for Design and Use, *Proceedings of the 5th Annual Americas Conference on Information Systems*, August 1999.
- Mennecke, B.E. Teaching Spatial Analysis in Business: The Case of Geographic Information Systems in a Decision Support Systems Course, *Proceedings of the Annual Conference of the International Association for Information Management*, December 1998.
- Mennecke, B.E., Bradley, J.B., & McLeod, M. Making Project Groups Work II: The Impact of Group Process Training and Role Assignment on the Performance and Perception of Information Systems Project Teams, *Proceedings of the Annual Conference of the International Association for Information Management*, December 1998.
- Mennecke, B.E. & West L.A. Geographic Information Systems in Developing Countries: Issues in Data Collection, Management, and Use, *Proceedings of the 4th Annual Americas Conference on Information Systems*, August 1998.
- Mennecke, B.E. & Bradley, J.B. Making Project Groups Work: The Impact of Structuring Group Roles on the Performance and Perception of Information Systems Project Teams, *Proceedings of the Annual Conference of the International Association for Information Management*, December 1997.
- Hauser R. & Mennecke, B.E. The Impact of Organizational Culture and Use on Geographic Information Systems Implementation, *Proceedings of the 28th Meeting of the Decision Sciences Institute*, November 1997.
- Killingsworth, B.L., Mennecke, B.E., & Schellenberger, R.E. The Impact of Geographic Information Systems on Tracking and Forecasting Health Care Needs, *Proceedings of the 28th Meeting of the Decision Sciences Institute*, November 1997.
- Mennecke, B.E., Crossland, M.D., & Killingsworth, B.L. An Experimental Examination of Spatial Decision Support System Effectiveness: The Roles of Task Complexity and Technology, *Proceedings of the 3rd Annual Americas Conference on Information Systems*, August 1997.
- Killingsworth, B.L., Mennecke, B.E., & Schellenberger, R.E. Information Systems Use in the Service of the Public: Experiences and Opportunities for Using Geographic Information Systems to Support Americas Labor Market Information System Employer Database, *Proceedings of the 27th Meeting of the Decision Sciences Institute*, November 1996.

REFEREED CONFERENCE PUBLICATIONS (continued)

- West L.A. & Mennecke, B.E. Spatial Data Modeling in Geographic Information Systems, *Proceedings of the 2nd Annual Americas Conference on Information Systems*, August 1996.
- Hauser R., Mennecke, B.E., & Byrd, T. Implementing Geographic Information Systems: The Impact of Organizational Culture and Use, *Proceedings of the Business Geographics Conference for Educators and Researchers*, May 1996.
- Mennecke, B.E. & Crossland, M.D. Geographic Information Systems: Business Applications and Research Opportunities, *Proceedings of the 29th Annual Hawaii International Conference on Systems Science*, January 1996.
- Mennecke, B.E. An Experimental Examination of Group Information Sharing, Group Size, and Meeting Structures for Groups Using a Group Support System, *Proceedings of the 1st Annual Americas Conference on Information Systems*, August 1995.
- Mennecke, B.E., Valacich, J.S., & Hoffer, J.A. An Experimental Examination of Group History and Group Support System Use On Information Sharing Performance and User Perceptions, *Proceedings of the 28th Annual Hawaii International Conference on Systems Science*, January 1995.
- Valacich, J.S., Mennecke, B.E., Wachter, R., & Wheeler, B.C. Extensions to Media Richness Theory: A Test of the Task-Media Fit Hypothesis, *Proceedings of the 27th Annual Hawaii International Conference on Systems Science*, January 1994.
- Mennecke, B.E. & Wheeler, B.C. Task Matters: Modeling Group Task Processing in Experimental CSCW Research, *Proceedings of the 26th Annual Hawaii International Conference on Systems Science*, January 1993.
- Valacich, J.S., Mennecke, B.E., Wachter, R., & Wheeler, B.C. Computer-Mediated Idea Generation: The Effects of Group Size and Group Heterogeneity, *Proceedings of the 26th Hawaii International Conference on System Science*, January 1993. (Nominated Best Paper in Mini-Track)
- Wheeler, B.C. & Mennecke, B.E. The Effects of Restrictiveness and Preference for Procedural Order on the Appropriation of Group Decision Heuristics in a GSS Environment, *Proceedings of the 13th International Conference on Information Systems*, December 1992.
- Mennecke, B.E., Wachter, R., & Wheeler, B.C. The Effects of Normative and Informational Influences on Group Voting Behavior: An Empirical Investigation Using a Group Support System, *Proceedings of the Decision Science Institute 23rd Annual Meeting*, November 1992.
- Mennecke, B.E., Wheeler, B.C., & Phelps, J. Enhancing the Logical Group Size in Laboratory Experimentation: Development and Validation of an Integrative Task for Group Research, *Proceedings of the Decision Science Institute 23rd Annual Meeting*, November 1992,
- Mennecke, B.E., Hoffer, J.A., & Wynne, B.E. Group Development & History in GSS Research: A New Research Perspective, *Proceedings of the 25th Annual Hawaii International Conference on Systems Science*, January 1992. (Nominated Best Paper in Mini-Track)

WORK IN PROGRESS

- The role of Location and Space in Virtual Worlds, to be submitted to the Communications of the AIS, October 2007.
- Studying the Application of Conjoint Methodology as a Tool in Information Systems Design and Requirements Gathering, to be submitted to the Journal of AIS, with Anthony Townsend, Anthony Hendrickson, and Kevin Scheibe (data collected in association with summer 2005 grant activities; monograph written).

WORK IN PROGRESS (continued)

- Acceptance of Mobile Devices as a Tool for Mobile Commerce Activities: A Longitudinal Examination of the Antecedents to TAM, to be submitted to the journal Information and Management, with Kevin Scheibe and Anthony Townsend. (Data collected and analyzed; 5 pages written)
- Mobile Computing and Virtual Teams, to be submitted to the journal Communications of the ACM, with Anthony Townsend, and David Macdonald (NTT-DoCoMo) (Currently rewriting the paper; 10 pages written).
- The Use of Conjoint Analysis in Human Resource Management: A Longitudinal Analysis of Student Perceptions of Job Opportunities in the IT Job Market, to be submitted to the Journal of Personnel Management, with Kevin Scheibe and Anthony Townsend. (Data Collected and analyzed; 10 pages written).
- Result of a Survey Analysis of the Application of RFID in Crime Laboratories. Journal to be determined, with Anthony Townsend (data collected in association with summer 2005 grant activities; monograph written).
- Employee Perceptions of Fingerprint Readers in the Retail Sector: Lessons Learned and Implications for Retail Applications of Biometrics. Journal to be determined, Project is Derivative of Dawn Laux's Dissertation, with Anthony Townsend (Focus Group Data Collected, 0 pages written, Data Analyzed and being used for Survey Development).

WORKSHOPS, PANELS & TUTORIALS

- A Workshop Entitled: Using Second Life to Teach Entrepreneurship: Adapting Technology to Pedagogy, USASBE 2008 Meeting, January 2008, with Howard Van Auken.
- Panel Author and Moderator, Second Life and other Virtual Worlds: A Roadmap for Research, *the 28th International Conference on Information Systems*, December, 2007, with Edward Roche, Benn Konsynski, Anthony Townsend, David Bray, John Lester (Linden Lab), and Michael Rowe (IBM).
- Second Life Show and Tell: An Overview of the Applications of Second Life for Business Education, Sponsored by the Center for Excellence in Learning and Teaching, Iowa State University, September 24, 2007.
- A Tutorial on Transforming Education in Information Systems and Technology (my topic was using Second Life to facilitate distance education), presented at the *Midwest Association for Information Systems Conference*, May 2007, with Alanah Davis, Deepak Khazanchi, Ronald McNeil, Robert T. Soles, and Ilze Zigers.
- A Workshop on Geographic Information Systems: Applications for Business School Users, presented at the *Americas Conference on Information Systems*, August 1997, with Lisa Murphy.
- A Tutorial on GIS: Applications for Business School Users, presented at *the Decision Science Institute National Meeting*, November, 1995, with Ron Grenfell, Lisa Murphy, Hans Reimer, and Larry West.
- A Tutorial on GIS: Mapping Their Future in the Business School, *the Fifteenth International Conference on Information Systems*, December 1994, with Martin D. Crossland and Jack Dangermond.
- Panelist and Panel Author, *The Right Research Task: A Critical Look at the Tradeoffs of Experimental Task Diversity in IS Research*, *the Fourteenth International Conference on Information Systems*, December, 1993, with Bradley C. Wheeler, Izak Benbasat, Nancy P. Melone, and Leonard P. Jessup.

GRANTS AND FUNDED PROJECTS

- Protecting Iowa's Economic Growth through Animal Traceability and Discovery of Natural Antimicrobials. A \$671,000 grant funded by the Battelle Infrastructure and Platforms Grants, Awarded November 2006; Completion Date, December 2007. Manjit K. Misra (PI), Anthony L. Pometto III, H. Scott Hurd, Marilyn Drury, Aubrey Mendonca, Byron Brehm-Stecher, Alan DiSpirito, Brian Mennecke, Robert Weber, John Lawrence, Bobby Martens, Jean Gladon.
- Developing a Customer Satisfaction Survey for Forensic Laboratories. A \$117,000 grant funded by the Community Oriented Policing Services Program (COPS) in association with the Midwest Forensic Resource Center, Awarded, June 2006; Completion Date December 2007. Brian Mennecke (PI) & Anthony Townsend (PI).
- Feasibility and Proof of Concept of Utilizing Radio Frequency Identification Tagging Technology to Manage Evidentiary Materials in Forensic Laboratories: Technical Innovations in Management and Infrastructure. A \$230,000 grant funded by the National Institute of Justice in association with the Midwest Forensic Resource Center, Awarded March 2005; Completion Date December 2006. Anthony Hendrickson (PI), Kevin Scheibe (PI), Brian Mennecke (PI), & Anthony Townsend (PI).
- A Proposal to use the Conjoint Market Analysis Tool to Examine the Factors that Influence Consumer Attitudes towards Beef Products. A \$34,300 grant funded by the Leopold Center for Sustainable Agriculture. Submitted November 2004, awarded January 2005. Brian Mennecke (PI), Anthony Hendrickson (co-PI), Anthony Townsend (co-PI), Dermot Hayes, and Steven Lonergan.
- RFID Tagging as a Mechanism for Creating a Viable Producer Brand in the Cattle Industry. A \$29,898 grant funded by MATRIC, Spring 2004-Fall 2004. Brian Mennecke (PI) and Tony Townsend (PI).
- Laboratory Information Management System (LIMS) Systems Analysis Grant. A \$230,000 grant funded by the National Institute of Justice through the Midwest Forensics Resources Center's Technical Innovations in Management and Infrastructure Program, Awarded September 2004; Completion Date December 2005.. Brian Mennecke (PI), Tony Townsend (PI), Tony Hendrickson (PI), and Kevin Scheibe (PI).
- BUSAD 1010 Course Redesign Grant. A \$26,000 grant funded by Cargill, Inc., Fall 2002 through Summer 2003. Brian Mennecke (PI), Anthony Hendrickson, & Ann Farni.
- Identification and Traceability for the Pork Industry: A Proposal for a Feasibility Study. A \$40,000 grant funded by the National Pork Producers Council, Summer 2001, Randall Geiger (PI), Dermot Hayes (PI), Robert Weber, Tim Stahly, Steven Hoff, Shashi Gadia, James McKean, Brian Mennecke, and Joseph Cordray.
- Iowa State University Redesign of Discrete Mathematics. A \$200,000 grant funded by the Pew Grant Program in Course Redesign, Summer 2001, Max Gunzburger, Fritz Keinert, Mack Shelley, Allan Schmidt, Brian Mennecke, and Stephanie Hamilton.
- Computer Facilitated Distance Training: An Examination of the Role of Desktop Videoconferencing and Training Methodology on Learning and Performance. A \$14,121 University Research Grant funded by Iowa State University, summer 2000.
- ArcView and MapObjects GIS Software. A \$199,000 Software Grant. Grant approved and funded by the Environmental Systems Research Institute, January 1997.
- Multimedia Instructional Initiative: a \$25,000 Equipment Grant Funded by East Carolina University, June 1995 through June 1999, Brian Mennecke and Brenda Killingsworth.

GRANTS AND FUNDED PROJECTS *(continued)*

- The Labor Market Information Training Institute: A \$250,000 grant funded by the U.S. Department of Labor, January 1995 through July, 1996, R.E. Schellenberger (PI/CD), Brenda L. Killingsworth, Michael E. McLeod, Brian Mennecke, Margaret M. Capen, and PSRI, Inc.
- The Effects of Technological Support and Differing Tasks on the Processes and Performance of Dyads. A \$32,339 Research Grant funded by the Center for Excellence in Education and AT&T to examine the AT&T videophone, May 1993. Joseph S. Valacich, Brian Mennecke, René M. Wachter, and Bradley C. Wheeler.

SERVICE TO THE UNIVERSITY

Service to the Department

- Faculty Coordinator and Liaison, MIS Advisory Council, spring 2005 through present.
- MIS Program Marketing Taskforce, fall 2006 through present.
- MIS Club Faculty Advisor, Iowa State University, fall 2000 through present.
- Faculty Search Committee, College of Business, Iowa State University, Chairperson, fall 2007-winter 2008.
- Faculty Search Committee, College of Business, Iowa State University, Chairperson, fall 2003-winter 2004.
- Faculty Search Committee, College of Business, Iowa State University, Chairperson, fall 2001-winter 2002.
- LOMIS Department P&T Committee, College of Business, Iowa State University, fall 2002 through spring 2003, Chairperson.
- MIS Scholarship Committee, Chairperson, spring 2000 through present.

Service to the College

- Faculty Senate, College of Business At-Large Senator, fall 2002 through present.
- MBA Core Faculty Committee, spring 2005 through present.
- MBA Student Team Mentor, fall 2006 through present.
- MBA Advisor to MBA Student Service Learning Committee, fall 2006 through present.
- Co-Coordinator of the RFID Laboratory.
- Faculty Executive Committee, fall 2002 through present.
- College P&T Committee, fall 2006 through spring 2007.
- Ph.D. Taskforce, spring 2005 through spring 2006: The taskforce included 3 members and was charged with examining the feasibility of starting a Ph.D. program, identifying program content, and writing the proposal for the Ph.D. program. The Ph.D. program was approved by the Board of Regents during the summer of 2007.
- Computer Advisory Council, fall 2000 through spring 2002.

Service to the Institution

- Human Computer Interaction (HCI) Curriculum Committee (Chair), fall 2007 through present.
- Human Computer Interaction (HCI) Supervisory Committee, fall 2006 through present.
- ISU GIS Steering Committee, fall 1999 through present.

SERVICE TO THE UNIVERSITY (continued)

Service to the Institution

- Faculty Senate Executive Committee: fall 2002 through present.
- Faculty Senate: COB At large member, fall 2002 through present.
- Faculty Senate Taskforce on Non-Tenure Research Professorships, fall 2006 through spring 2007.
- Faculty Senate Committee on Committees, fall 2005 through present.
- Faculty Senate Spring Conference Committee, fall 2005 through present.
- Facilities and Educational Resources Committee, October 2000 through spring 2002.
- ISU Institute for Physical Research and Technology (IPRT) IDDEX Beta-Test Taskforce, fall 2000 through fall 2001.
- Electronic Learning Task Force member, fall 1999 through spring 2000.

Service to East Carolina University

- East Carolina University School of Business Research Committee, fall 1996 through spring 1999.
- East Carolina University Decision Science Department Outreach Committee, fall 1996 through spring 1999.
- Introduction to MIS (DSCI 3063) Course Committee (Chairperson), fall 1996 through spring 1999.
- East Carolina University Decision Science Department Personnel Committee, fall 1996 through spring 1999.

SERVICE TO THE PROFESSION

- Editorial Board for the Journal *Small Group Research*, winter 1995 through present.
- Editorial Board for the *Journal of Geographic Information and Decision Analysis*, winter 1997 through present.
- Editorial Board for the Journal *Applied Geographic Studies*, Winter 1998 through Fall 1999.
- Program Committee, 2006 International Conference on E-business.
- Program Committee, 2007 International Conference on E-business.
- Placement Co-Chair, the 19th Annual International Conference on Information Systems, Fall 1999.
- Program Committee, the 19th Annual International Conference on Information Systems, Fall 1999.
- The ISWORLD Research Task Repository, spring 1996 through present, with Bradley C. Wheeler.
- Advisory Board for Research and Scholarship on ISWORLD, spring 1996 through present.
- Co-Chair for the Mobile Commerce Mini-track at the 7th Annual Americas Conference on Information Systems, winter 2002 through summer 2002, with Troy Strader.
- Co-Chair for the Mobile Commerce Mini-track at the 6th Annual Americas Conference on Information Systems, winter 2000 through summer 2001, with Troy Strader.
- Co-Chair for the Geographic Information Systems Mini-track at the 5th Annual Americas Conference on Information Systems, winter 1999 through summer 2000, with Lawrence West.

SERVICE TO THE PROFESSION *(continued)*

- Co-Chair for the Geographic Information Systems Mini-track at the 4th Annual Americas Conference on Information Systems, winter 1998 through summer 1999, with Lawrence West.
- Past-President, the GeoBusiness Association; the professional association representing members of the Business Geographics profession, summer 1997 to summer 1998.
- President, the GeoBusiness Association, summer 1996 to summer 1997.
- Co-organizer and founder, the GeoBusiness Association, 1996, with Nora Sherwood (Directions Magazine).
- Co-Chair for the Geographic Information Systems Mini-track at the 3rd Annual Americas Conference on Information Systems, winter 1997 through summer 1998, with Lawrence West.
- Co-Chair for the Geographic Information Systems Mini-track at the 2nd Annual Americas Conference on Information Systems, winter 1996 through summer 1997, with Lisa Murphy.
- Program Co-Chair, the Second Annual Business Geographics for Educators and Researchers Conference, June 1997.
- Co-Chair for the Geographic Information Systems Mini-Track at the 29th Hawaii International Conference on Systems Science, winter 1996, with Martin C. Crossland.
- Conference Co-chair, Business Geographics Conference for Educators and Researchers, May 1996.
- Co-Chair for the Geographic Information Systems Mini-Track at the 28th Hawaii International Conference on Systems Science, winter 1995, with Martin C. Crossland.
- Co-Chair for the Geographic Information Systems Mini-Track at the 27th Hawaii International Conference on Systems Science, winter 1994, with Martin C. Crossland.
- Anonymous ad hoc Paper Reviewer:
 - Americas Conference on Information Systems
 - Hawaii International Conference on Systems Science
 - International Conference on Information Systems
 - International Conference on E-business
 - Information Systems Research
 - International Journal of Production Economics
 - Journal of Agricultural and Applied Economics
 - Management Science
 - MIS Quarterly
 - USASBE (United States Association for Small Business and Entrepreneurship)

PROFESSIONAL TRAINING AND TRAINING PUBLICATIONS

- Radio Frequency ID (RFID) for Iowa Manufacturing Extension Partnership (IMEP) training of small-medium Iowa food manufacturers. The \$250,000 Project was funded by the Economic Development Administration (EDA) and administered by IMEP. Training was delivered in January 2005.
- Issues in the Development and Implementation of Geographic Technologies, Presentation presented at the GIS for Business and Logistics course, In the Executive Education Program at the University of Tennessee Management Development Center, June 1998.

PROFESSIONAL TRAINING AND TRAINING PUBLICATIONS *(continued)*

- Applying Geographic Technologies to Gain Competitive Advantage: Applications and Opportunities, Presentation presented at the GIS for Business and Logistics course, In the Executive Education Program at the University of Tennessee Management Development Center, June 1998 and November 1998.
- Advanced Geographic Information Systems training for the Labor Market Information Training Institute (<http://www.dol.gov>), August 1998. Developed and delivered a one-week course designed to equip Labor Market Analysts with advanced skills related to applying geographic information technologies to analysis and decision making. To date, two training sessions have been offered since 1997.
- Geographic Information Systems training for the Labor Market Information Training Institute. Developed and delivered a one-week course designed to equip Labor Market Analysts with knowledge and skills related to applying geographic information technologies to analysis and decision making. Four training sessions were delivered.
- America's Talent Bank Training for the Labor Market Information Training Institute, July 1997. Delivered three one-day training sessions designed to equip Employment Security Personnel with knowledge and skills related to using the America's Talent Bank system. With B. Killingsworth.
- Labor Market Analyst training for the Labor Market Information Training Institute, June 1995 through present. Developed and delivered eleven one-week sessions to equip Labor Market Analysts with knowledge and skills related to labor market economics, interpersonal communication, and technology. With B. Killingsworth, R. Schellenberger, and Jim Kleckly.
- Marketing Your Business on the World Wide Web, December 1995. Conducted a one-day seminar sponsored by the ECU School of Industry and Technology. With Steve Mead.
- Advanced Cases for Geographic Information Systems Applications in Labor Market Information. Eleven case studies were developed for a one-week training course designed to teach LMI professionals to apply geographic information technologies to analysis and decision making problems. The case studies were developed for the U.S. Department of Labor's Labor Market Information Training Institute.
- Geographic Information Systems for LMI Applications: A 200 page training manual prepared for a one-week course on geographic information systems. The manual has been used in a total of five separate geographic information systems training sessions provided for the U.S. Department of Labor's Labor Market Information Training Institute.
- Labor Market Information Analyst Training Manual: A 400 page training manual prepared for a one-week course covering labor market economics, interpersonal communication, and advanced technology provided for the U.S. Department of Labor's Labor Market Information Training Institute. With Brenda Killingsworth and James Kleckly.

RESEARCH INTERESTS

- *Location Intelligence and Geographic Information Systems (GIS)*: The study of the role of location in human information processing using, among other tools, geographic information systems, spatial imaging tools, and virtual worlds. This includes the study of GIS use in organizations, strategic business applications, market analysis, and environmental management and remediation. Other areas of interest include research that focuses on the nature of human decision processing using location information, human processing of maps and location data, and the application of GIS to group settings.
- *Mobile Commerce and Location Based Services*: The study of the role of mobile technologies in the delivery of electronic commerce services. This includes the study of mobile devices, RFID, consumer behavior using mobile devices, the impact of mobile technologies on organizations, the role of location in the delivery of mobile commerce services, and theoretical linkages between mobile commerce and geographic technologies.
- *Virtual Worlds and Virtual Reality*: The study of how technology can be used to display data and information in 3-D environments and how users react to and use virtual environments. This includes the use of geographic information systems, immersive virtual reality technologies, virtual worlds like Second Life, and similar display environments for supporting both individual and teams of decision makers. Also of interest are issues related to the application and use of virtual worlds. This includes issues related to tax and government policy, social issues, and user reactions to and adoption of virtual environments.
- *Group Support Systems & Collaborative Technology*: The study of the appropriation and use of information systems tools designed to support group work. This includes the study of media such as e-mail, computer conferencing, video conferencing, teleconferencing, and virtual worlds.
- *Electronic Commerce*: The study of electronic communication for commercial and non-commercial applications. This includes the use of the Internet and Intranets for the exchange of information about employment (e.g., America's Labor Market Information System), labor availability (e.g., America's Talent Bank), and economic development.
- *The Influence of Individual Characteristics on Decision Making*: The study of how individual characteristics such as the cognitive capabilities and the attitudinal preferences of decision makers influence decision making processes and outcomes.
- *Adoption of Information System Technology by Organizations*: The study of how information systems are adopted and used for strategic decision making and operational actions in organizations. This includes the adoption and use of information systems technology for biometrics, field data collection systems, and radio frequency ID (RFID) systems.

TEACHING INTERESTS

- Geographic Information Systems/Spatial Decision Support Systems
- The use of Virtual Worlds in Education
- E-commerce
- Entrepreneurship
- Radio Frequency ID (RFID) Systems and Supply Chain
- Decision Support Systems
- Group Support Systems
- Data Base Management
- Management of Technology
- Systems Analysis and Design

TEACHING ACCOMPLISHMENTS AND RELEVANT COURSES

- BUSAD 533 – Economics & Business Decision Tools: Interdisciplinary, team-taught course that focuses on various analytical and information technology tools to support decision making. I teach a 4-week module on the topic of geographic information systems as a tool for spatial analysis. This course has been offered for 6 years.
- MIS 503 – Management Information Systems: MIS course in the MBA core. I was the first to use SharePoint in the MBA core program; a collaborative tool that is now used by all MBA student teams. This course was taught in a coordinated manner with MIS 502, Supply Chain Management, which represented the first time two MBA core courses were highly integrated.
- MIS 534 – Ecommerce: MIS elective course taught to MBA students, MS students, and students in the Human Computer Interaction program. This course was taught using Second Life, a 3-D virtual world. Students were exposed to concepts related to the use of technology for innovation and entrepreneurship. Second Life was used to enable guest speakers to speak to students in the class. This was the first class at Iowa State University that used Second Life in a substantive way to support Education.
- MIS 533 – Database Management Systems: MIS elective course taught to MBA students, MS students, and students in the Human Computer Interaction program. This course was taught with the support of Engineering Distance Education (EDE), the Engineering College's distance education support group. Students were exposed to concepts related to the development, management, and use of database management systems. This was the first technologically focused class in the MIS program that was taught in a mixed distance/live format.
- All Project Courses: I am a firm believer in the importance of service learning. In every project course I teach, I identify and use a "real world" project for the course project or exercises. Recent community and industry partners include Iowa Legal Aid, Monkeythis.com, the City of Ames Permits Office, and The Story County Volunteer Center.

GRADUATE STUDENT COMMITTEES

- Doctorial Committees – 10 (chaired 3)
 - Dawn Laux, PhD Candidate, Chair (2005-present)
 - Janea Triplett, PhD Candidate, Chair (2006-present)
 - Helen Colvin, PhD Candidate, Chair (2006-present)
- MS Committees – 34 (chaired 10)
- MFA Committees - 2

RECENT MEDIA STORIES

- [KCCI TV](#) - Sites Give People Alter Egos In Virtual Worlds (May 7, 2007)
- [Ames Tribute](#) ISU professor uses virtual classroom to reach more students (June 9, 2007)
- [Des Moines Register](#) Professors add life to course through Second Life (June 10, 2007)
- [Iowa State Daily](#) - Professor uses computer game to teach class (July 10, 2007)
- [Des Moines Register](#) ISU, businesses unite to reverse trend in field (July 30, 2007)
- [Iowa State Daily](#) - Virtual or corporeal, we're still human (September 21, 2007)
- [Iowa State Daily](#) - Educators get 'Second Life' (September 25, 2007)

APPLICATION DEVELOPMENT

- Classroom Content in Second Life. I built teaching and support content for an entire Second Life island (The Iowa State University Research and Educational Island) for use in teaching a course in Second Life. Contents included a classroom, team rooms, and similar teaching content. This development activity required conceptualization and design of learning spaces, resources, and interactive content that could be used for learning and interaction. Content was built using in-world building and software coding tools.
- RFID Prototype Developed for Criminalistics Laboratories, with Anthony Townsend, Andy Luse, and Dawn Laux. System developed, presented publicly at Crime Laboratory Directors Annual Meeting and delivered to the MFRC in fulfillment of grant obligations.
- A Geographic Information System for the Indiana Department of Special Education. This system was designed to provide the Department of Special Education with a tool to examine relationships between special-education service providers and students with special needs; with Vicki C. Pappas and Martin D. Crossland.
- IDEAS (Instrument Delivery and Experiment Administration System), a database software application designed and written with Bradley C. Wheeler to collect demographic data and scheduling data and to delivery and collect responses for questionnaires. The data collection software is supported by an administration system that is used to schedule and track participation of student experimental subjects. The system was adopted and is used by the Indiana University Accounting and Information Systems Department and by the Collaborative Work Laboratory at the Institute for the Study of Developmental Disabilities.

NONPUBLISHED WORKING PAPERS

- An Essay and Resource Guide for Dyadic and Group Task Selection and Usage *IRMIS Working Paper #9309*, 1993, with Bradley C. Wheeler.
- Restrictive Group Support Systems as a Source of Process Structure for High and Low Procedural Order Groups, Indiana University Working Paper #93-531, with Bradley C. Wheeler and Joseph S. Scudder.
- The School of Business Policy Task Manual, *Indiana University Working Paper #92-524*, 1992, with Bradley C. Wheeler.
- The Effects of Group Development & History on GSS Theory and Practice, *IRMIS Working Paper #9106*, Indiana University, 1991, with Jeffrey A. Hoffer, and Bayard E. Wynne.

SPECIAL AWARDS

- Innovation in Teaching Award: In the spring of 2004. Sponsored by the Dean's Advisory Council. Award recognizes creativity, innovation, and special accomplishments in teaching and was awarded based on my efforts to bring real-world cases into my classes and by encouraging inter-course integration.
- Best Paper Award: Making Project Groups Work II: The Impact of Group Process Training and Role Assignment on the Performance and Perception of Information Systems Project Teams, the *Thirteenth Annual Conference of the International Academy of Information Management*, December 1998, with John Bradley and Michael McLeod
- Awarded an IBM 755CD Multimedia Notebook Computer through the East Carolina University Multimedia Initiative Faculty Teaching Grant, Summer 1995 through present, with Brenda Killingsworth.
- East Carolina University School of Business 1994 Summer Research Grant Award Winner.
- Appointment as a Research Fellow at the Institute for Research on Management Information Systems (IRMIS).
- Indiana University travel grant award winner for attendance at the 1992 Hawaii International Conference on Systems Science.
- Appointment as a 1992 Decision Science Institute Doctoral Consortium member.
- Best paper nomination: Hawaii International Conference on Systems Science (1992 & 1993).

PROFESSIONAL AFFILIATIONS

- The Association for Information Systems
- The Iowa Geographic Information Systems Council

PERSONAL

Marital Status: Married
Born: 4/16/60

Children: 1 Daughter, 1 Son
Health: Excellent (I work out 3-4 times per week)