

## Curriculum Vitae

### Milena M. Head, Ph.D.

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#### ***Business Address***

DeGroote School of Business  
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#### ***Educational Background***

|            |               |  |
|------------|---------------|--|
| <b>PhD</b> | Date :        | 1998   |
|            | Area :        | Information Systems, School of Business                                      |
|            | Institution : | McMaster University, Hamilton, Ontario, Canada                               |
|            | Thesis :      | User Interface Features: Facilitating Information Access and Decision Making |
|            | Supervisor :  | Dr. N.P. Archer (archer@mcmaster.ca)   |

|            |               |  |
|------------|---------------|--|
| <b>MBA</b> | Date :        | 1993   |
|            | Area :        | Management Information Systems                 |
|            | Institution : | McMaster University, Hamilton, Ontario, Canada |

|              |               |   |
|--------------|---------------|---|
| <b>BMath</b> | Date :        | 1991  |
|              | Area :        | Mathematics                                       |
|              | Institution : | University of Waterloo, Waterloo, Ontario, Canada |

#### ***Current Status***

- Professor, Information Systems, DeGroote School of Business, McMaster University
- Wayne C. Fox Chair in Business Innovation
- Director, McMaster Digital Transformation Research Centre

#### ***Current Professional Memberships***

- Member of AIS (Association for Information Systems)
- Member of AIS SIGHCI (Special Interest Group in Human-Computer Interaction)
- Senior Member of ACM (Association for Computing Machinery) (2009 – present)
- Member of ACM SIGECOM (Special Interest Group in Electronic Commerce)
- Member of ACM SIGCHI (Special Interest Group in Computer-Human Interaction)
- Member, MIRA (McMaster Institute for Research on Aging)
- Associate Member, Gilbrea Centre for Studies in Aging at McMaster University
- Member of ASAC (Administrative Sciences Association of Canada)

- Member of IRMA (Information Resources Management Association)
- Member of SWAAC (Senior Women Academic Administrators of Canada)
- Honorary Member, International Council of E-Commerce Consultants (EC-Council)

### ***Employment History***

|                |  |
|----------------|--|
| 2022 – present | Director, McMaster Digital Transformation Research Centre<br>DeGroote School of Business, McMaster University        |
| 2021           | Acting Director, McMaster Digital Transformation Research Centre<br>DeGroote School of Business, McMaster University |
| 2014 – present | Wayne C. Fox Chair in Business Innovation<br>DeGroote School of Business, McMaster University                        |
| 2014 – 2023    | Academic Director, EMBA Program<br>DeGroote School of Business, McMaster University                                  |
| 2010 – present | Professor of Information Systems<br>DeGroote School of Business, McMaster University                                 |
| 2011 – 2013    | Acting Director, MBA Programs<br>DeGroote School of Business, McMaster University                                    |
| 2011 – 2012    | Acting Chair, Information Systems Area<br>DeGroote School of Business, McMaster University                           |
| 2004 – 2010    | Associate Dean<br>DeGroote School of Business, McMaster University   |
| 2007 – 2008    | Acting Director, MBA Programs<br>DeGroote School of Business, McMaster University                                    |
| 2003 – 2010    | Associate Professor of Information Systems<br>DeGroote School of Business, McMaster University                       |
| 2002 - 2005    | Director, McMaster eBusiness Research Centre (MeRC)  |
| 2001- 2002     | Director, MBA eBusiness Program  |
| 1998 – 2003    | Assistant Professor of Information Systems<br>DeGroote School of Business, McMaster University                       |
| 1998 - 2004    | Information Technology Consultant<br>Basadur Applied Creativity, Ancaster, Ontario                                   |

1997 - 1998                      Part-Time Instructor  
    DeGroote School of Business, McMaster University

## ***Scholarly and Professional Activities***

### **Executive Positions for Conferences**

- Track Co-Chair, Design Research and Methods in Information Systems, European Conference on Information Systems (ECIS) 2024
- Track Co-Chair, User Experience in the Digital Age, The 3rd European Conference on Information Systems (ECIS) 2016
- Track Co-Chair, 2015 International Conference on Information Resources Management (Conf-IRM)
- Co-Chair, International Conference on Information Systems (ICIS) Women's Breakfast (2007 – 2009)
- MIS Camp Counsellor, International Conference on Information Systems (ICIS) Junior Faculty Consortium (2009)
- Vice Chair for Sponsorship, AIS SIGHCI (Special Interest Group in Human-Computer Interaction) pre-ICIS Workshop (2009-2010)
- Program Chair, Human Computer Interaction Track, 2009 World Congress on Privacy, Security, Trust and the Management of e-Business (Saint John, NB)
- Exhibit Co-Chair, Americas Conference on Information Systems (AMCIS) 2008
- Conference Co-Chair, 8<sup>th</sup> World Congress on the Management of Electronic Business (2007) (Toronto, ON)
- Program Chair, 7<sup>th</sup> World Congress on the Management of Electronic Business (2006) (Halifax, NS)
- Program Chair, B2C E-Commerce Track, 2006 International Conference on Electronic Commerce (2006) (Fredericton, NB)
- Co-Chair MeRC Industry-Academia Brokerage Session, 2006 International Conference on Electronic Commerce (2006) (Fredericton, NB)
- Director, World Congress on the Management of Electronic Business (1999 - 2005) (Hamilton, ON)

### **Editorial Boards**

- International Journal of Advanced Computer Science and Information Technology, Editorial Board Member (2013 – present)
- Information & Management (I&M), Member of the Board of Editors (2011 – present)
- AIS Transactions on Human-Computer Interaction (AIS THCI), Editorial Board Member (2008 – present)
- Electronic Markets (EM), Editorial Board Member (2008 – present)
- International Journal of Electronic Business (IJEB), Editorial Board Member (2007 – present)
- Managing Service Quality (MSQ), Editorial Advisory Board Member (2007 – present)
- International Journal of Technology Marketing (IJTMKT), Editorial Board Member (2004 – present)

- International Journal of Cases on Electronic Commerce (IJCEC), Editorial Advisory Board Member (2003-2007)

### **Guest Editor**

- International Journal of Electronic Business
  - Volume 7, Number 3, 2009
  - Volume 4, Number 4, 2007
  - Volume 3, Number 6, 2005
  - Volume 3, Number 1, 2005
  - Volume 2, Number 6, 2004
- Quarterly Journal of Electronic Commerce
  - Volume 3, Number 3, 2002
- Internet Research
  - Volume 11, Number 4, 2001
  - Volume 10, Number 5, 2000

### **Book Editor**

- *Advances in Electronic Business: Vol. 4 - Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing (2009), ISBN: 978-1-60566-366-1

### **Associate Editor and Program Committee Membership**

- Co-Chair, European Conference on Information Systems (ECIS) 2024, Design Research and Methods in IS Track
- Associate Editor, European Conference on Information Systems (ECIS) 2023, Design Research and Methods in IS Track
- Program Board Member, The 9<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2023
- Associate Editor, European Conference on Information Systems (ECIS) 2022, Design Research and Methods in IS Track
- Program Board Member, The 8<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2022
- Associate Editor, European Conference on Information Systems (ECIS) 2021, Design and Behavior in Human-Computer Interaction Track
- Associate Editor, International Conference on Information Systems (ICIS) 2021, Digital and Mobile Commerce Track
- Program Board Member, The 8<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2021
- Associate Editor, European Conference on Information Systems (ECIS) 2020, Design and Behavior in Human-Computer Interaction Track
- Program Board Member, The 7<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2020
- Associate Editor, International Conference on Information Systems (ICIS) 2020, User Engagement Track

- Associate Editor, European Conference on Information Systems (ECIS) 2019, Design and Behavior in Human-Computer Interaction Track
- Program Board Member, 16th International Conference on Information Technology Based Higher Education and Training (ITHET) 2019
- Program Board Member, The 6<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2019
- Associate Editor, International Conference on Information Systems (ICIS) 2018, Human Behavior and IS Track
- Program Board Member, 15th International Conference on Information Technology Based Higher Education and Training (ITHET) 2018
- Program Board Member, The 5<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2018
- International Program Committee Member, The International Conference on Human Computer Interaction Theory and Applications (HUCAPP 2017)
- Program Board Member, 15th International Conference on Information Technology Based Higher Education and Training (ITHET) 2017
- Program Board Member, The 4<sup>th</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2017
- Program Board Member, 15th International Conference on Information Technology Based Higher Education and Training (ITHET) 2016
- Program Board Member, The 3<sup>rd</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2016
- Program Board Member, The 2<sup>nd</sup> International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2015
- Program Committee Member, 14th International Conference on Information Technology Based Higher Education and Training (ITHET) 2015
- Associate Editor, International Conference on Information Systems (ICIS) 2014, HCI Track
- Program Board Member, The 1st International Conference on HCI in Business (HCIB) in the context of HCI International (HCII) Conference 2014
- Program Committee Member, 2014 Interactive Environments and Emerging Technologies for eLearning Workshop (IEETeL2014)
- Program Committee Member, The 12th Annual Workshop on HCI Research in MIS (Pre-ICIS) 2013
- Associate Editor, International Conference on Information Systems (ICIS) 2013, HCI Track
- Program Committee Member, The Eleventh Annual Workshop on HCI Research in MIS (Pre-ICIS) 2012
- Associate Editor, European Conference on Information Systems (ECIS) 2013, HCI Track
- Associate Editor, International Conference on Information Systems (ICIS) 2012, HCI Track
- Program Committee Member, The Tenth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2011

- Program Committee Member, The Ninth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2010
- Associate Editor, European Conference on Information Systems (ECIS) 2010, HCI Track
- Program Committee Member, International Conference on e-Business (ICE-B 2010)
- Associate Editor, International Conference on Information Systems (ICIS) 2009, HCI Track
- Program Committee Member, The Eight Annual Workshop on HCI Research in MIS (Pre-ICIS) 2009
- Associate Editor, European Conference on Information Systems (ECIS) 2009, HCI Track
- Program Committee Member, International Conference on e-Business (ICE-B 2009)
- Associate Editor, International Conference on Information Systems (ICIS) 2008, HCI Track
- Program Committee Member, The Seventh Annual Workshop on HCI Research in MIS (Pre-ICIS) 2008
- Associate Editor, European Conference on Information Systems (ECIS) 2008, HCI Track
- Program Committee Member, International Conference on e-Business (ICE-B 2008)
- Associate Editor, International Conference on Information Systems (ICIS) 2007, HCI Track
- Program Committee Member, The Sixth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2007
- Track Chair, International Conference on Mobile Business 2007 (ICMB2007) 2007
- Program Committee Member, 2007 Information Resources Management Association (IRMA) International Conference
- Program Committee Member, International Conference on e-Business (ICE-B 2007)
- Program Committee Member, Joint iTrust and PST Conferences on Privacy, Trust Management and Security (iTrust PST'2007)
- Program Committee Member, International Conference on Electronic Commerce (ICEC 2007)
- Program Committee Member, The Fifth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2006
- Associate Editor, European Conference on Information Systems (ECIS) 2006, HCI Track
- Associate Editor, International Conference on Information Systems (ICIS) 2006, HCI Track
- Program Committee Member, Fourth Annual Conference on Privacy, Security and Trust (PST'2006)
- Associate Editor, International Conference on Information Systems (ICIS) 2005, HCI Track
- Program Committee Member, Third Annual Conference on Privacy, Security and Trust (PST'2005)
- Program Committee Member, 2005 Information Resources Management Association (IRMA) International Conference
- Program Committee Member, European Mobile Government Conference (EURO mGov) 2005

- Program Committee Member, The Fourth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2005
- Program Committee Member, The Third Annual Workshop on HCI Research in MIS (Pre-ICIS) 2004
- Program Committee Member, International Workshop on Theory Building and Formal Methods in Electronic/Mobile Commerce 2004
- Program Committee Member, International Workshop on Mobile Commerce Technologies & Applications (MCTA) 2003
- Program Committee Member, International Conference on Electronic Commerce Research (ICECR6) 2003
- Associate Editor, European Conference on Information Systems (ECIS) 2003

**Referee: Peer-Reviewed Journals and Conferences (alphabetical)**

- Americas Conference on Information Systems (AMCIS)
- ASAC Information Systems Track Papers
- ASAC/IFSAM Joint Conference
- Behaviour & Information Technology Journal (BIT)
- Bled eCommerce Conference
- Communications of the ACM (CACM)
- Conference on Privacy, Security and Trust (PST)
- Decision Sciences
- Decision Support Systems
- Electronic Commerce Research Journal
- European Conference on Information Systems (ECIS)
- Electronic Markets Journal (EM)
- European Journal of Information Systems (EJIS)
- Group Decision and Negotiation Journal
- Hawaii International Conference on System Sciences (HICSS)
- IEEE Transactions on Engineering Management
- Information Resources Management Association (IRMA) International Conference
- Informing Science + Information Technology Education Joint Conference
- Information Systems Journal (ISJ)
- Information Systems Research (ISR)
- International Conference on Electronic Conference (ICEC)
- International Conference on Information Systems (ICIS)
- International Conference on Mobile Business (m>Business)
- International Journal of Cases on Electronic Commerce
- International Journal of Electronic Commerce (IJEC)
- International Journal of Human-Computer Studies
- International Journal of Mobile Communications (IJMC)
- Journal of Association for Information Systems (JAIS)
- Journal of Decision Systems
- MIS Quarterly (MISQ)

- Pacific-Asia Conference on Information Systems (PACIS)
- World Congress on the Management of Electronic Business

### **Referee: Other**

- External Referee for Tenure & Promotion Cases:
  - Cases for tenure and promotion to Associate Professor: 14
  - Cases for promotion to Full Professor: 7
- Grant Application Reviewer for:
  - Natural Science and Engineering Research Council of Canada (NSERC)
  - Social Sciences and Humanities Research Council of Canada (SSHRC)
  - National Research Foundation, United Arab Emirates
  - National University of Singapore
- Association of Universities and Colleges of Canada (AUCC): Course reviewer (Management Information Systems; Human Computer Interaction) for Al-Ahram Canadian University's proposed undergraduate business curriculum
- Schneider, G.P. (2003), *Electronic Commerce: Fourth Edition*, 13 chapters reviewed
- Laudon, Laudon and Brabston (2002), *Management Information Systems: Organization and Technology in the Networked Enterprise, First Canadian Edition*, 15 chapters reviewed
- Schneider, G.P. (2002), *Electronic Commerce: Third Edition*, 13 chapters reviewed

### **Program Reviews**

- Program Reviewer for the Institutional Quality Assurance Process (IQAP), McMaster University, Masters in Communication Management (MCM) Program (2021)
- Program Reviewer for the Campus Alberta Quality Council, Athabasca University's Doctor of Business Administration degree (2008)
- Program Reviewer for McMaster University, Women's Studies programs (2008)

### **Student Case Competitions**

- Co-Director: McMaster eCase Competition (2001 - 2004)
- Coach: 2024 International Business Ethics Case Competition
  - 2024 Telfer Diversity & Inclusion Case Competition
  - 2024 SFU Net Impact Sustainability Challenge
  - 2024 Asper Business Case Competition (placed third)
  - 2024 John Molson International Case Competition (won 3 of the 5 cases)
  - 2024 MBA Games
  - 2023 John Molson International Case Competition (placed first)
  - 2023 MBA Games (placed second)
  - 2022 Ethics-in-Action Case Competition (placed first)
  - 2022 SFU Net Impact Sustainability Challenge (placed first)
  - 2022 McGill Innovation Retail Challenge (placed second)
  - 2022 HEC CSR Case Competition
  - 2022 MBA Games (placed second)
  - 2022 John Molson International Case Competition (won 2 of the 5 cases)



2021 Ethics-in-Action Case Competition (placed first)  
2021 SFU Net Impact Sustainability Challenge (semi-finalists)  
2021 HEC CSR Case Competition (placed second)  
2021 Telfer Diversity & Inclusion Case Competition (placed third)  
2021 MBA Games (placed first in marketing case competition; third overall)  
2020 East Meets West Case Competition (placed first)  
2020 Telfer Diversity & Inclusion Case Competition (placed third)  
2020 MBA Games (placed first in academics and overall)  
2020 John Molson International Case Competition (Division Champions and Team Spirit Award recipients)  
2019 Ethics-in-Action Case Competition (placed third)  
2019 MLSE Case Competition (placed first)  
2019 Simplii Financial Case Competition  
2019 Telfer Diversity & Inclusion Case Competition (placed fourth)  
2019 East Meets West Case Competition  
2019 John Molson International Case Competition (placed third)  
2019 MBA Games (placed first in academics and overall)  
2018 Ethics-in-Action Case Competition  
2018 Haskayne 24-Hour MBA Case Competition  
2018 East Meets West Case Competition  
2018 John Molson International Case Competition (won 3 out of 5 cases)  
2018 MBA Games  
2017 Ethics-in-Action Case Competition (placed first)  
2017 Haskayne 24-Hour MBA Case Competition  
2017 East Meets West Case Competition  
2017 University of Colorado Net Impact Case Competition (placed third)  
2017 MBA Games (placed fourth overall)  
2017 John Molson International Case Competition (division winner; semi-finalist; 3<sup>rd</sup> overall in points)  
2016 Ethics-in-Action Case Competition (placed second)  
2016 International Business Ethics Case Competition (2 first place finishes)  
2016 Telfer Diversity & Inclusion MBA Case Competition (placed third)  
2016 Haskayne 24-Hour MBA Case Competition  
2016 East Meets West Case Competition (placed first)  
2016 John Molson International Case Competition (semi-finalist; 5<sup>th</sup> overall)  
2016 MBA Games (placed first overall; 2 first place/1 second place/1 third place finishes for case competitions)  
2015 Ethics-in-Action Case Competition (placed second)  
2015 MBA Games (placed third overall)  
2015 John Molson International Case Competition (won 3 out of 5 cases and social media contest)  
2015 Ivey Leadership Case Competition  
2015 Haskayne 24-Hour MBA Case Competition  
2015 International Business Ethics Case Competition (3 first place finishes; win in each competition event)

2014 MBA Games (placed first overall)  
 2014 John Molson International Case Competition  
 2014 Rotman CSR Competition  
 2014 P&G Cup Competition  
 2014 Haskayne 24-Hour MBA Case Competition  
 2014 HEC Sustainability Challenge Competition  
 2014 International Business Ethics Case Competition (2 first place finishes; 1 third place finish)  
 2013 National Capital Cup Case Competition (placed first)  
 2013 Van Berkom JMSB Case Competition  
 2013 HEC Sustainability Challenge Case Competition  
 2013 Haskayne 24-Hour MBA Case Competition (recipient Telus Spirit Award)  
 2013 John Molson International Case Competition (placed third)  
 2012 FEI (Finance Executives International) Case Competition (placed fourth)  
 2012 HEC Sustainability Challenge Case Competition  
 2012 Haskayne 24-Hour MBA Case Competition (placed third)  
 2012 John Molson International MBA Case Competition  
 2012 MBA Games (placed first)  
 2011 Tata Cup Case Competition  
 2003 eCase@Mac Competition (placed first and third)  
 2002 UNBSJ eCommerce Case Competition (placed third)  
 2002 eCase@Mac Competition (placed second)  
 2002 MBA Games Competition (placed first)  
 2001 UNBSJ eCommerce Case Competition (placed second)

### ***Areas of Interest***

**Research**    Human Computer Interaction  
                   Technology Adoption  
                   “Dark Side” of technology use

**Teaching**    Management Information Systems  
                   Electronic Business  
                   Human Computer Interaction

**Consulting**    Electronic Business  
                   Business Case Analysis  
                   Web Site Engineering and Usability Assessment

### ***Honours***

- Basu Teaching Award 2023 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Basu Teaching Award 2022 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)

- Basu Teaching Award 2021 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Best Talk Award, 20<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop 2021
- Basu Teaching Award 2020 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Basu Teaching Award 2018 Recipient (awarded by the MBA Association for the best 600-level professor in the MBA program)
- OCUFA (Ontario Confederation of University Faculty Associations) Teaching Award 2017 Recipient
- Basu Teaching Award 2017 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- President's Award for Outstanding Contributions in Teaching and Learning 2016 Recipient
- Basu Teaching Award 2016 Nominee (for 600-level courses)
- Basu Teaching Award 2016 Nominee (for 700-level courses)
- Best Paper Award, 14<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop 2015
- Basu Teaching Award 2015 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Basu Teaching Award 2015 Nominee (for 600-level courses)
- President's Award for Outstanding Contributions in Teaching and Learning 2015 Nominee
- Basu Teaching Award 2014 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Basu Teaching Award 2013 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- President's Award for Excellence in Graduate Supervision Nominee (2013)
- 2013 Most Cited Paper Award for *International Journal of Human-Computer Studies* for all journal articles published between the years 2010-2012.
- Basu Teaching Award 2012 Recipient (awarded by the MBA Association for the best 700-level professor in the MBA program)
- Best Paper Award Nominee, 11<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop 2012
- Basu Teaching Award 2011 Nominee
- Best Publication of 2009 Award -- Awarded by the Information Systems Senior Scholars Committee
- *MIS Quarterly* Best Paper of 2009 Award
- 2010 Faculty Research Excellence Award, DeGroot School of Business
- Best Paper Award Nominee, 9<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop 2010
- Best Paper Award Finalist, European Conference on Information Systems 2010 (ECIS 2010)
- 2010 Most Cited Paper Award for *Interacting with Computers* for all journal articles published between the years 2007-2009.
- Basu Teaching Award 2008 Nominee

- Best Paper Award Nominee, European Conference on Information Systems 2007 (ECIS 2007)
- Best Paper Award Recipient, European Applied Research Conference 2006
- Best Paper Award Nominee, Fifth Pre-ICIS HCI Research in MIS Workshop 2006
- Best Paper Award Nominee, Fourth Pre-ICIS HCI Research in MIS Workshop 2005
- Outstanding Paper Award Recipient, 17<sup>th</sup> Bled eCommerce Conference 2004
- Best Paper Award Nominee, Third Pre-ICIS HCI Research in MIS Workshop 2004
- Basu Teaching Award 2002 Recipient (awarded by the MBA Association for the best 600-level professor in the MBA program)

## ***Courses Taught***

### **Graduate**

- EMBA T743 Emerging Topics in Digital Transformation  
Fall 2023, 2022, 2021, 2020, 2019, 2018, 2017
- MBA L611 Foundations  
Fall 2023, 2022, 2021
- MBA I604 Creating Customer Value  
Fall 2020, 2018, 2017, 2016
- MBA D700 Case Analyses and Presentations  
Fall 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011
- MBA D701 A.T Kearney Student Lab  
Fall 2012
- MBA K603 Information Systems Management  
Fall 2015, Fall 2014, Fall 2011, Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall 2005, Winter 2005, Fall 2004, Winter 2004, Fall 2003, Fall 2002
- MBA K732 Human Computer Interaction  
Fall 2003, Fall 2001
- MBA K728 eBusiness Case Studies  
Fall 2001
- MBA S727 Telecommunication Networks and Their Business Applications  
Fall 1999
- MBA S601 Information Systems in Management  
Winter 2002, Fall 2001, Winter 2001, Fall 2000, Winter 2000, Fall 1999, Winter 1999, Fall 1998, Fall 1997
- Q776 Ph.D. Seminar Course I  
Fall 2005, Winter 2003, Fall 2001, Summer 2000
- Q777 Ph.D. Seminar Course II  
Winter 2006, Summer 2003, Winter 2002, Fall 2000

### **Undergraduate**

- Commerce 4QX3 Issues in eBusiness  
Winter 2004

- Commerce 4QX3 Usability in eCommerce  
Fall 2001
- Commerce 4QE3 Telecommunication and Electronic Commerce  
Fall 1999
- Commerce 2QB3 Information Systems in Management  
Winter 1999, Winter 1998, Winter 1996

### **Other: Executive Training**

- Boehringer Ingelheim (Digital Transformation)  
Winter 2021
- Conservation Halton (Digital Transformation)  
Fall 2023, Fall 2022, Winter 2021, Fall 2021
- Digital Innovation & Leadership Program (Strategic Trends in Data Analytics: What Comes Next?)  
Summer 2017, Fall 2017, Spring 2018
- Ontario Brain Institute Business Case Analysis Workshop  
Winter 2014, Summer 2015
- InfoTech Leader Program  
Winter 2003, Fall 2002, Summer 2002, Winter 2002, Fall 2001: Two day workshops entitled “*Introduction to Electronic Commerce*”
- Hatch Beddows Consulting  
Winter 2001: Four sessions entitled “*The New Economy*”

### ***Supervisorships***

#### **Undergraduate**

- Wisotsky, Natalie, “Understanding the impact of cybercrime on older adults’ wellbeing”, Psychology, Neuroscience and Behaviour 4<sup>th</sup> Year Thesis (2023-2024)
- Long, Rachel, “Understanding generational differences in online dating”, Psychology, Neuroscience and Behaviour 4<sup>th</sup> Year Thesis (2022-2023)
- Tariq, Arslan, “Understanding Older Adults’ Susceptibility and Coping Behaviours for Cyber-Attacks”, NSERC USRA Research Project (Summer 2022)
- Macwan, Angelina, “Understanding relationship building in post-secondary online learning environments”, NSERC USRA Research Project (Summer 2022)
- Filippini, Victoria, “Mobile technology impacts in educational contexts”, NSERC USRA Research Project (Summer 2017)
- Effinger, Chris, “How does the Development of Mobile Technology Impact Society?”, Engineering and Society Inquiry Research Project (Fall/Winter 2011/12)
- Yaksich, Myles, “Evaluation and Design of Interface for Online Social Networks”, NSERC USRA Research Project (Summer 2009; Summer 2010)
- Ziolkowski, Natalia, “Understanding and Stratifying Mobile Users”, NSERC USRA Research Project (Summer 2007)
- Cho, Edward, “Building Trust Through Interface Design”, Information Systems Independent Study Project 4SY3 (Winter 2002)

- Gupta, Tarun, “Assessing Web Usability”, Information Systems Independent Study Project 4SY3 (Fall 2001)
- Yongzheng, Mao, Laurent Chan, Jun Zhu , “Personal Web Agent”, Computer Science Project, co-supervision with N. Archer (1999).

### **Masters**

- Suri, Dhruv, “Enhancing Stress Management in Hybrid Work Environments through Information Systems”, MIS Independent Study Project K729 (Winter 2024)
- Bhatnagar, Abhinav, “Framework for Delivery of Healthcare AI Projects in Canada”, MIS Independent Study Project K729 (Fall 2022)
- Bheda, Viral, “Case Study on Clearbanc’s Growth and Opportunities”, MIS Independent Study Project K729 (Winter 2021)
- Birtles, Mathieu, “Playbook for Hosting a Nationwide Graduate Competition”, MIS Independent Study Project K729 (Winter 2020)
- Fujimoto-Cassidy, Calvin, “Playbook for Hosting a Nationwide Graduate Competition”, MIS Independent Study Project K729 (Fall 2019)
- Dudeck, Karleen, “Case Study on Ethical Use of Data, Analytics and Technology”, MIS Independent Study Project K729 (Summer 2018)
- Abujazar, Dana, “Examining Patients’ and Clinicians’ Needs of Integrated Personal Health Records: Proposing Usability Design Considerations”, MSc. eHealth Supervisor (2018)
- Yada, Nicole, “The effect of motivation and ability on attitudes towards virtual communities of practice: an elaboration likelihood approach”, MSc. eHealth Supervisor (2017)
- Rai, Karen, “Developing a Case Competition”, MIS Independent Study Project K729 (Fall 2015)
- Sandhu, Gurnihal and Tapp, Camilla, “Lessons Learned for Hosting a Nationwide Graduate Competition”, MIS Independent Study Project K729 (Fall 2014)
- Oliver, Ben and Robbins, Jonathan, “Refining One’s Professionalism”, MIS Independent Study Project K729 (Winter 2013)
- Brent, Lindsay and Vrantsis, Greg, “Developing a National MBA Competition Handbook”, MIS Independent Study Project K729 (Fall 2012, Winter 2013)
- Ho, Debby, “Understanding Mobile Banking Adoption”, MIS Independent Study Project K729 (Summer 2012)
- Goel, Rohit, “Deploying Technology in the Classroom”, eBusiness Independent Study Project K729 (Fall 2009)
- Yuen, Donald, “User Acceptance of Mobile Payment Systems”, eBusiness Independent Study Project K729 (Winter 2008)
- Bastedo, Laila, “Selection Framework for Learning Management Systems”, eBusiness Independent Study Project K729 (Fall 2007)
- Weshler, Jason, “The Implementation and Use of Mobile Decision Support Systems in Healthcare”, eBusiness Independent Study Project K729 (Fall 2003)
- al Sabouba, Ayesha, “Adoption of Online Purchasing”, eBusiness Independent Study Project K729 (Summer 2003).

- Drossos, Alex, “Wireless Portable Devices in Cancer Care Ontario: A Research and Pilot Program Report”, eBusiness Independent Study Project K729 (Fall 2002).
- Johnston, Mary, “eLearning and Trust Issues”, Information Systems Project S729 (Summer 2001).
- Lillevik, Anders, “Information Retrieval”, Information Systems Project S729 (Summer 2001).
- Djelalian, Lucy, “The Issue of Trust and Privacy in eCommerce”, Information Systems Project S729 (Winter 2001).
- Orr, Ramsay, “An Investigation of Piracy Issues on the Internet”, eCommerce Independent Study Project K729 (Winter 2001).
- Puskaric, Daniel, “Web Service Providers: Industry Study”, Information Systems Project S729 (Fall 2000)
- Durrant, Russ, Hovesen, Kim, Martin, Garrett, “Web-based Negotiation Support Systems”, Managing Innovation and Innovative Organizations Project P725 (Winter 2000)
- Kancharla, Sagar, Sethi, Harvinder, “Internet: A Complement or an Imminent Doom for ERP”, Information Systems Project S729 (Winter 2000)
- Brown, Allen, “Convergence or Divergence? An Examination of the 3G Standards Debate”, Information Systems Project S729 (Fall 1999)
- Salsberg, Paul, “Internet Advertising and Small Business: Problems and Solutions”, Information Systems Project S729 (Winter 1999)
- Mann, Ravi, “Supplier Integration”, Information Systems Project S729 (Winter 1999)
- Warren, Robert, “Business Implications of Electronic Commerce”, Information Systems Project S629 (Fall 1998)

### **Doctoral**

- Peever, Alex, Supervisor (in progress).
- Mutakwa, Mupwaya, Co-Supervisor with Dr. Khaled Hassanein (in progress).
- Safaei, Babak, Supervisor (in progress).
- Yang, Junyi, Supervisor (in progress).
- Elbabour, Fatma, Supervisor (in progress).
- Farrokhi, Aydin, “Understanding Mixed Reality Immersion in Online Learning: A Socio-Spatial and Social Presence Perspective”, Supervisor, successfully defended March 2024.
- Abdelhalim, Esraa, “The Willingness to Collaborate with Artificial Intelligence (AI): The Role of AI Autonomy and Explainability”. Co-Supervisor with Dr. Khaled Hassanein, successfully defended November 2023.
- Mujib, Maheeya, “The Impact of Different Types of Social Media Engagement on Parasocial Interactions and Relationships: A User’s Perspective” Supervisor, successfully defended September 2023.
- Munawar, Mariam, “The Impact of Homophily and Herd Size on Decision Confidence in the E-Commerce Context: A Social Identity Approach”, Co-Supervisor with Dr. Khaled Hassanein, successfully defended August 2021.
- Mashayekhi, Morteza (2019), “Developing Social Capital Through Professionally-Oriented Social Network Sites” successfully defended July 2019.

- Owen, Ken, Supervisor (2016), “Motivation and Demotivation of Hackers in the Selection of a Hacking Task: A Contextual Approach”, successfully defended April 2016.
- Sepehr, Sepandar (2014), “Understanding the Role of Competition in Video Gameplay Satisfaction”, Supervisor, successfully defended November 2014.
- Mojdeh, Sana (2014), “Understanding Knowledge Sharing in Web 2.0 Online Communities: A Socio-Technical Study”, Supervisor, successfully defended July 2014.
- Wagner, Nicole (2010), “The Impact of Age on Web Site Usability”, Co-Supervisor with Dr. Khaled Hassanein, successfully defended November 2010.
- Breward, Michael (2009), “Factors Influencing Consumer Attitudes Towards Biometric Identity Authentication Technology Within the Canadian Banking Industry”, Supervisor, successfully defended September 2009.
- Coursaris, Constantinos (2006), “Contextual Mobile Usability: The Impact of Distractions on User Performance, Satisfaction, and Adoption of Mobile Devices for Wireless Data Services”, Co-Supervisor with Dr. Khaled Hassanein, successfully defended April 2006.
- McLaren, Tim (2004). “Information System Capabilities and Emergent Competitive Strategies: A Multiple Case Study Investigation of Supply Chain Management Information Systems”, Co-Supervisor with Dr. Yufei Yuan, successfully defended May 2004.
- Wang, Fang (2004). “Electronic Retailing: An Analysis of Web Impact and Relationship Marketing Opportunities”, Supervisor, successfully defended March 2004.

### **Supervisory Committees**

- Elgamal, Raghad, Supervisory Committee Member (in progress)
- Fares, Ahmed, Supervisory Committee Member (in progress)
- Nasery, Mona, Ph.D. Supervisory Committee Member (in progress)
- El Shamy, Nour, Ph.D. Supervisory Committee Member (in progress)
- Gavrilidou, Galini, “Impact of Super User Support on User Perceptions and Satisfaction with Integrative Technologies: A Social Presence Perspective”, Ph.D. Supervisory Committee Member (completed November 2023)
- Nosrati, Fariba, “The Use of Digital Storytelling for Impression Management by City Cultural Organizations”, Ph.D. Supervisory Committee Member (completed July 2019)
- Eslami, Pouyan, “Understanding Users’ Action on Data Analytics Recommendations”, Ph.D. Supervisory Committee Member (completed July 2019)
- Wong, Nadia, Ph.D Special Topics Co-Supervisor (Psychology, Neuroscience & Behaviour) (2018)
- Ebrahimi, Sepideh, “Demographic Transparency to Combat Discriminatory Data Analytics Recommendations”, Ph.D. Supervisory Committee Member (completed June 2018)
- Ghasemaghaei, Maryam, “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, Ph.D. Supervisory Committee Member (completed February 2016)



- Ariaeinejad, Maryam, “User-Centred Requirements Analysis and Design Solutions of Chronic Disease Self-Management Systems”, MSc eHealth (completed March 2016)
- Browne, Kevin, “Mobile Device User Interface Design”, Ph.D., Faculty of Engineering, Ph.D. Supervisory Committee Member (completed February 2016).
- Aria, Reza, “The Role of Support and Sustainability Elements in the Adoption of a Self-management Support System for Chronic Illnesses”, Ph.D. Supervisory Committee Member (completed April 2015).
- Camacho, Sonia, “Cyberbullying impacts on users’ satisfaction with information and communication technologies: the role of Perceived Cyberbullying Severity”, Ph.D. Supervisory Committee Member (completed November 2014).
- Taleb, Nancy, Master in Engineering Entrepreneurship and Innovation (MEEi), mentor (completed April 2014)
- Viand, K, “A Personal Health Record Module for Pregnant Women: System Development and User Adoption Study”, MSc eHealth Supervisory Committee member (completed March 2014)
- Laugesen, John, “The Role of Interactivity in Mobile eHealth Applications”, Ph.D. Supervisory Committee Member (completed September 2013).
- Assadi, Vahid, “Patient Health Record Systems”, Ph.D. Supervisory Committee Member (completed September 2013).
- Kumar, Prem, Master in Engineering Entrepreneurship and Innovation (MEEi), mentor (completed July 2013)
- Knezevic, Darko, “What are the Adaptation Issues and Effects of Implementing Computerized Provider Order Entry?”, MSc eHealth Examination Committee member (completed March 2013)
- Fevrier-Thomas, Urslin, “Electronic Medical Records Interface Design Considerations for Improving Outcomes for Diabetes Management in Primary Care: A Usability Study”, MSc eHealth Supervisory Committee member (completed September 2011).
- Serra, Marcel, “Evaluation of a Feedback System in a Teaching Hospital”, MSc eHealth Supervisory Committee member (completed September 2011).
- Zhao, Li, “Sharing Knowledge in Virtual Communities: Factors Affecting A Member’s Intention to Share”, Ph.D. Supervisory Committee Member (completed November 2010).
- Ruhi, Umar, “Socio-Technical Determinants of Member Participation in Virtual Communities: An Exploratory Mixed Methods Investigation”, Ph.D. Supervisory Committee Member (completed November 2010).
- Ganguly, Boudhayan, “The Effects of Website design on Purchase Intention in B2C online shopping: The Mediating role of Trust and the Moderating role of Culture”, Ph.D. External Advisory Member, Indian Institute of Management – Lucknow (completed March 2010).
- Turel, Ofir, “Predictors of Disputants Intentions to use Online Dispute Resolution Services: The Roles of Justice and Trust”, Ph.D. Supervisory Committee Member (completed November 2006).
- Bliemel, Michael, “A Multiple Method Investigation of e-Health Consumer Information and Communication Interfaces”, Ph.D. Supervisory Committee Member (completed April 2006).

- Serenko, Alexander, “User Adoption of Interface Agents for Electronic Mail”, Ph.D. Supervisory Committee Member (completed May 2005).
- Wang, Shan, “Buyer-Supplier Relationships and the Adoption of Electronic Marketplaces”, Ph.D. Supervisory Committee Member (completed October 2004).
- Li, Xiaoqing, “A Modeling Technique to Assess Buddy-Agents Membership for Multi-Agent Systems”, Ph.D. Supervisory Committee Member (completed July 2003).
- Nichols, Ruth, “Customizable User Interfaces with Skins”, M.Sc. Supervisory Committee Member, Department of Computing and Software (completed June 2003).
- Sproule, Susan, “Software Agents in E-Commerce: A Decision Support Systems Approach”, Ph.D. Supervisory Committee Member (completed April 2003).
- Copertari, Luis, “Time, Cost, and Performance Tradeoffs in Project Management”, Ph.D. Supervisory Committee Member (completed April 2002).
- Du, Mei, “The Effectiveness of Multimedia Communication in Web-based Online Negotiation”, M.Sc. Supervisory Committee Member, Electrical and Computing Engineering (completed Summer 2001).

#### **Post Doctoral Fellow Supervision**

- Dr. Xuecong Lu (2020-2023)
- Dr. Adem Akbiyik (2014-15)
- Dr. Alex Ivanov (2010).
- Dr. Alan Harold (2007).

#### **External Examiner**

- Shi, Yuxi, “Reducing Uncertainties in Virtual Consultation: The Impact of Media Naturalness and Mental Model Alignment on Patient Satisfaction in Doctor-Patient Communication”, PhD Thesis, Memorial University (2020)
- Vaghefi, Seyed Eshagh Ashraf, “An Investigation of the Dark Side of Information Technology Use: Three Essays on IT Addiction”, PhD Thesis, McGill University (2015).
- Doraisamy, Logama, “Factors Determining Initial Trust Amongst Malaysian Online Shoppers”, PhD Thesis, Universiti Putra Malaysia (2012).
- McNeish, Joanne, “Consumers’ Resistance to Discontinuing a Familiar Technology: The Paper Bill”, PhD Thesis, Sprott School of Business, Carleton University (2010).
- Knight, Peter, “Determinants of Marketer Satisfaction with the Choice of Electronic Marketplace Type”, PhD Thesis, Sprott School of Business, Carleton University (2008).
- Srikumar, Krishnamoorthy, “An Agent Based Personalized Recommender for E-Commerce”, PhD Thesis, Indian Institute of Management Lucknow, India (2004).

#### ***Research Funding***

- [34] McMaster Institute for Research on Aging (MIRA) Major Program of Research, “EMPOwRD – Enhancing Mobility and Participation for Older Adult Wellness through Digital Inclusion” (Nominated Principal Investigator), 2024-2028 (\$1,048,940)
- [33] Natural Science and Engineering Research Council of Canada (NSERC), “Designing and Evaluating Effective Interfaces for Older Adults”, 2024-2029 (\$175,000)

- [32] Social Science and Humanities Research Council of Canada (SSHRC) Partnership Grant, “Impact Training: Experiential Learning Toolkits to Increase Social Sciences, Humanities and Arts (SSHA) Capacity for Research and Innovation in the Social Sector” (Co-Applicant with S. LaPointe as PI), 2024-2029 (\$2,500,000).
- [31] Human-Centric Cybersecurity Partnership (HC2P) Mini-Grant, “Can we make Cyber Elections Secure and Accessible? Evaluating Experiences with Online Voting Systems” (Co-Investigator with N. Goodman as PI) 2024-2025 (\$25,000)
- [30] McMaster Institute for Research on Aging/Labarge Centre for Mobility in Aging Catalyst Grant, “Understanding Antecedents to Misinformation Susceptibility for Older Adults” (PI) 2022-2023 (\$40,000)
- [29] Social Science and Humanities Research Council of Canada (SSHRC) Insight Research Grant, “Helping Older Adults to Better Cope with Information Technology Threats”, 2022-2027 (\$202,050)
- [28] Provost Research Excellence Fund, “Sharing is Caring: Provision of Effective and Customized Social Support to Promote Older Adults’ Mobility”, 2021 (\$55,000) (PI with Co-Investigators of B. Vrkljan and N. Dalmer)
- [27] Canadian Foundation for Innovation (CFI) - John R. Evans Leaders Fund (JELF) Grant, “Mobile User Experience Lab”, 2019 (\$300,464), (Co-Applicant with K. Hassanein and S. Watter)
- [26] Natural Science and Engineering Research Council of Canada (NSERC), “Designing and Evaluating Effective Online Learning Interfaces”, 2018-2024 (\$172,480)
- [25] McMaster Institute for Research on Aging/Labarge Centre for Mobility in Aging Catalyst Grant, “Managing pain in the elderly: A virtual learning environment for understanding the physiology of acute pain and its impact on mobility in the elderly” (Co-PI with D.H. Smith, V. Galea and N. Buckley) 2018-2019 (\$37,659)
- [24] Ontario Research Fund-Research Infrastructure (ORF-RI): “Flexible NeuroIS User Experience Lab”, 2017, (\$284,411), (PI with K. Hassanein and S. Obhi as co-investigators).
- [23] McMaster Interdisciplinary Research Grant, “Enhancing the online experience of older adults”, 2017-2019 (\$30,000), (Co-Applicant with Geoff Norman, Co-PIs of K. Hassanein and S. Watter).
- [22] Canadian Foundation for Innovation (CFI) - John R. Evans Leaders Fund (JELF) Grant, “Flexible NeuroIS User Experience Lab”, 2016, (\$284,411), (PI with K. Hassanein and S. Obhi as co-investigators).

- [21] Social Science and Humanities Research Council of Canada (SSHRC) Insight Research Grant, “Understanding Technorruptions: Users' and Second Hand Users' Perspectives”, 2016-2021 (\$148,250) (PI with K. Hassanein as co-investigator)
- [20] Ontario Research Fund-Research Infrastructure (ORF-RI): “Evidence-based Management Centre”, 2016 (\$249,933) (Co-Applicant with K. Hassanein and P. Bennett)
- [19] Canadian Foundation for Innovation (CFI) - John R. Evans Leaders Fund (JELF) Grant, “Evidence-based Decision Making Centre”, 2015-2020 (\$249,933) (Co-Applicant with K. Hassanein and P. Bennett)
- [18] McMaster Incentive Grant, “Understanding Technorruptions: Users' and Second Hand Users' Perspectives”, 2015 (\$7,500)
- [17] Ontario Research Fund (ORF) – Research Infrastructure (RI) Grant, “Advanced Human Computer Interaction Laboratory”, 2015 (\$135,500) (Co-Applicant with K. Hassanein and S. Watter)
- [16] Canadian Foundation for Innovation (CFI) - John R. Evans Leaders Fund (JELF) Grant, “Advanced Human Computer Interaction Laboratory”, 2014 (\$135,500) (Co-Applicant with K. Hassanein and S. Watter)
- [15] Natural Science and Engineering Research Council of Canada (NSERC) Engage Grant, “Creating a Virtual Environment for Multiple Mini-Interviews”, 2014 (\$25,000)
- [14] McMaster Incentive Grant, “Understanding Cyberbullying: An Information Systems' Perspective”, 2014 (\$7,500)
- [13] McMaster Arts Research Board Grant, “Understanding Knowledge Sharing in Web 2.0 Online Communities”, 2013 (\$6,814)
- [12] Natural Science and Engineering Research Council of Canada (NSERC), “Designing and Evaluating Engaging Interfaces for Educational Games”, 2013-2018 (\$75,000)
- [11] Social Science and Humanities Research Council of Canada (SSHRC) Insight Research Grant, “Understanding Use and Continuance Intention to Use High Maintenance Information Systems: The Role of Perceived Maintenance Effort”, 2012-2017 (\$152,608) (Co-Applicant with K. Hassanein)
- [10] Social Science and Humanities Research Council of Canada (SSHRC), “Modeling Utilitarian and Hedonic Consumption Behaviour in Online Shopping”, 2009-2012 (\$68,800) (Co-Applicant with D. Cyr)

- [9] Natural Science and Engineering Research Council of Canada (NSERC), “Evaluation and Design of Interfaces for Online Social Networks”, 2008-2013 (\$93,500)
- [8] Social Science and Humanities Research Council of Canada (SSHRC), “Designing Usable Web and Mobile Interfaces for Older Adults”, 2008-2011 (\$105,125) (Co-Applicant with K. Hassanein)
- [7] ORDCF and Private Sector Consortium, “Management Approaches to Combating ID Theft”, 2006-2007 (\$259,232) (Group Project, Principal Investigator: Y. Yuan. Co-Investigators: K. Hassanein, M. Head, V. Kumar, U. Kumar, S. Ji.) (K. Hassanein and M. Head subproject entitled “User Acceptance of Biometrics Across Financial Transactions”: \$55,589)
- [6] Natural Science and Engineering Research Council of Canada (NSERC), “Evaluation and Design of Interfaces for Mobile Commerce”, 2003-2008 (\$90,000)
- [5] Natural Science and Engineering Research Council of Canada (NSERC) Equipment Grant: “Usability Lab for e-Business Research”, 2003, (\$38,219) (Group Project, Principal Investigator: Dr. Y. Yuan, McMaster University).
- [4] McMaster Arts Research Board Grant, “Wireless Privacy: Threats and Solutions for Canadian Consumers”, 2002 (\$6,050) with K. Hassanein
- [3] Social Sciences and Humanities Research Council of Canada (SSHRC), “Managing Web Information Overload: Model and Tool Development”, 2001-2004 (\$81,130)
- [2] Natural Sciences and Engineering Research Council of Canada (NSERC), “Personalized Directories for Electronic Commerce”, 1999- 2003 (\$40,320).
- [1] Management of Innovation and New Technology Research Centre, School of Business, McMaster University, “Measuring and Reporting Innovation Capabilities”, 1998-1999 (\$18,000) with M. Basadur and P. Pringle.

### ***Lifetime Publications***

#### **Peer-Reviewed Journal Articles**

- [47] Ebrahimi, S., Abdelhalim, E., Hassanein, K., Head, M. (2024). “Reducing the Incidence of Biased Algorithmic Decisions Through Feature Importance Transparency: An Empirical Study”, *European Journal of Information Systems*, 1-29, <https://doi.org/10.1080/0960085X.2024.2395531>.
- [46] Goodarzi, S., Jiang, J., Head, M., Lu, X. (2023). “Exploring the Impact of Online Social Participation on Loneliness in Older Adults: Evidence from the Canadian Longitudinal Study on Aging”, *International Journal of Information Management*, Vol. 73. <https://doi.org/10.1016/j.ijinfomgt.2023.102685>

- [45] Lu, X., Jiang, J., Head, M., Kahai, S., Yang, J. (2023). “Synergistic impact of online and offline social participation on older adults’ subjective well-being: Evidence from the Canadian Longitudinal Study on Aging”, *European Journal of Information Systems*, 1-18, <https://doi.org/10.1080/0960085X.2023.2229283>.
- [44] Ivanov, A., Head, M., Biela, C. (2023). “Mobile shopping decision comfort using Augmented Reality: The effects of perceived augmentation and haptic imagery”, *Asia Pacific Journal of Marketing and Logistics*, 35(8), 1917-1934. <https://doi.org/10.1108/APJML-06-2022-0518>
- [43] Owen, K., Head, M. (2023), “Motivation and Demotivation of Hackers in Selecting a Hacking Task”, *Journal of Computer Information Systems*, 63(3), 522-536.
- [42] Lu, X., Jiang, J., Head, M., Yang, J. (2022), “The Impact of Linguistic Complexity on Leadership in Online Q&A communities: Comparing Knowledge Shaping and Knowledge Adding”, *Information & Management*, 59(6), 103675.
- [41] Mashayekhi, M., Head, M. (2022), “Developing Social Capital Through Professionally Oriented Social Network Sites”, *Information & Management*, 59(6), 103664.
- [40] Yada, N., Head, M. (2019), “Attitudes Toward Health Care Virtual Communities of Practice: Survey Among Health Care Workers”, *Journal of Medical Internet Research (JMIR)*, 21(12): e15176
- [39] Cyr, D., Head, M., Stibe, A., Lim, E. (2018), “Using the Elaboration Likelihood Model to Examine Online Persuasion through Website Design”, *Information & Management (I&M)*, 55(7). 807-821.
- [38] Mojdeh, S., Head, M., El Shamy, N. (2018), “Knowledge Sharing in Social Networking Sites: How Context Impacts Individuals’ Social and Intrinsic Motivation to Contribute in Online Communities”, *AIS Transactions on Human-Computer Interaction*, 10(2), 82-104.
- [37] Comacho, S., Hassanein, K., Head, M. (2018), “Cyberbullying impacts on victims’ satisfaction with information and communication technologies: the role of Perceived Cyberbullying Severity”, *Information & Management (I&M)*, 55(4), 494-507.

- [36] Sepehr, S., Head, M. (2018), “Understanding the Role of Competition in Video Gameplay Satisfaction”, *Information & Management (I&M)*, 55(4), 407-421.
- [35] Breward, M., Hassanein, K. and Head, M. (2017), “Understanding Consumers’ Attitudes Toward Controversial Information Technologies: A Contextualization Approach”, *Information Systems Research (ISR)*, 28(4), 760-774.
- [34] Wagner, N., Hassanein, K., Head, M. (2014). “The Impact of Age on Website Usability”, *Computers in Human Behavior*, 37, 270-282.
- [33] Cyr, D., Head, M. (2013). “The Impact of Task Framing and Viewing Time on User Website Perceptions and Viewing Behavior”, *International Journal of Human-Computer Studies (IJHCS)*, 71(12), 1089–1102.
- [32] Cyr, D., Head, M. (2013). “Website Design in an International Context: The Role of Gender in Masculine versus Feminine Oriented Countries”, *Computers in Human Behavior*, 29(4), 1358–1367
- [31] Head, M., Ziolkowski, N. (2012). “Understanding Student Attitudes of Mobile Phone Features: Rethinking Adoption Through Conjoint, Cluster and SEM Analyses”, *Computers in Human Behavior*, 28(6), 2331-2339.
- [30] Coursaris, C., Hassanein, K., Head, M., Bontis, N. (2012). “The Impact of Distractions on the Usability and Intention to use Mobile Devices for Wireless Data Services”, *Computers in Human Behavior*, 28(4), 1439-1449.
- [29] McLaren, T., Head, M., Yuan, Y., Chan, Y. (2011). “A Multilevel Model for Measuring Fit Between a Firm’s Competitive Strategies and Information Systems Capabilities”, *MIS Quarterly*, December, 35(4), 909-929.
- [28] Ganguly, B., Dash, S., Cyr, D., Head, M. (2010). “The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture”, *International Journal of Electronic Business*, 8(4/5), 302-330
- [27] Wagner, N., Hassanein, K., Head, M. (2010). “Computer Use by Older Adults: A Multidisciplinary Review”, *Computers in Human Behavior*, 26(5), 870-882.
- [26] Cyr, D., Head, M., Larios, H. (2010). “Colour Appeal in Website Design within and across Cultures: A Multi-method Evaluation”, *International Journal of Human-Computer Studies (IJHCS)*, 68(1-2), 1-21. **(2013 Most Cited Paper Award for International Journal of Human-Computer Studies for all journal articles published between the years 2010-2012)**

- [25] Cyr D., Head, M., Ivanov, A. (2009). “Perceived Interactivity leading to E-loyalty: Development of a Model for Cognitive-Affective User Responses”, *International Journal of Human-Computer Studies (IJHCS)*, 67(10), 850–869.
- [24] Cyr, D., Head, M., Larios, H., Pan, B. (2009). “Exploring Human Images in Website Design: A Multi-Method Approach”, *MIS Quarterly*, 33(3), September, 539-566 (***MIS Quarterly Best Paper of 2009 Award & Best Information Systems Publication of 2009 Award***).
- [23] Hassanein, K., Head, M., Chunhua, J., (2009). “A Cross-Cultural Comparison of the Impact of Social Presence on Website Trust, Usefulness and Enjoyment”, *International Journal of Electronic Business*, 7(6), 625-641.
- [22] Coursaris, C., Hassanein, K., Head, M. (2008). “Mobile Technology and the Value Chain: Participants, Activities, and Value Creation”, *International Journal of Business Science & Applied Management*, 3(3), 14-30.
- [21] Wagner, N., Hassanein, K., Head, M. (2008). “Who is responsible for E-Learning Success in Higher Education? A Stakeholders' Analysis”, *Educational Technology & Society Journal*, 11(3), 26-36.
- [20] Hassanein, K., Head, M. (2007). “Manipulating Social Presence through the Web Interface and its Impact on Attitude towards Online Shopping”, *International Journal of Human-Computer Studies (IJHCS)*, 65(8), 689-708.
- [19] Wang, F., Head, M. (2007). “How can the Web Help Build Customer Relationships? An Empirical Study on E-Tailing”, *Information & Management*, 44(2), 115-129.
- [18] Cyr, D., Hassanein, K., Head, M., Ivanov, A. (2007). “The Role of Social Presence in Establishing Loyalty in e-Service Environments”. *Interacting with Computers*, 19(1), 43-56. (***2010 Most Cited Paper Award for Interacting with Computers for all journal articles published between the years 2007-2009***)
- [17] Cyr, D., Head, M., Ivanov, A. (2006). “Design Aesthetics Leading to m-Loyalty in Mobile Commerce”, *Information & Management*, 43(8), 950-963.
- [16] Hassanein, K., Head, M. (2005/6). “The Impact of Infusing Social Presence in the Web Interface: An Investigation Across Different Products”. *International Journal of Electronic Commerce (IJEC)*, 10(2), Winter, 31-55.
- [15] Wang, F., Head, M. (2005). “Consumer Relationship Marketing on the Internet: An Overview and Clarification of Concepts”, *Innovative Marketing*, 2005(1), 55-68.



- [14] McLaren, T., Head, M., Yuan, Y. (2004). "Supply Chain Management Information Systems Capabilities: An Exploratory Study of Electronics Manufacturers", *Information Systems and eBusiness Management*, 2(2), 207-222.
- [13] McLaren, T., Head, M., Yuan, Y. (2004). "Using Competitive Strategy Patterns to Determine Ideal Supply Chain Management Information Systems Capabilities", *International Journal of Internet and Enterprise Management*, 2(1), 45-61.
- [12] Yuan, Y., Head, M., and Du, M. (2003). "The Effects of Multimedia Communication on Web-Based Negotiation", *Group Decision and Negotiation*, 12(2), 89-109.
- [11] Coursaris, C., Hassanein, K., and Head, M. (2003). "m-Commerce in Canada: An Interaction Framework for Wireless Privacy", *Canadian Journal of Administrative Sciences*, 20(1), 54-73.
- [10] Head, M., and Hassanein, K. (2002). "Trust in e-Commerce: Evaluating the Impact of Third-Party Seals", *Quarterly Journal of Electronic Commerce*, 3(3), 307-325.
- [9] McLaren, T., Head, M., Yuan, Y. (2002). "Supply Chain Collaboration Alternatives: Understanding the Expected Costs and Benefits", *Internet Research: Electronic Networking Applications and Policy*, 12(4), 348-364.
- [8] Wang, F., Head, M., Archer, N. (2002). "E-tailing: An Analysis of Web Impacts on the Retail Market", *Journal of Business Strategies*, 19(1), pp. 73-93.
- [7] Basadur, M., Head, M. (2001). "Team Performance and Satisfaction: A Link to Cognitive Style Within a Process Framework", *Journal of Creative Behavior*, 35(4), pp. 227-248.
- [6] Wang, F., Head, M. (2001). "A Model for Web-based Information Systems in E-tailing", *Internet Research: Electronic Networking Applications and Policy*, 11(4), pp.310-321.
- [5] Head, M., Yuan, Y. (2001). "Privacy Protection in Electronic Commerce: A Theoretical Framework", *Human Systems Management*, 20, pp.149-160.
- [4] Head, M., Archer, N., and Yuan, Y. (2000). "World Wide Web Navigation Aid", *International Journal of Human Computer Studies*, 53(2), pp. 301-330.
- [3] Wang, F., Head, M., and Archer, N. (2000). "A Relationship Building Model for the Web Retail Marketplace", *Internet Research: Electronic Networking Applications and Policy*, 10(5), pp. 374-384.
- [2] Archer, N.P., Head, M., Wollersheim, J.P. and Yuan, Y. (1996). "Investigation of Voice and Text Output Modes with Abstraction in a Computer Interface", *Interacting with Computers*, 8(4), pp. 323-345.

- [1] Archer, N.P., Head, M., and Yuan, Y. (1996). "Patterns in Information Search for Decision Making: The Effects of Information Abstraction", *International Journal of Human-Computer Studies*, 45, pp. 599-616.

### **Books**

- [1] *Advances in Electronic Business: Vol. 4 - Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing (2009), ISBN: 978-1-60566-366-1

### **Peer-Reviewed Book Chapters**

- [4] Mirhoseini S., Hassanein K., Head M., Watter S. (2020) User Performance in the Face of IT Interruptions: The Role of Executive Functions. In: Davis F., Riedl R., vom Brocke J., Léger PM., Randolph A., Fischer T. (eds) *Information Systems and Neuroscience. Lecture Notes in Information Systems and Organisation*, vol 32. Springer, pp. 41-51.
- [3] Cyr, D., Head, M., Ivanov, A. (2009). "Perceptions of Mobile Device Website Design: Culture, Gender and Age Comparisons", in *Advances in Electronic Business: Vol. 4 – Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing, pp.173-200.
- [2] McLaren, T., Head, M., Yuan, Y. (2004). "Costs and Benefits in Supply Chain Collaboration", in *Advances in Electronic Business: Vol. 1 – Collaborative Commerce*, T. C. Du and E. Li (Eds.), Hershey PA: Idea Group Publishing, pp. 258-284.
- [1] Coursaris, C., Hassanein, K., Head, M. (2004). "Understanding the Mobile Consumer", in *Wireless Communications and Mobile Commerce*, S. Nansi (Ed.), Singapore & Hershey PA: Idea Group Publishing, pp. 132-165.

### **Peer-Reviewed Conference Proceedings**

- [90] Farrokhi, A., Head, M. (2024). "The Influence of AI on Older Adults' Cognitive Experiences and Social Participation within Mixed Reality Environments", Proceedings of the *Americas Conference on Information Systems (AMCIS) 2024*, August.
- [89] Safaei, B., Head, M. (2024). "Navigating the Digital Frontier: AI and Coping Mechanisms for Enhancing Misinformation Resilience in Older Adults", Proceedings of the *Americas Conference on Information Systems (AMCIS) 2024*, August.
- [88] El Shamy, N., Hassanein, K., Head, M. (2024). "Recruitment and EDI Challenges in NeuroIS Research: A Case for Mobile Research Infrastructure", Proceedings of the *NeuroIS Retreat 2024*, Vienna, June.
- [87] Lu, X., Jiang, J., Head, M., Dalmer, N., Flynn, T. (2023). "Older Adults' Consumption of Fake News – An Interoceptive Perspective", Proceedings of the *22nd Pre-ICIS HCI Research in MIS Workshop*, December
- [86] Safaei, B., Head, M. (2023). "Investigating Age-Related Factors in Phishing Susceptibility:

- A Focus on Decision-Making Processes in HCI Context”, Proceedings of the 22<sup>nd</sup> *Pre-ICIS HCI Research in MIS Workshop*, December
- [85] Lu, X., Head, M., Yang, J., Tariq, A. (2022). “An Investigation of Misinformation Susceptibility of Older Adults: A Persuasive Perspective”, Proceedings of the 21<sup>st</sup> *Pre-ICIS HCI Research in MIS Workshop*, December
- [84] Lu, X., Jiang, J., Head, M., & Yang, J. (2022). "A Systematic Review of Leadership in Online Communities: Social Leaders, Technical Leaders, and Impacts", Proceedings of the *Americas Conference on Information Systems (AMCIS) 2022*, August.
- [83] Lu, X., Head, M., Jiang, J. (2021). “Understanding Online Review Helpfulness: A Color Theory Perspective”, Proceedings of the 20<sup>th</sup> *Pre-ICIS HCI Research in MIS Workshop*, December (**recipient of the People’s Choice Best Talk award**).
- [82] Elbabour, F., Head, M. (2021). “Meaningful Engagement in Gamified Online Quizzes: The Role of Students’ Gaming Orientation”, Proceedings (rapid roundtable) of the 20<sup>th</sup> *Pre-ICIS HCI Research in MIS Workshop*, December.
- [81] Lu, X., Head, M., Jiang, J., Yang, J. (2021). “An Investigation of the Interplay between Emotional Congruence and Regulatory Fit in Phishing Susceptibility”, Proceedings of the *29th European Conference on Information Systems (ECIS)*, June.
- [80] Farrokhi, A., Detlor, B., Head, M. (2021). “Factors Influencing Learner Trust in Web-Based Learning in Higher Education: An Information Systems Perspective”, Proceedings of the *29th European Conference on Information Systems (ECIS)*, June.
- [79] Elbabour, F., Head, M. (2020). “Mobile Learning and Student Engagement in Higher Education: A Review”. Proceedings of the *19th Pre-ICIS HCI Research in MIS Workshop*, December.
- [78] Farrokhi, A., Detlor, B., Head, M. (2020). “The Effect of Sociability on Socio-spatial Interaction and Learner Social Presence in Mixed-Reality Online Learning Environments: Using Head-mounted Wearable Items in Group Learning Activities”. Proceedings of the *19th Pre-ICIS HCI Research in MIS Workshop*, December.
- [77] Lu, Xuecong, Head, M., Yang, J. (2020). “The Impacts of Individual Emotional State and Emotional Framing of Phishing Attacks on Susceptibility to Phishing: An Emotional Congruence Perspective”. Proceedings of the *19th Pre-ICIS HCI Research in MIS Workshop*, December.
- [76] Mujib, M., Head, M. (2020). “Effect of Follower Engagement and Wellbeing on Parasocial Relations in a Social Media Context”. Proceedings of the *19th Pre-ICIS HCI Research in MIS Workshop*, December.

- [75] Yang, J., Head, M., Lu, X. (2020). “Enhancing Student Experience in Online Learning: A Social Capital Perspective”. Proceedings of the *19th Pre-ICIS HCI Research in MIS Workshop*, December.
- [74] Mujib, M., Head, M. (2020). “Mental Health and Social Media: Looking through a Parasocial Lens to Understand the Influence of Social Media Platforms on Parasocial Relations”. Proceedings of the *Administrative Sciences Association of Canada (ASAC) Conference*, May.
- [73] Abdelhalim, E., Hassanein, K. and Head, M. (2019). “The Role of Knowledge Control and Knowledge Asymmetry in Trusting and Collaborating with AI-Teammates”. Proceedings of the *18th Pre-ICIS HCI Research in MIS Workshop*, Munich, December.
- [72] Mirhoseini, M., Hassanein, K. and Head (2019). “Exploring How Cognitive Differences Impact Behavior and Performance in The Face of IT Interruptions”. Proceedings of the *18th Pre-ICIS HCI Research in MIS Workshop*, Munich, December.
- [71] Munawar, M., Hassanein, K. and Head, M. (2019). “The Impact of Homophily and Herding on Decision Confidence in Social Commerce”. Proceedings of the *16th International Conference on Web Based Communities and Social Media 2019 (WBC 2019)*, Porto, July.
- [70] Mirhoseini, M., Hassanein, K., Head, M., Watter, S. (2019). “User Performance in the Face of IT Interruptions: The Role of Executive Functions”, Proceedings of the *NeuroIS Retreat*, Vienna, June.
- [69] Abdelhalim, E., Yuan, Y. and Head, M. (2018). “Understanding Trust in Online Reviews”, Proceedings of the *17th Pre-ICIS HCI Research in MIS Workshop*, San Francisco, December.
- [68] Mashayekhi, M., Head, M. (2018). “Taking Advantage of Using Professionally-Oriented Social Network Sites: The Role of Users' Actions and Profiles”, Proceedings of the *24th Americas Conference on Information Systems (AMCIS)*, New Orleans, August.
- [67] Hassanein, K., Head, M. (2018). “Technostress in the Classroom: A Behavioural and Neurophysiological Investigation”, *Pedagogical Advances in Technology-Mediated Education Conference (PATME2018)*, Istanbul, June.
- [66] Munawar, M., Hassanein, K., Head, M. (2018). Herd Behaviour, Homophily, and the Urge to Buy Impulsively: An Experimental Investigation within the Social Commerce Context”, Proceedings of the *Administrative Sciences Association of Canada (ASAC) Conference*, Toronto, May.

- [65] Mashayekhi, M., Head, M. (2018). “Developing Social Capital through Using Professionally-Oriented Social Network Sites (P-SNSs)”, Proceedings of the *Administrative Sciences Association of Canada (ASAC) Conference*, Toronto, May.
- [64] Munawar, M., Hassanein, K., Head, M. (2017). “Understanding the Role of Herd Behaviour and Homophily in Social Commerce”, Proceedings of the *16th Pre-ICIS HCI Research in MIS Workshop*, Seoul, South Korea, December.
- [63] Munawar, M., Hassanein, K., Head, M. (2017). “Social Commerce and Herd Behaviour: An Examination of the Moderating Roles of Age and Homophily”, Proceedings of the *12th Iberian Conference on Information Systems and Technologies (CISTI)*, Lisbon, Portugal, June.
- [62] Comacho, S., Hassanein, K., Head, M. (2016). “Understanding Technorruptions: A Second Hand Users' Perspective”, Proceedings of the *13th European Mediterranean & Middle Eastern Conference on Information Systems (EMCIS)*, Krakow, Poland, June.
- [61] Cyr, D., Head, M., Lim, E., Stibe, A. (2015), “The Art of Online Persuasion through Design: The Role of Issue Involvement as it Influences Users based on Prior Knowledge”, Proceedings of the *14th Pre-ICIS HCI Research in MIS Workshop*, Fort Worth, USA, December (*recipient of the best paper award*).
- [60] Mashayekhi, M., Head, M. (2015), “Understanding the Role of Social Media in Health Attitude Change among Older Adults”, Proceedings of the *14th Pre-ICIS HCI Research in MIS Workshop*, Fort Worth, USA, December.
- [59] Assadi, V., Hassanein, K., Head, M., Watter, S. (2015). “Combining Traditional HCI and Neurophysiological Tools to Design Better Online Interfaces for Older Adults”, *NeuroIR 2015 workshop, 38<sup>th</sup> Annual ACM SIGIR Conference*, Santiago, Chile, August.
- [58] Akbiyik, A., Hassanein, K., Head, M. (2015). “Perceived Maintenance Load of High Maintenance Information Systems: Conceptualization and Development”, Proceedings of the *19th Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore, July.
- [57] Comacho, S., Hassanein, K., Head, M. (2015). “Understanding the Effect of Techno-Interruptions in the Workplace”, Proceedings of the *2015 World Conference on Information Systems and Technologies (WorldCIST'15)*, Ponta Delgada, Portugal, April.
- [56] Sepehr, S., Head, M. (2014). “Understanding Satisfaction with Educational Video Games: The Role of Competition Mode”, Proceedings of the *25th Australasian Conference on Information Systems (ACIS)*, Auckland, New Zealand, December.
- [55] Camacho, S., Hassanein, K., Head, M. (2014). “Understanding the Factors the Influence the Perceived Severity of Cyber-bullying”, Proceedings of the *16th International Conference on Human-Computer Interaction (HCI)*, Crete, Greece, June.

- [54] Hassanein, K., Head, M. (2014). "Social Presence for Online Shopping Success: A Review and Agenda for Future Research", WEI European Academic Conference, Budapest, June.
- [53] Owen, K., Head, M. (2014). "The Dichotomy of Risk and Reward in Understanding Hacker Motivation", *Administrative Sciences Association of Canada (ASAC) Conference*, Muskoka, May.
- [52] Sephr, S., Head, M. (2013). "Competition as an Element of Gamification for Learning: A Mixed Method Exploratory Investigation", *Proceedings of the 2013 Gamification Conference*, Stratford, October.
- [51] Sephr, S., Head, M. (2013). "Online Video Game Addiction: A Review and an Information Systems Research Agenda", *Proceedings of the 19th Americas Conference on Information Systems (AMCIS)*, Chicago, August.
- [50] Camacho, S., Hassanein, K. Head, M. (2013). "Second Hand Technostress and its Determinants in the Context of Mobile Device Interruptions in Work Meetings", *Proceedings of the 12th International Conference on Mobile Business (ICMB 2013)*, Berlin, Germany, June.
- [49] Camacho, S., Hassanein, K. Head, M. (2013). "The Impact of Cyberbullying on Users' Continuance Intention: The Roles of Perceived Cyberbullying Severity and Coping Mechanisms", *Proceedings of the 21st European Conference on Information Systems (ECIS 2013)*, Utrecht, The Netherlands, June.
- [48] Ho, D., Head, M., Hassanein, K. (2013). "Developing and Validating a Scale for Perceived Usefulness for the Mobile Wallet" *Proceedings of the 2013 World Conference on Information Systems and Technologies (WorldCIST'13)*, Algarve, Portugal, March.
- [47] Sephr, S., Head, M. (2012), "Dualistic Model of Passionate Video Gameplay: Addiction or Flow?", *Proceedings of the 11th Pre-ICIS HCI Research in MIS Workshop*, Orlando, December (*nominated for best paper award*).
- [46] Owen, K., Head, M. (2012). "Towards a Deeper Understanding of Intrinsic Motivation in the Adoption and Use of the Social Networking Tool Twitter", *Proceedings of the Administrative Sciences Association of Canada (ASAC) Conference*, St. John's, Newfoundland, June.
- [45] Sephr, S., Head, M. (2012), "A Meta-Analysis of The Effect of Flow on Attitude and Intention to Use of IT Systems", *Proceedings of the Administrative Sciences Association of Canada (ASAC) Conference*, St. John's, Newfoundland, June.

- [44] Sephr, S., Head, M. (2011), “The Role of Competitiveness in the Cognitive Absorption of Video Games”, Proceedings of the *10th Pre-ICIS HCI Research in MIS Workshop*, Shanghai, China, December.
- [43] Mojdeh, S., Head, M. (2011). “Understanding Knowledge Sharing in Online Communities: The Impacts of Technical and Social Dimensions”, Proceedings of the *6th Mediterranean Conference on Information Systems (MCIS)*, Cyprus, September.
- [42] Wagner, N., Hassanein, K., Head, M. (2010). “Understanding Web Site Satisfaction for Older Adults”, Proceedings of the *9th Pre-ICIS HCI Research in MIS Workshop*, St. Louis, December (*nominated for best paper award*).
- [41] Hassanein, K., Head, M., Wang, F. (2010). “Understanding Student Satisfaction with Mobile Learning: The Role of Internal and External Facilitators”, Proceedings of the *9th International Conference on Mobile Business (ICMB 2010)*, Athens, Greece, June.
- [40] Head, M., Ziolkowski, N. (2010). “Understanding Student Attitudes of Mobile Phone Applications and Tools: A Study Using Conjoint, Cluster and SEM Analyses”, Proceedings of the *18th European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa, June (*best paper award finalist*).
- [39] Ganguly, B., Dash, S., Cyr, D., Head, M. (2009). “The Effects of Website design on Purchase Intention in B2C online shopping: The Mediating role of Trust and the Moderating role of Culture”, Proceedings of the *International Conference on Information Systems and Engineering*, India, December.
- [38] Breward, M., Head, M., Hassanein, K. (2009). “Consumer Acceptance of Biometrics for Identity Verification in Financial Transactions”, Proceedings of the *17th European Conference on Information Systems (ECIS 2009)*, Verona, Italy, June.
- [37] Cyr, D., Head, M. (2008). “Hedonic and Utilitarian Outcomes of Website Social Presence: The Impacts of Framing and Time Constraints”, Proceedings of the *7th Pre-ICIS HCI Research in MIS Workshop*, Paris, France, December.
- [36] Breward, M., Head, M., Hassanein, K. (2008). “An Exploratory Study of Attitudes Towards Biometric Verification in Financial Transaction: Is there a Generational Gap?”, Proceedings of the *13th Asia Pacific Region of Decision Sciences Institute Conference (APDSI08)*, Brisbane, Australia, July.
- [35] Breward, M., Hassanein, K., Head, M. (2008). “Consumer Acceptance of Biometrics for Identity Verification in Financial Transactions: A Theoretical Model”, Proceedings of the *5th International Conference on Information Technology and Applications (ICITA)*, Cairns, Australia, June.

- [34] Cyr, D., Head, M., Larios, H. (2008). "Colour Appeal in Website Design within and across Cultures: A Multi-method Evaluation", Proceedings of the *Administrative Sciences Association of Canada (ASAC) Conference*, Halifax, May.
- [33] Cyr, D., Head, M., Ivanov, A. (2007). "Perceived Interactivity Leading to E-Loyalty: An Empirical Investigation of Web-Poll Design", Proceedings of the *6<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Montreal, December.
- [32] Wagner, N., Hassanein, K., Head, M. (2007). "Computer Interaction for Older Users: A Meta-Analysis", Proceedings of the *13th Americas Conference on Information Systems (AMCIS)*, Colorado, August.
- [31] Coursaris, C., Hassanein, K., Head, M., Bontis, N. (2007). "The Impact of Distractions on the Usability and the Adoption of Mobile Devices for Wireless Data Services", Proceedings of the *15th European Conference on Information Systems (ECIS 2007)*, St. Gallen, Switzerland, June (**nominated for best paper award**).
- [30] Hassanein, K., Head, M., Ju, C. (2007). "The Impact of Social Presence on the Experiences of Online Shoppers: A Cross-Cultural Study", Proceedings of the *9th International Conference on Enterprise Information Systems (ICEIS 2007)*, Madeira – Portugal, June.
- [29] Cyr, D., Head, M., Larios, H., Pan, B. (2006). "Exploring Human Images in Website Design across Cultures: A Multi-Method Approach", Proceedings of the *5<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Milwaukee, December (**nominated for best paper award**).
- [28] Cyr, D., Hassanein, K., Head, M., Ivanov, A. (2006). "Social Presence and e-Loyalty: An Empirical Study and a Gender Comparison", Proceedings of the *7th World Congress on the Management of Electronic Business*, Halifax, Nova Scotia, July.
- [27] Coursaris, C., Hassanein, K., Head, M. (2006). "Mobile Technologies and the Value Chain: Participants, Activities and Value Creation", Proceedings of the *International Conference on Mobile Business (ICMB 2006)*, Copenhagen, Denmark, June.
- [26] Wagner, N., Hassanein, K., Head, M. (2006). "E-learning in Higher Education: A Stakeholders' Analysis", Proceedings of *Information Technology Interfaces (ITI) 2006: E-Learning Opportunities and Challenges*, Cavtat, Croatia, June.
- [25] Cyr, D., Head, M., Ivanov, A. (2006). "Exploring Website Design and Mobility for Culture, Age, and Gender", Proceedings of the *2006 Applied Business Research Conference*, Florence, Italy, June (**recipient of the best paper award**).



- [24] Cyr, D., Head, M., Ivanov, A. (2005). "Website Design and Mobility: Culture, Age and Gender Comparisons", Proceedings of the *4<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Las Vegas, December (***nominated for best paper award***).
- [23] Hassanein, K., Head, M. (2004). "Instilling Social Presence through the Web Interface", Proceedings of the *3<sup>rd</sup> Pre-ICIS HCI Research in MIS Workshop*, Washington, D.C., December (***nominated for best paper award***).
- [22] McLaren, T., Head, M., Yuan, Y. (2004). "Strategic Fit of Supply Chain Management Information Systems: A Measurement Model", Proceedings of the *International Conference on Information Systems 2004 (ICIS 2004)*, Washington, DC, December.
- [21] Hassanein, K., Head, M. (2004). "Building Online Trust through Socially Rich Web Interfaces", Proceedings of the *Second Annual Conference on Privacy, Security and Trust (PST 2004)*, Fredericton, New Brunswick, October.
- [20] Hassanein, K., Head, M. (2004). "The Influence of Product Type on Online Trust", Proceedings of the *17<sup>th</sup> Bled eCommerce Conference*, Bled, Slovenia, June (***recipient of most outstanding paper award***).
- [19] Olnick Kutzschan, A., Head, M. (2004). "Online Consumer Intentions to Purchase Product Types", Proceedings of the *5<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [18] McLaren, T., Head, M., Yuan, Y. (2004). "Information System Capabilities and Emergent Competitive Strategies: Modeling Strategic Fit", Proceedings of the *5<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [17] McLaren, T., Head, M., Yuan, Y. (2003). "Supply Chain Information Systems Capabilities: Learning from the Electronics Manufacturing Industry", Proceedings of the *First Annual Symposium on Supply Chain Management: Supply Chain Transformation in the eBusiness Environment: Issues, Solutions, and the Future*, Toronto, November.
- [16] Hassanein, K., Head, M. (2003). "The Impact of Product Type on Website Adoption Constructs", Proceedings of the *Sixth International Conference on Electronic Commerce Research (ICECR6)*, Dallas, Texas, October, pp. 416-424.
- [15] Head, M., Hassanein, K., Cho, E. (2003). "Establishing eTrust through Humanized Website Design", Proceedings of the *16<sup>th</sup> Bled eCommerce Conference*, Bled, Slovenia, June.
- [14] Hassanein, K., Head, M. (2003). "Ubiquitous Usability: Exploring Mobile Interfaces within the Context of a Theoretical Model", Proceedings of the Ubiquitous Mobile Information and Collaboration Systems Workshop (UMICS 2003), *The 15th Conference On Advanced Information Systems Engineering (CAiSE)*, Velden, Austria, June.

- [13] Wang, F., Head, M. (2003). "A Model for Consumers' Relational Behavior in the Web Environment", Proceedings of *ASAC (Administrative Sciences Association of Canada) Conference 2003*, Halifax, Nova Scotia, June.
- [12] McLaren, T., Head, M., and Yuan, Y. (2003). "Measuring the Strategic Fit of Supply Chain Coordination Systems", Proceedings of the *4<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [11] Hassanein, K., and Head, M. (2002). "The Impact of Humanized Website Design on Establishing e-Commerce Trust: A Comparative Study across Different Product Types", Proceedings of the *Fifth International Conference on Electronic Commerce Research (ICECR5)*, Montreal, Quebec, October.
- [10] Head, M., and Hassanein, K. (2002). "Web Site Usability for eBusiness Success: Dimensions, Guidelines and Evaluation Methods", Proceedings of the *Hawaii International Conference on Business*, Honolulu, Hawaii, June.
- [9] McLaren, T., Head, M., and Yuan, Y. (2002). "Beyond EDI: A Framework for Understanding Supply Chain Collaboration Alternatives", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [8] Nichols, R., Head, M., and Poehlman, K. (2002). "Customizable User Interfaces and their Impact on eCommerce", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [7] Wang, F., and Head, M. (2002). "Relationship Marketing: Application in the Online Business-to-Consumer Environment", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [6] Head, M., Yuan, Y., and Archer, N. (2001). "Building Trust in E-Commerce: A Theoretical Framework", Proceedings of the *2<sup>nd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [5] Wang, F., and Head, M. (2001). "Designing Web-based Information Systems for E-commerce", Proceedings of the *2<sup>nd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [4] Wang, F., Head, M., and Archer, N. (2000). "Relationship Marketing in the Web Retail Marketplace", Proceedings of the *1<sup>st</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [3] Head, M., Archer, N., and Yuan, Y. (1999). "World Wide Web Information Retrieval Support Through User Histories", Proceedings of the *WWW8 Conference*, Toronto, Ontario, pp. 58-60.

- [2] Archer, N., and Head, M. (1997). "A Framework for Evaluating World Wide Web Directories", Proceedings of the *Global Networking '97 Joint Conference*, Volume II, pp. 374-381 Calgary, Alberta, June.
- [1] Head, M., and Archer, N. (1997). "A World Wide Web Navigation Aid", Proceedings of the *ASAC (Administrative Sciences Association of Canada) Conference 1997*, St. John's, Newfoundland.

### **Teaching Cases**

- [10] Dudeck, K., Head, M. (2018), "An Opportunity to Innovate at PetFamily: Part B", McMaster Digital Transformation Research Centre Case Study.
- [9] Dudeck, K., Head, M. (2018), "An Opportunity to Innovate at PetFamily: Part A", McMaster Digital Transformation Research Centre Case Study.
- [8] Gorelle, S., Head, M. (2017), "Canadian Tire: A Frankly Canadian Challenge", McMaster Digital Transformation Research Centre Case Study.
- [7] Head, M. (2016), "Click to Sign on the Dotted Line: Digitizing RBC Mortgage Products", McMaster eBusiness Research Centre, Case Study No. 16-MCS-K007
- [6] Strmec, M., Rankin, A., Head, M. (2015), "The modernization of Lions's Bank Financial Services Platform", McMaster eBusiness Research Centre, Case Study No. 15-MCS-K006.
- [5] Evans, M., Head, M. (2015), "The times they are a changing - The United Way of Burlington & Greater Hamilton & GenNext", McMaster eBusiness Research Centre, Case Study No. 15-MCS-K005.
- [4] Evans, M., Head, M. (2014), "Together We Win: The United Way of Burlington & Hamilton 2015 Campaign", McMaster eBusiness Research Centre, Case Study No. 14-MCS-K004.
- [3] Cox, S., Hassanein, K. and Head, M. (2014), "Information Technology at Canadian Tire (A)", McMaster eBusiness Research Centre, Case Study No. 14-MCS-K003.
- [2] Cox, S., Hassanein, K. and Head, M. (2014), "Information Technology at Canadian Tire (B)", McMaster eBusiness Research Centre, Case Study No. 14-MCS-K002.
- [1] Cox, S., Hassanein, K. and Head, M. (2014), "Information Technology at Canadian Tire (C)", McMaster eBusiness Research Centre, Case Study No. 14-MCS-K001.

**Not Peer-Reviewed**

- [8] Head, M. (2007). “Who is Stalking Your Business: How to Avoid Being the Victim of a Digital Crime of the Century”, *Biz Magazine*, Winter, pp. 11-12.
- [7] Head, M. (2004). Supplemental author for *Management Information Systems: Organization and Technology in the Networked Enterprise, Second Canadian Edition*, by Laudon, Laudon and Brabston, Prentice Hall Publishing.
- [6] Head, M. (2002). “Web Site Strategy”, *Panorama Magazine*, July, pp. 15.
- [5] Archer, N., Head, M. (2002). “Report on Canadian MBA programs in eBusiness/eCommerce”, *15<sup>th</sup> Bled Electronic Commerce Conference*, Bled, Slovenia, June.
- [4] Head, M. (2002). Supplemental author for *Management Information Systems: Organization and Technology in the Networked Enterprise, First Canadian Edition*, by Laudon, Laudon and Brabston, Prentice Hall Publishing.
- [3] Head, M. (2002). “Stop Considering the Web as a Profit Centre”, *Biz Magazine*, Spring, pp. 17.
- [2] Head, M. (2001). “Principles of Web Search, Web Design, and Implementation”, *Electronic Commerce for Small to Medium Sized Enterprises*, Online Course, TVOntario’s Lifelong Learning Challenge.
- [1] Head, M. (2000). “Trust is a Must in E-Commerce”, *Hamilton Spectator*, July 27, pp. R6.

***Workshops and Panels***

- [15] Head, M. (2024), Panellist, “Understanding & Mitigating Discrimination and Exclusion in Information Technology Use”, Conf-IRM, Cairo, May.
- [14] Head, M. (2024), Panellist, “Industry and Academic Collaborations”, Digital Futures Symposium, Toronto, May.

- [13] Head, M. (2024), Panellist, “The Culture of Collaboration”, McMaster University New Faculty Orientation, March.
- [12] Head, M. (2022), Panellist, “The Culture of Collaboration”, McMaster University New Faculty Orientation, March.
- [11] Head, M. (2021), Panellist, “Aging, Health Equity and the Digital Divide”, MIRA Webinar Series, November.
- [10] Head, M. (2021), Panellist, “Data Privacy and Our Information: How is Our Data Being Used and what we can do to Protect Ourselves”, Knowledge Labs Webinar, June.
- [9] Head, M. (2021), Panellist, “The Culture of Collaboration”, McMaster University New Faculty Orientation, April.
- [8] Head, M. (2017), Panellist, “Reflections on Opportunities for Older Adults”, McMaster University Business/Humanities workshop: Exploring Applied and Collaborative Research for the Aging Population, Burlington, December.
- [7] Head, M. (2016), Panellist, “What I wish I had known then”, McMaster University New Faculty Orientation, Hamilton, September.
- [6] Head, M. (2010), Panellist, “Women in IT: Empowering Women to Study Information Systems and Succeed in IS Careers”, (Eileen Salo, Chair), *18<sup>th</sup> European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa, June.
- [5] Head, M. (2009), Panellist, “Women in Technology”, Hosted by the *DeGroot Women in Management Association*, Hamilton, November.
- [4] Head, M. (2009), Panellist, “Do the eyes have it? Consumer Acceptance of Potentially Intrusive Identity Authentication Mechanisms”, (Roger Clarke, Chair), *22<sup>nd</sup> Bled eConference*, Bled, Slovenia, June.
- [3] Head, M. (2004). “Identity Theft and Management: Business, Legal & Technical Perspectives”, Workshop at *CASCON 2004*, M. Head: workshop chair and presenter. Toronto, Ontario, October.
- [2] Head, M. (2003). “Mobile Commerce: A Business Perspective”, Workshop at *CASCON 2003*, M. Head: workshop chair and presenter. IBM Technical Report: TR-74.193. Toronto, Ontario, October.
- [1] Hassanein, K. and Head, M. (2002). “Inquiry Through Case-Based Learning”, Pre-Conference Workshop, *STLHE 2002: Fostering the Spirit of Inquiry*, Hamilton, Ontario, June.

***Presentations, Seminars, Invited Talks***

- [84] Head, M. (2023). “The Digital Double-Edged Sword for Older Adults”, MIRA & Labarge Knowledge Exchange, November.
- [83] Head, M. (2023). “The Future of Cybersecurity”, DeGrootte Webinar, October.
- [82] Head, M. (2023). “Bridging the Digital Divide for Older Adults”, AGE-WELL & APPTA Virtual Policy Rounds Webinar, May.
- [81] Head, M. (2022). “Understanding Antecedent to Misinformation Susceptibility for Older Adults”, MIRA Catalyst Grant Symposium, November.
- [80] Head, M. (2022). “Equity in Information Systems and Addressing the Digital Divide”, International Federation on Aging (IFA) Global Café, July.
- [79] Head, M. (2022). “Older Adults and Digital Technology Use and Design: Gaps and Opportunities”, MIRA Aging, Mobility & the Digital Divide Mini-Symposium, July.
- [78] Tariq, A., Head, M. (2022). “Understanding Older Adults’ Perceptions and Coping Behaviours for Malicious Misinformation on Social Media”, MIRA Knowledge Exchange, June.
- [77] Head, M. (2022). “Team Building and Diversity”, DeGrootte MBA Leadership Development Program, June.
- [76] Head, M. (2021). “How the Digital Divide Affects Older Adults”, Knowledge Labs Webinar, November.
- [75] Head, M. (2021). “Business Case Analysis”, MFin Transition, August.
- [74] Head, M. (2021). “Team Building and Diversity”, DeGrootte MBA Leadership Development Program, May.
- [73] Head, M. (2020). “The Dark Side of Technology Use”, Scotiabank Speaker Series, November.
- [72] Head, M. (2020). “Team Building and Diversity”, DeGrootte MBA Leadership Development Program, May.
- [72] Head, M. (2020). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, March.
- [71] Head, M. (2019). “Team Building and Diversity”, DeGrootte MBA Leadership Development Program, Burlington, May.

- [70] Head, M. (2019). “Identity Theft: Understanding and Fighting the Crime of the Century”, McMaster Lager Lecture Online, Hamilton, April.
- [69] Head, M. (2019). “Exploring the Dark Side of Information Technology Use”, Visiting Scholar Presentation, Smith School of Business, Queen’s University, Kingston, March.
- [68] Head, M. (2019). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, March.
- [69] Head, M. (2018). “Team Building and Diversity”, DeGroote MBA Leadership Development Program, Burlington, May.
- [67] Head, M. (2018). “Data and Analytics Ethics”, Keynote Presentation, *Dundas Valley Sunrise Rotary Club Seminar*, Dundas, February.
- [66] Head, M. (2018). “The Digital Older Adult”, *Hack the City*, Hamilton, February.
- [65] Head, M. (2018). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, February.
- [64] Head, M. (2017). “Team Building and Diversity”, DeGroote MBA Leadership Development Program, Burlington, May.
- [63] Head, M. (2017). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, February.
- [62] Head, M. (2016). “Identity Theft: Understanding and Fighting the Crime of the Century”, McMaster Alumni Lager Lecture, Hamilton, November.
- [61] Head, M. (2016). “Reflections on Digital Disruptions”, Digital Leadership Summit, Toronto, September.
- [60] Head, M. (2016). “Technostress”, SCNetwork’s Academia Meets Corporate Canada, Toronto, June.
- [59] Head, M. (2016). “Team Building and Diversity”, DeGroote MBA Leadership Development Program, Burlington, June.
- [58] Head, M. (2016). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, January.
- [57] Head, M. (2015). “What Keeps the C-Suite Up at Night – Discussant”, Digital Leadership Summit, Toronto, September.

- [56] Head, M. (2015). “Identity Theft: Understanding and Fighting the Crime of the Century”, *London-Elgin-Middlesex Crime Stoppers Conference*, London, June.
- [55] Head, M. (2015). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, February.
- [54] Head, M. (2014). “Decomposing a Business Case”, MBA Transition Week, Burlington, September.
- [53] Head, M. (2014). “Professional and Effective Presentations”, MBA Women in Management Association, Burlington, July.
- [52] Head, M. (2014). “Business Case Analysis”, Graduate Management Consulting Association (GMCA) mini-MBA series, Hamilton, February.
- [51] Head, M. (2013). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, Zonta Club, Hamilton, April.
- [50] Head, M. (2012). “To Collaborate or Not to Collaborate”, DeGroot Doctoral Students Association Brown Bag Lunch Speaker, Hamilton, March.
- [49] Hassanein, K. & Head, M. (2011). “The Role of Social Presence in Enhancing Consumers’ Attitudes towards Online Shopping”, Zhejiang Gongshang University, Hangzhou, China, December.
- [48] Head, M. (2011). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, McMaster Humanities Faculty Staff Meeting, Hamilton, November.
- [47] Head, M. (2010). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, McMaster Alumni Speaker Series, Hamilton, October.
- [46] Head, M. (2010). “Usability for eHealth Applications”, Invited Presentation, eHealth Speaker Series, Hamilton, September.
- [45] Head, M. (2009). “Building Trust on the Internet”, Invited Presentation, *Canadian Association of Movers 2009 Annual Conference*, Toronto, November.
- [44] Head, M. (2009). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, *Probus Women's Club of Burlington*, Burlington, September.
- [43] Head, M. (2009). “Identity Theft: Fighting the Crime of the Century”, Keynote Presentation, *North Burlington Women's Probus Club*, Burlington, March.



- [42] Cyr, D., Head, M., Larios, H., Pan, B. (2009). “Exploring Human Images in Website Design Across Cultures: A Multi-Method Approach”, Invited Research Presentation, *Simon Fraser University, MIS Group Research Series*, Vancouver, March (presented by D. Cyr).
- [41] Bastedo, L., Hassanein, K., Head, M. (2008). “A Proposed Theoretical Model of Students’ Attitude Towards Learning Management Systems”, Presentation at the *13<sup>th</sup> Asia Pacific Region of Decision Sciences Institute Conference (APDSI08)*, Brisbane, Australia, July.
- [40] Head, M. (2008). “Identity Theft: Fighting the Crime of the Century”, Keynote Presentation, *Retired Teachers of Ontario Annual Meeting*, Hamilton, May.
- [39] Head, M. (2008). “Identity Theft: How YOU can help fight the Crime of the Century”, *Inspiring from Within: McMaster University Employee Conference*, Hamilton, February.
- [38] Head, M. (2007). “Identity Theft: How to Protect Yourself and Your Business”, *Burlington Downtown Business Security Seminar*, Burlington, November.
- [37] Head, M. (2007). “Identity Theft: Should you be Concerned?”, Keynote Presentation, *Dundas Valley Sunrise Rotary Club Seminar*, Dundas, April.
- [36] Head, M. (2007). “Usability of Mobile Devices”. Keynote Presentation, *University of Ontario Institute of Technology (UOIT) Women in IT Research Seminar Series*, Oshawa, March.
- [35] Head, M. (2006). “Identity Theft: Who is Stealing You?” Keynote Presentation, *Central Burlington Women's Probus Club*, Burlington, October.
- [34] Head, M. (2006). “Identity Theft: When Bad Things Happen to Your Good Name”, Keynote Presentation, *Rotary Club of Burlington Central Seminar*, Burlington, October.
- [33] Head, M. (2006). “Mobile Usability”, Keynote presentation, *Ottawa Wireless Cluster Lecture Series*, Ottawa, October (with K. Hassanein).
- [32] Head, M. (2006). “Identity Theft: Who is Stealing You?” Keynote presentation, *Dundee Wealth Management Education Seminar*, Toronto, June.
- [31] Cyr, D. and Head, M. (2006). “Website Design and Mobility: Culture, Gender and Age Comparisons”, Invited Research Presentation, *Simon Fraser University, MIS Group Research Series*, Vancouver, April (presented by D. Cyr).
- [30] Head, M. (2006). “Catch Me If You Can - Identity Theft a \$50 Billion Problem”, Keynote Presentation, *The Grand & Toy & Mastermind Solutions Inc. Executive Luncheon Speaker Series*, Toronto, March.

- [29] Head, M. (2005). “Identity Theft: How it Affects Your Business”, Keynote presentation, *DeGroot Alumni Luncheon*, Hamilton, October.
- [28] Head, M. (2005). “The Power of Websites to Build Small Business Growth”, Keynote presentation, *Hamilton Connectivity Seminar*, Hamilton, October.
- [27] Head, M. (2005). “Identity Theft: Who is Stealing You?”, Keynote presentation, *Canadian Information Processing Golden Horseshoe (CIPS GH) Event*, Hamilton, June.
- [26] Head, M. (2005). “Identity Theft: When Bad Things Happen to your Good Name”, Keynote presentation, *McMaster University Alumni Event*, San Francisco, May.
- [25] Head, M. (2005). “Identity Theft: When Bad Things Happen to your Good Name”, Keynote presentation, *All Canadian Universities Event*, Miami, Florida, April.
- [24] Head, M. (2005). “Identity Theft: When Bad Things Happen to your Good Name and How it Affects Your Business”, Keynote presentation, *Halton Lunch Series*, Hamilton, Ontario, March.
- [23] Head, M. (2005). “Identity Theft: When Bad Things Happen to your Good Name”, Keynote presentation, *Science in the City*, Hamilton, Ontario, February.
- [22] Head, M. (2005). “Identity Theft: The Crime of the Century”, Keynote presentation, Keynote presentation, *The Hamilton Club Breakfast Series*, Hamilton, Ontario, January.
- [21] Head, M. (2004). “Identity Theft and Solutions Research for the Future”, Keynote presentation, *13th CACR Information Security Workshop & 5th Annual Privacy and Security Workshop: “Privacy and Security: Seeking the Middle Path”*, Toronto, Ontario, October.
- [20] Head, M. (2004). “Trust Through Humanized Design”, Keynote presentation, *Sixth Annual International Workshop on Internationalisation of Products and Systems (IWIPS 2004)*, Vancouver, British Columbia, July.
- [19] Head, M. (2004). “Culture, Trust and Design Innovation”, Panel Discussant, *Sixth Annual International Workshop on Internationalisation of Products and Systems (IWIPS 2004)*, Vancouver, British Columbia, July.
- [18] Head, M. (2004). “Choosing a Career in Information Technology”, *Grade 8 Girls Career Conference*, Mississauga, Ontario, May.
- [17] Head, M. (2004). “Women in Information Technology”, *Women in Leadership Conference*, Hamilton, Ontario, February.

- [16] Hassanein, K. and Head, M. (2003). “Instilling Online Trust Through Humanized Website Design”, *University of Texas (Austin) Research Seminar*, Austin, Texas, October.
- [15] Head, M. (2003). “Online and Offline Curriculum Integration”, *eBusiness Research Centre Director’s Forum*, Plano, Texas, October.
- [14] Head, M. (2003). “Understanding the Online Consumer: An Examination of Trust and Relationship Building Tools”, *IBM Centre for Advanced Studies (CAS) Seminar*, Toronto, Ontario, July.
- [13] Hassanein, K., and Head, M. (2003). “Engendering eTrust Through Humanized Website Design”, *Evolaris Business Symposium*, Graz, Austria, June.
- [12] Head, M. (2002). “Fundraising Opportunities and Challenges for Research Centres”, *eBusiness Research Centre Director’s Forum*, Philadelphia, Pennsylvania, November.
- [11] Hassanein, K., and Head, M. (2002). “Education Link: eBusiness@McMaster”, *Hamilton Wired Summit II: Building on our IT Culture*, Hamilton, Ontario, May.
- [10] Head, M. (2000). “Preparing Students to be Leaders in the New Electronic Economy”, Keynote speaker, *McMaster Alumni Series*, Toronto, Ontario, November.
- [9] Head, M. (2000). “Electronic Commerce at McMaster”, *Hamilton E-Commerce Summit*, Hamilton, Ontario, October.
- [8] Head, M. (1998). “World Wide Web Navigation Aid”, *CASCON, IBM*, Toronto, Ontario, October.
- [7] Head, M. (1998). “Frameworks for Web-based Electronic Commerce”, *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, July.
- [6] Head, M. (1998). “A World Wide Web Navigation Aid Investigation Within a Research Framework”, *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, February.
- [5] Head, M. (1998). “World Wide Web Navigation: A Research Framework and Tool”, *University of Illinois Seminar Series*, Springfield, Illinois, April.
- [4] Head, M. (1998). “Facilitating Web Navigation”, *University of Northern Michigan Seminar Series*, Marquette, Michigan, May.
- [3] Head, M. (1997). “Finding Information on the Web”, *ASAC ‘97 Symposium*, St. John’s, Newfoundland, May.

- [2] Head, M. (1996). “Current Research and Future Direction in Web Navigation”, *ASAC '96 Doctoral Consortium*, Montreal, Quebec, May.
- [1] Archer, N., Head, M. (1996). “Interface Support for Information Search in Decision Making”, *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, October.

## ***Administrative Responsibilities***

### **Administrative Appointments**

- Director, McMaster Digital Transformation Research Centre (2021 – present)
- Academic Director, EMBA Program, DeGroot School of Business (2014 – 2023)
- Acting Director, MBA Programs, DeGroot School of Business (2011 – 2013)
- Acting Area Chair, Information Systems Area, DeGroot School of Business (2011)
- Associate Dean, DeGroot School of Business (2004 – 2010)
- Acting Director, MBA Program, DeGroot School of Business (2007 – 2008)
- Director, McMaster eBusiness Research Centre (2002 – 2005)
- Faculty Director, World Congress on the Management of Electronic Business (1999-2007)
- eCase Competition Director (2001 – 2004)
- Director, eBusiness MBA Specialization (2001 – 2002)

### **University Committees**

- Member, McMaster Institute for Research on Aging (MIRA) Executive Committee (2017 – present)
- Member, McMaster Institute for Research on Aging (MIRA) Training and Capacity Working Group (2017 – present)
- Member, Researcher Focus Group (2017 – present)
- Director Research Platforms Support Selection Committee (2023)
- CERC Institutional Selection Committee (2022)
- Member, McMaster’s EDI Action Plan: Research Capacity Building Implementation Team (2020 – 2023)
- Member, President's Award for Outstanding Contributions to Teaching and Learning Selection Committee (2018; 2019)
- Member, McMaster Internal Review Panel for the 2020 CFI competition (2019)
- Member, McMaster Teaching Academy (2017 – 2022)
- Member, McMaster’s Institutional Selection Committee for the Canada 150 Research Chairs Program (2017)
- Member, Tier 2 Teaching and Learning Committee (2017 – 2018)
- Member, Provost and Vice-President (Academic) Selection Committee (2016-2017)
- Advisory Board member, McMaster University’s Sherman Centre (2015 – 2017)
- Member, Joint Intellectual Property Board (2009 – 2015)

- Member, Ad Hoc Committee for the Strategic Review of McMaster Innovation Park (MIP) (2012 – 2013)
- Member, University Committee on Teaching and Learning (2009 – 2011)
- Member, Provost's Task Force on Evaluation, Accountability and Measurement (2008 – 2011)
- Member, Provost's Task Force on Teaching and Learning (2007 – 2011)
- Member, Ad Hoc Selection Committee for Director of the Xerox Centre for Engineering Entrepreneurship and Innovation (2009, 2013)
- Member, Ad Hoc Selection Committee for Associate Vice-President, Research (2008-2009)
- Member, University Prize Committee (2006 – 2010)
- Xerox Centre for Engineering Entrepreneurship and Innovation (XCEEi) Advisory Board Member (2005 – 2013)
- Member, Arts Research Board (2004 – 2010)
- Member, Ad Hoc Selection Committee for a Vice-President (Research and International Affairs) (2005-2006)
- Member, Centre for Health Economics and Policy Analysis Director Selection Committee (2005)
- Member, School of Business Dean Selection Committee (2003 – 2004)
- Member, Librarians' Levels & Promotions Committee (2001 – 2003)
- Member, Arts Library Committee (1999 - 2000)

### **Faculty Committees**

- Chair, MBA Program Redesign Committee (2022 – 2023)
- Member of the MBA Program Development Committee (2018-2024)
- Member of the Associate Dean Selection Committee (2016; 2021; 2022; 2023)
- Member of the Michael Lee-Chin & Family Professor in Strategic Business Studies Selection Committee (2023)
- Member of the Community Engagement Awards Selection Committee (2019; 2021; 2022)
- EMBA Module 1 Lead (2017 – 2023)
- EMBA Module 4 Lead (2017 – 2023)
- Member of Dean Selection Committee (2017)
- Member, CQI Committee (2016 – present)
- Member of the Faculty Research Committee (2015 – present)
- Member of the EMBA Program Development Committee (2013 – 2015)
- Member of the Community Engagement Committee (2014)
- Chair of the Data Analytics Strategy Working Group (2014)
- Member of Faculty Council (2004 – 2010; 2011 – 2013)
- Member of the Dean's Advisory Council (2012 – 2013)
- Member of the School of Business Committee of Instruction (2012 – 2013)
- Chair of the MBA Program Development Committee (2012 – 2013)
- Chair of the Graduate Curriculum & Policy Committee (2004 – 2010; 2011 – 2012)

- Member of the Graduate Curriculum & Policy Committee (2012 – 2016)
- Member of Student Awards Committee (2011-2013)
- Chair, DeGroot Research Committee (2004 – 2010)
- Chair, Dean’s Advisory Committee on Research (2005 – 2010)
- Co-Chair, Academic and Financial Planning Committee (2007 - 2009)
- Member, Burlington Campus Learning Space Design Committee (2007 – 2009)
- Member, Resource Renewal Committee (2007 - 2008)
- Co-chair of the DeGroot School of Business Strategic Planning Task Force (2004)
- Member of the Graduate Admissions & Study Committee (1998 - 2000; 2004 – 2010; 2011 – 2013)
- Consultant for the Faculty Tenure & Promotion Committee (2004 – 2009)
- Member of the MBA Admission Advisory Committee (2004 – 2010; 2011 – 2013)
- Member of Board of Directors for ORNEC (Ontario Research Network for Electronic Commerce) (2002 – 2003)
- Information Systems Faculty Advisor for undergraduate and graduate students (2000 - 2007)
- Faculty Advisor to the E-Commerce Society (2000 - 2006)
- Member, Innovation Research Centre Operating Committee (2000 - 2002)
- Member, School of Business Hearings Committee (1999 - 2003)
- Member, Web Advisory Group (1998 - 2006)
- School of Business SAP coordinator (1999 - 2001)
- Member, Management Science/Information Systems Area Chair Selection Committee (1999, 2001, 2002)
- Member, Dean’s Computing Advisory Committee (1999 - 2000)
- Member, Joint Industrial Advisory Council and Operating Committee for the Engineering and Management Programme (1999 - 2000)

### **Student Leadership Committees**

- DeGroot Innovative Solutions Case Competition, Steering Committee member (2020 – present)
- DeGroot Consulting Group, Faculty advisory (2013 – present)
- DeGroot MBA’s for Impact, Faculty advisor (2013 – present)
- MBA Games, Steering Committee member (2019)
- DeGroot Case Competition, Steering Committee member (2014 – 2020)
- Pythons’ Pit Competition, Faculty lead (2012 – 2022)
- Focus Business Consulting, Advisory Board member (2005 – 2016)
- MBA Games, Steering Committee member (2012-2013)