# Dianne Cyr, Ph.D.

PROFESSOR EMERITA

E: cyr@sfu.ca

T: 604.454.8581

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**1. BIOGRAPHY**

**1.1 Degrees**

* Ph.D., “Strategic Human Resource Management in International Joint Ventures”, University of British Columbia, 1993
* M.A., Psychology, University of New Brunswick, 1977
* B.A., Psychology (Honours), University of Victoria, 1973

1.2 Academic Experience

Professor Emerita, Simon Fraser University, September 2023 -

Full Professor with Tenure, Simon Fraser University, 2009-2023

Visiting Professor, Sauder School of Business, University of British Columbia, 2009-2010

Associate Professor, Simon Fraser University, 2005-2009 (tenure track)

Associate Professor, Simon Fraser University, 2002-2005 (on contract)

Adjunct Professor, School of Interactive Arts and Technology, SFU, 2004-2008

Associate Professor, Technical University of British Columbia (TechBC), 1998-2002

Visiting Associate Professor, Simon Fraser University, 1998 - 1999

Adjunct Professor, Simon Fraser University, 1994 -1998

Adjunct Professor, University of British Columbia, 1993 -1994

Chateaubriand Postdoctoral Research Fellow, INSEAD, France, 1992 - 1993

SSHRC Graduate Fellow and Doctoral Candidate, UBC, 1988-1993

Instructor (part-time), UBC, 1986-88

**1.3 Professional Experience**

President, Global Alliance Management, Vancouver, 1993-2007

Director, Canada Sri Lanka Capital Corporation, 1994-2003

Program Coordinator, Vinge and Associates, Vancouver, 1981-86

Psychologist, Dorchester Maximum Security Penitentiary, New Brunswick, 1976-81

**2. PUBLICATIONS**

**Citations at this link:**  <http://scholar.google.com/citations?hl=en&user=HLTt5kMAAAAJ>

#### 2.1 Books

1. Cyr, D., Dhaliwal, J. and Persaud, A. (2002). *E-business Innovation: Cases and Online Readings*. Toronto: Prentice-Hall. The book is comprised of hard copy cases, and readings in an online format on the Prentice Hall password protected website.
2. Dessler, G., Starke, F., and Cyr, D. (2001). *Management: Leading People and Organizations in the 21st Century*. Toronto: Prentice-Hall.
   1. Dessler, G., Starke, F., and Cyr, D. (2003). *Management: Leading People and Organizations in the 21st Century*. (La Gestion Des Organisations: Principes et tendances au XXIe siecle). ERPI. In French translation from the original version published by Prentice-Hall.

#### Cyr, D. and Lew, T. (2001). *Instructor’s Manual for Management: Leading People and Organizations in the 21st Century*. Toronto: Prentice-Hall.

1. Cyr, Dianne J. and Blaize H. Reich (Eds.). (1996). *Scaling the Ivory Tower: Stories from Women in Business School Faculties*. New York: Praeger. Accessed at <http://troy.lib.sfu.ca/record=b4578571~S1a>
2. Cyr, Dianne J. (1995). The Human Resource Challenge of International Joint Ventures. Westport, CT: Quorum Books.

#### Refereed Journal Publications

1. Sethi, A., Dash, S., Mishra, A., and Cyr, D. (2023). Role of Community Trust in Driving Brand Loyalty in Large Online B2B Communities. *Journal of Business and Industrial Marketing.* (Impact Factor: 3.46)/Online: https://www.emerald.com/insight/content/doi/10.1108/JBIM-10-2022-0469/full/html
2. Kaushik, K., Mishra, A., and Cyr, D. (2022). Riding out the Pandemic: The Role of Brand Message Appeals on Social Media in Shaping Consumer Responses. *Journal of Business Research,* 155 (2). (Impact Factor: 7.55). DOI:[10.1016/j.jbusres.2022.113449](http://dx.doi.org/10.1016/j.jbusres.2022.113449)
3. Liu, F., Lim, E.T.K., Li, H. Tan, C.W., and Cyr, D. (2020). Disentangling Utilitarian and Hedonic Consumption Behavior in Online Shopping: An Expectation Disconfirmation Perspective. *Information and Management*, 57(3)*.* [103199]. https://doi.org/10.1016/j.im.2019.103199 (Impact Factor: 5.15).
4. Chaouali, W., Lunardo, R., Ben Yahia, I., Cyr, D., and Triki, A. (2020). Design Aesthetics as Drivers of Value in Mobile Banking: Does Customer Happiness Matter? *International Journal of Bank Marketing*, 38(1), 219-241. (Impact Factor: 4.06)
5. Das, S., Mishra, A., and Cyr, D. (2019). Opportunity gone in a flash: Measurement of e-commerce service failure and justice with recovery as a source of e-loyalty. *Decision Support Systems,* vol*.* 25*.* doi: 10.1016/j.dss.2019.113130. (Impact Factor: 4.72).
6. Cyr, D., Head, M., Lim, E., and Stibe, A. (2018). Using the Elaboration Likelihood Model to Examine Online Persuasion through Website Design. *Information and Management,* 55(7), 807-821. (Impact Factor: 5.15).
7. Crutzen, R., Cyr, D., Taylor, S.E., Lim, E., and Ruiter, R. (2017). Self-Reevaluation and Anticipated Regret did not Change Attitude, nor Perceived Distance in an Online Context. *Frontiers in Psychology,* 7:2038. doi: 10.3389/fpsyg.2016.02038. (Impact Factor: 2.07)
8. Cyr, D., Gefen, D., and Walczuch, R. (2017). Exploring the Relative Impact of Biological Sex and Masculinity-Femininity Values on Information Technology Use. *Behaviour & Information Technology*, 36(2), 178-193. published online doi: 10.1080/0144929X.2016.1212091. (Impact Factor: .39)
9. Mishra, A., Dash, S., Mahotra, N. and Cyr, D. (2015). Measuring consumer design perceptions for digital devices: A multi-dimensional scale. *Journal of Brand Management*, 22(7), 603-630.
10. Cyr, D. (2014). Return Visits: A Review of how Web Site Design Can Engender Visitor Loyalty. *Journal of Information Technology*, 29, 1-26. (Impact Factor: 4.525)
11. Mishra, A., Dash, S. and Cyr, D. (2014). Linking User Experience and Consumer based Brand Equity: The Moderating Role of Consumer Expertise and Lifestyle. *Journal of Product & Brand Management*, 23(4/5), 333-348.
12. Ivanov, A. and Cyr, D. (2014). Satisfaction with Outcome and Process from Web-based Meetings for Idea Generation and Selection: The Roles of Instrumentality, Enjoyment, and Interface Design. *Telematics and Informatics*, 31, 543-558.
13. Mishra, A., Dash, S. and Cyr, D. (2014). Consumer-based Brand Equity derived from Visual Design Perception of Interactive Devices. *International Journal of Visual Design,* 8(1), 1-16.
14. Cyr, D. and Head, M. (2013). The Impact of Task Framing and Viewing Time on User Website Perceptions and Viewing Behavior. *International Journal of Human Computer Studies,* 71(12), 1089-1102.
15. Cyr, D. (2013). Website Design, Trust and Culture: An Eight Country Investigation. *Electronic Commerce Research and Applications,* 12, 373-385.
16. Cyr, D., and 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.
17. Crutzen, R., Cyr, D., Larios, H., Ruiter, R., and de Vries, N. (2013). Social Presence and Use of Internet-delivered Interventions: A Multi-method Approach. *PLOS ONE*, 8(2), e57067. Online only at [www.plosone.org](http://www.plosone.org) Impact Factor of 4.092 (released in March 2013 by Thomson Reuters Journal Citation Reports).
18. Lim, E., Tan, C.W., Cyr, D., Pan, S., and Xiao, B. (2012). Advancing Public Trust Relationships in Electronic Government: The Singapore E-Filing Journey. *Information Systems Research,* 23(4), 1110-1130.
19. Crutzen, R., Cyr, D., and de Vries, N. (2012). The Role of User Control in Adherence to and Knowledge Gained from a Website: Randomized Comparison Between a Tunneled Version and a Freedom-of-Choice Version. *Journal of Medical Internet Research*, 14(2), e45. This journal is ranked #1 in Health Informatics with an impact factor of 4.409 **(released in June 2011 by Thomson Reuters Journal Citation Reports).**
20. Crutzen, R., Cyr, D., and de Vries, N. (2011). Bringing Loyalty to E-health: Theory Validation using Three Internet-delivered Interventions. *Journal of Medical Internet Research*, 13(3), 73-84. This journal is ranked #1 in Health Informatics with an impact factor of 4.409 **(released in June 2011 by Thomson Reuters Journal Citation Reports).**
21. Ganguly, B., Dash, S. and Cyr, D. (2011). The Interrelationships of Personal Variables, Website Characteristics and Trust in Online Travel Portals. *Tourism Recreation Research,* 36(1), 57-68.
22. Cyr, D., Head, M., and Larios, H. (2010). Colour Appeal in Website Design within and across Cultures: A Multi-Method Evaluation. *International Journal of Human Computer Studies,* 68(1-2), 1-21. This paper received the 2013 Most Cited Paper Award in the *International Journal of Human-Computer Studies*. Papers for this distinction are determined solely based on the highest number of cites, excluding self-citations, received for all journal articles published between the years 2010 and 2012 [data culled from SCOPUS reports ([www.scopus.com](http://www.scopus.com)) created on January 7, 2013].
23. Campbell, C., Papania, L., Parent, M., and Cyr, D. (2010). An Exploratory Study into Brand Alignment in B2B Relationships. *Industrial Marketing Management*, 39(5), 712-720.
24. Ganguly, B., Cyr, D., Dash, S. and 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), 302-330.
25. Cyr, D., Head, M., Larios, H. and Pan, B. (2009). Exploring Human Images in Website Design: A Multi-Method Approach. *MIS Quarterly*, 33(3), 539-566. Received the *MIS Quarterly* “Best Paper of 2009” Award and the “Senior Scholars Best IS Publication Award 2009”.
26. Cyr, D., Head, M., and Ivanov, A. (2009). Perceived Interactivity leading to E-loyalty: Development of a Model for Cognitive-Affective User Responses. *International Journal of Human Computer Studies,* 67(10), 850-869.
27. Ganguly, B., Dash, S. and Cyr, D. (2009). Website Characteristics, Trust, and Purchase Intention in Online Stores: An Empirical Study in the Indian Context. *Journal of Information Science and Technology,* 6(2), 22-44*.*
28. Cyr, D. (2008). Modeling Website Design across Cultures: Relationships to Trust, Satisfaction and E-loyalty. *Journal of Management Information Systems*, 24(4), 47-72.
29. Cyr, D., Kindra, G. and Dash, S. (2008). Website Design, Trust, Satisfaction, and E-loyalty: The Indian Experience. *Online Information Review*, 32(6), 773-790.
30. Berthon, P., Pitt, L., Cyr, D., and Campbell, C. (2008). e-Readiness and Trust: Macro and Micro Dualities for E-Commerce in a Global Environment. *International Marketing Review*, 25(6), 700-714.
31. Ilsever, J., Cyr, D., and Parent, M. (2007). Extending Models of Flow and E-loyalty. *Journal of Information Science and Technology*, 4(2), 3-22.
32. Cyr, D., Hassanein, K., Head, M. and Ivanov, A. (2007). The Role of Social Presence in Establishing Loyalty in e-Service Environments. *Interacting with Computers*. Special Issue on “Moving Face-to-Face Communication to Web-based Communication”, 19(1), 43-56. This paper received the 2010 Most Cited Paper Award in *Interacting with Computers*. Papers for this distinction are determined solely based on the highest number of cites, excluding self-citations received for all journal articles published between the years 2007-2009 [data culled from SCOPUS reports ([www.scopus.com](http://www.scopus.com/)) created on January 12, 2010]. Overall one of ten most cited and downloaded papers from Interacting with Computers as of May 2011.
33. Cyr, D., Head, M. and Ivanov, A. (2006). Design Aesthetics Leading to M-loyalty in Mobile Commerce. *Information and Management*, 43(8), 950-963.
34. Ivanov A. and Cyr D. (2006). The Concept Plot: A Digital Concept Mapping Group Support System for Collaborative Ideation. *Information Visualization,* 5(3), 185-191.
35. Cyr, D., and Bonanni, C. (2005). Gender and Website Design in E-Business. *International Journal of Electronic Business*, 3(6), 565-582.
36. Cyr, D., Bonanni, C., Bowes, J., and Ilsever, J. (2005). Beyond Trust: Website Design Preferences Across Cultures. *Journal of Global Information Management*, 13(4), 24-52.
37. Cyr, D. and Trevor-Smith, H. (2004). Localization of Web Design: An Empirical Comparison of German, Japanese, and U.S. Website Characteristics. *Journal of the American Society for Information Science and Technology*, 55(13), 1-10*.*
38. Cyr, D. (2003). Turning Back the Clock: Joint Venture Transition at the Post-Communist Dawn”. *Thunderbird International Business Review,* 45(6), 779-797.
39. Cyr, D. and Lew, R. (2003). Emerging Challenges in the Software Localization Industry. *Thunderbird International Business Review*, 45(3), 337-358.
40. Cyr, Dianne and Lew, Richard. (2003). The Localization Industry: A Profile of DNA Media. *International Business and Economics Journal*, 2(2), 109-122.
41. Cyr, Dianne. (1999). High Tech - High Impact: Creating Canada's Competitive Advantage through Technology Alliances. *Academy of Management Executive*, 13(2), 17-28.
42. Cyr, Dianne. (1999). Industry Minister John Manley on Technology and Competitiveness. *Academy of Management Executive*, 13(2), 8-12.
43. Cyr, Dianne. (1999). Sierra Systems' CEO Grant Gisel on High Technology Alliances. *Academy of Management Executive*, 13(2), 13-16.
44. Cyr, Dianne J. (1997). Culture and Control: The Tale of East-West Joint Ventures. *Management International Review*, 37(1), 127-144.
45. Cyr, Dianne J. and Susan C. Schneider. (1996). Implications for Learning: HRM in East-West Joint Ventures, *Organization Studies*, 17(2), 207-226.
46. Cyr, Dianne J. and Peter J. Frost. (1993). Human Resource Management Practice in China: A Future Perspective. *Human Resource Management Journal*, 30(2), 199-215.
47. Cyr, Dianne and Paul Bourque. (1982). Evaluation of an Assertiveness Training Program in a Maximum Security Correctional Setting. *Canadian Journal of Criminology*, 24, 1, 51-59.

#### 2.4 Book Chapters

1. Cyr, D. (2017). Web Design. In *The SAGE Encyclopedia of the Internet, 3v,* edited by B.L. Warf. Thousand Oaks, California: Sage Publications, Inc.
2. Cyr, D. (2014). Impact of Culture on Information Systems Design and Use: A Focus on E-Business. In *Information Systems and Information Technology, Volume 2* (*Computing Handbook Set, Third Edition*), edited by Heikki Topi and Allan Tucker. Boca Raton: Taylor and Francis, Chapter 31, 1-20.
3. Cyr, D. (2013). Emotion and Website Design. In Soegaard, M. and Dam, R.F. (Eds.) *Encyclopedia of Human-Computer Interaction and Interaction Design, 2nd edition.* Aarhus, Denmark: The Interaction Design Foundation. Available online at

<http://www.interaction-design.org/encyclopedia/emotion_and_website_design.html>

1. Cyr, D. (2013). Gender, Trust and Website Design. In Gefen, D. (Ed.) *Psychology of Trust: New Research.* Chapter 6.Nova Science Publishers, 115-125.
2. Cyr, D. (2012). Commentary on Noam Tractinsky’s Visual Aesthetics in Human Computer Interaction and Design, In Soegaard, M. and Dam, R.F. (Eds.) *Encyclopedia of Human-Computer Interaction and Interaction Design .* Aarhus, Denmark: The Interaction Design Foundation. Available online at:

<http://www.interaction-design.org/encyclopedia/visual_aesthetics.html>

1. Cyr, D. (2011). Website Design and Trust across Cultures. In *Global Usability, Human–Computer Interaction Series,* Douglas, I. and Liu, Z. (Eds.), Springer, 39-55.
2. Cyr, D., Head, M., and Ivanov, A. (2009). Perceptions of Mobile Device Website Design: Culture, Gender and Age Comparisons. *Mobile and Ubiquitous Commerce: Advanced E-Business Methods,* Volume 4 of Advances in Electronic Business Series, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing, 173-200.
3. Cyr, D. (2007). Enhancing E-Collaboration through Culturally Appropriate User Interface. In Kock, N. (Editor). *Encyclopedia of E-Collaboration.* Idea Group Publishing.
4. Cyr, D., Bonanni, C., Bowes, J. and Ilsever, J. (2007). The Challenge of Website Design for Global Organizations. In Tan, F. and Hunter, G. (Editors), *Strategic Use of Information Technology for Global Organizations,* Chapter 5, 103-136.
5. Cyr, D. and Trevor-Smith, H. (2006). Localization of Web Design: An Empirical Comparison of German, Japanese, and U.S. Website Characteristics. In Mrudula, E. (Editor), *Cultural Frameworks and Challenges - Web Adoption and Practice*, ICFAI Press, 141-163. (Reprinted with permission).
6. Bonanni, C, and Cyr, D. (2006). Trust and Loyalty: A Cross-Cultural Comparison. In Mrudula, E. (Editor), *Cultural Frameworks and Challenges - Web Adoption and Practice.* ICFAI Press, 58-66.
7. Cyr, D. and Trevor-Smith, H. (2004). Localization of Web Design: An Empirical Comparison of German, Japanese, and United States Website Characteristics. *Journal of the American Society for Information Science and Technology*, 55(13), 1199-1208.
8. Cyr, D. and Trevor-Smith, H. (2003). “Building E-Loyalty across Cultures and Organizational Boundaries”. In Paulsen, N. and Hernes, T. *Managing Boundaries in Organizations: Multiple Perspectives*. London: Palgrave (McMillan).
9. Cyr, D. (2002). “CreoScitex: The Next Step”. In Cyr, D., Dhaliwal, J. and Persaud, A. *E-business Innovation: Cases and Online Readings,*Toronto: Prentice-Hall, 164-173. Teaching Note included.
10. Cyr, D., and Lew, R. (2002). “DNA Media and Prospects for the Software Localization Industry”. In Cyr, D., Dhaliwal, J. and Persaud, A. *E-business Innovation: Cases and Online Readings.* Toronto: Prentice-Hall, 174-195. Teaching Note included.
11. Cyr, D., Lew, R. and Lee, T. (2002). “The Pivotal Solution: Beyond Customer Relationship Management”. In Cyr, D., Dhaliwal, J. and Persaud, A. *E-business Innovation: Cases and Online Readings.* Toronto: Prentice-Hall. Teaching Note included.
12. Cyr, D. (2000). Organizational Transformation at Skoda in the Czech Republic: An HRM Perspective. In M. Mendenhall and G. Oddou (Eds.) *Readings and Cases in International Human Resource Managemen*t (3rd edition), South-Western, pp. 379-393. Teaching note included.
13. Cyr, D. (2000). “Organizational Transformation at Skoda in the Czech Republic: An HRM Perspective”, In R. Sanyal, *International Management: A Strategic Approach,* Prentice Hall Business Publishing.
14. Cyr, D. (2000). A Strategy-Driven Joint Venture in Hungary. In M. Mendenhall and G. Oddou (Eds.) *Readings and Cases in International Human Resource Management* (3rd edition), South-Western, pp. 427-441. Teaching note included.
15. Cyr, D. J. and S. C. Schneider (1998). Creating a Learning Organization through HRM: A German-Czech Joint Venture in the Czech Republic. In M. Mendenhall and G. Oddou (Eds.), *Readings and Cases in International Human Resource Management,* South Western.
16. Jennings, P.D., D.J. Cyr and L.F. Moore. (1994). Human Resource Management on the Pacific Rim: An Integrative Perspective. In L.F. Moore and P.D. Jennings (Eds.), *Human Resources Management on the Pacific Rim: Institutions, Practices, and Attitudes*, de Gruyter.
17. Cyr, D. J. (1994). OCG Microelectronic Materials, Inc. In Roos, J. (Ed.), *European Case Book on Cooperative Strategies*. Prentice Hall.
18. Frost, P. J. and D. J. Cyr. (1992). International Human Resources Management in the Nineties. In P.J. Frost, V.P. Mitchell and W.R. Nord (Eds.), *HRM Reality: Putting Competence in Context*. South-Western.
19. Frost, P. J. and D. J. Cyr. (1990). Selective Frames, Findings and Futures: A Review of the Second Conference on International Personnel and Human Resources Management. In B. Shaw, J. Beck, G. Ferris and K. Rowland (Eds.), *International Human Resources Management*, Vol. 2, JAI Press.

#### 2.5 Edited Conference Proceedings

1. Cyr, D. (2006). (Editor) *Proceedings of the Annual Conference of the Administrative Science Association of Canada, Information Systems Division*, Banff, Alberta, volume 27.

1. Evers, V., del Galdo, E., Cyr, D. and Bonanni, C. (Editors) (2004). Designing for Global Markets 6. *Proceedings for the Sixth Annual Workshop on Internationalisation of Products and Systems*. Vancouver: BondRepro.

#### 2.6 Refereed Proceedings

Papers appearing in the proceedings were also presented at the conference.

1. Nouri, E., Saraf, N., Goh, J.M., Dasgupta, S., and Cyr, D. (2023). "How Negative Emotions Spread on Social Media: The Case of Celebrity Suicides". *America’s Conference on Information Systems* (AMCIS). 17. <https://aisel.aisnet.org/amcis2023/social_comput/social_comput/17>
2. Silic, M. and Cyr, D. (2017). Effects of Color Appeal, Perceived Risk and Culture on User’s Compliance with Warning Banner Message. *Proceedings* *Hawaii International Conference on System Sciences (HICSS)*, Big Island, Hawaii.
3. Dasgupta, S., Saraf, N., Cyr, D. and Goh, J.M. (2017). The Impact of Social Media on Copycat Suicides. INFORMS, October 22-23, 2017, Houston, Texas.
4. Dasgupta, S., Saraf, N., Cyr, D. and Goh, J.M. (2017). Social Media and Celebrity Suicides. Western Canadian Big Data Health Conference, September 28-29, Banff, Alberta.
5. Saraf, N., Dasgupta S., Cyr, D., and Berrios, C. (2016). Social Media and Mental Health: An Investigation of Behavioral Contagion of Celebrity Suicides. SIGHealth workshop at ICIS: Design, Innovation, and Impact of Healthcare IT, Dublin, Ireland.
6. Silic, M. and Cyr, D. (2016). Colour Arousal Effect on User’s Decision-making Processes in the Warning Message Context. *Proceedings for HCI International 2016,* Toronto.
7. Cyr, D., Head, M., Lim, E.T.K., and Stibe, A. (2015). The Art of Online Persuasion through Design: The Role of Issue Involvement as it Influences Users based on Prior Knowledge. *Proceedings for the Fourteenth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’15)*, Fort Worth, Texas. Received Best Paper Award.
8. Lim, E.T.K., Cyr, D., and Tan, C.W. (2014). Understanding Members’ Attachment to Social Networking Sites: An Empirical Investigation of Three Theories. *Proceedings* *Hawaii International Conference on System Sciences (HICSS)*, Big Island, Hawaii. Nominated for Best Paper Award.
9. Mishra, A., Dash, S., and Cyr, D. (2014). The Effect of Consumer Visual Design Perception on Brand Equity of Interactive Devices: A Smartphone Perspective. *Proceedings Eighth International Conference in Design Principles and Practices*, Vancouver.
10. Mishra, A., Dash, S., Malhotra, N., Cyr, D., and Basu, S. (2013). Scale development to

Measure Consumer Design Perception. *Proceedings Annual Conference of Emerging Markets Conference Board,* Lucknow, India. Received Best Paper Award.

1. Mishra, A., Dash, S.B., Cyr, D. and Basu, S. (2013). Dimensionalization of Consumer

Design Perception. Proceedings *Emerging Markets Conference Board,* NMMU Marketing Conference, Port Elizabeth, South Africa. Nominated for Best Paper Award.

1. Lim, E.T.K., Tan, C.W., Seo, D., Cyr, D., deVries, K. (2013). An Empirical Investigation of the Impact of Online Product Presentation on Hedonic Web Shopping. *Proceedings for the Twelfth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’12)*, Milan, Italy.
2. Lim, E., Cyr, D., and Tan, C.W. (2012). Untangling Utilitarian and Hedonic Consumption Behaviors in Online Shopping. *Proceedings for Pacific-Asia Conference on Information Systems (PACIS 2012)*, Ho Chi Minh City, Vietnam.
3. Crutzen, R., Cyr, D., and de Vries, K. (2012). Libertarian Paternalism as a Way to Increase Use of Internet-delivered Interventions. *Proceedings for 26th EHPS Conference*, Prague, Czech Republic.
4. Cuido, A.D., Lim, E.T. K., Tan, C.W. and Cyr, D. (2011). Towards an Inclusive Model of E-Service Quality: A Content Analysis Study of Dutch E-Commerce Websites. *Proceedings for the Tenth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’10),* Shanghai, China.
5. Lim, E.T. K. and Cyr, D. (2010). Modeling Utilitarian Consumption Behaviors in Online Shopping. An Expectation Disconfirmation Perspective. *Proceedings 16th Americas Conference on Information Systems (AMCIS)*, Lima, Peru.
6. Cyr, D. (2010). Website Design and Trust across Cultures. *Proceedings for Cultural Attitudes towards Technology and Communication (CATaC)*, Vancouver.
7. Lim, E.T. K. and Cyr, D. (2009). Modeling Hedonic Consumption Behaviors in Online Shopping. *Proceedings for the Eighth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’09),* Phoenix.
8. Cyr, D. (2009). Gender and Website Design across Cultures. *Proceedings for the* *17th European Conference on Information Systems*, Verona, Italy.
9. Ganguly, B., Dash, S., Cyr, D., and Head M. (2009). The Effects of Website Design on Purchase Intention in Online Shopping: The Mediating Role of Trust and the Moderating Role of Culture. *Proceedings for the International Conference on Information Systems and Software Engineering (ICISSE 2009),* Chennai, India.
10. Cyr, D. (2008). Website Design, Trust, Satisfaction and Loyalty: A Multiple Country Investigation. *Proceedings for the Seventh Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’08),* Paris. Received Best Paper Award.
11. Cyr, D. and Head, M. (2008). Hedonic and Utilitarian Contexts in Website Viewing: The impacts of framing and time constraints. *Proceedings for the Seventh Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’08),* Paris.
12. Parent, M., Cyr, D., Campbell, C. and Papania, L. (2008). Measuring B2B Brand Personality Alignment between Industrial Firms and their Suppliers. Corporate Identity/Association Research Group 5th International Conference on Strategically Managing Corporate Reputation and Identity, May 26-28, Simon Fraser University.
13. Cyr, D., Head, J., Larios, H. (2008) Colour Appeal in Website Design within and across Cultures: A Multi-method Evaluation. *Proceedings for the Administrative Sciences Association of Canada (ASAC)*, Halifax. Nominated for Best Paper.
14. Cyr, D., Head, M., and Ivanov, A. (2007). Perceived Interactivity Leading to E-loyalty: An Empirical Investigation of Web-poll Design. *Proceedings for the Sixth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’07),* Montreal.
15. Ivanov, A. and Cyr, D. (2007). The Influence of Visualizing Social Comparison on User Satisfaction in Electronic Brainstorming. *Proceedings for International Resources Management Association International (IRMA),* Vancouver.
16. Cyr, D., Head, J., Larios, H. and Pan, B. (2006). Exploring Human Images in Website Design across Cultures: A Multi-Method Approach. *Proceedings for the Fifth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’06),* Milwaukee, Wisconsin. Nominated for Best Paper Award.
17. Cyr, D., Hassanein, K., Head, M., and Ivanov, A. (2006). The Role of Social Presence in Establishing Loyalty in e-Service Environments. *Proceedings of the 7th World Congress on the Management of Electronic Business*, Halifax, Nova Scotia.
18. Cyr, D. (2006), Website Design and Loyalty. *Proceedings for the European Applied Research Conference,* Siena, Italy, 2006.
19. Cyr, D., Kindra, G. and Satyabhusan Dash. (2006). Website Design, Trust, Satisfaction and E-loyalty: The Indian Experience. *Proceedings of the 7th World Congress on the Management of Electronic Business*, Halifax, Nova Scotia.
20. Cyr, D., Head, M., and Ivanov, A. (2006). Exploring Website Design and Mobility for Culture, Age, and Gender. *Proceedings for the European Applied Research Conference,* Florence, Italy. Received Best Paper Award.
21. Ivanov, A., Erickson, T., and Cyr, D. (2006). Plot-polling: Collaborative Knowledge Visualization for Online Discussions. *Proceedings of the 10th International Conference on Information Visualization (IV 2006),* London, England: IEEE Computer Society Press.
22. Cyr, D. Building E-loyalty through Website Design (2006). *Proceedings of the National Business and Economics Society Conference,* Los Cabos, Mexico.
23. Cyr, D., Head, M., and Ivanov, A. (2005). Website Design and Mobility: Culture, Gender and Age Comparisons. *Proceedings for the Fourth Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’05),* Las Vegas. Nominated for Best Paper Award.
24. Cyr, D. and Bonanni, C. (2005). Gender and Website Design in E-business. *Proceedings for the 6th World Congress on the Management of Electronic Business,* McMaster University, Hamilton Ontario.
25. Bonanni, C. and Cyr, D. (2005). Consumer Attitudes, Trust and Satisfaction: A Cross-Cultural Comparison. *Proceedings IPSI*, Pescara, Italy.
26. Bonanni, C. and Cyr, D. (2005). Website Trust and Loyalty: A Cross-Cultural Comparison, *Proceedings for the International Applied Business Research Conference,* Puerto Vallarta.
27. Cyr, D. Bonanni, C, and Ilsever, J. (2004). Design and E-loyalty Across Cultures in Electronic Commerce. *Proceedings for the Sixth International Conference on Electronic Commerce (ICEC04).* Published by the Association for Computing Machinery (ACM). ISBN 1-58113-930-6
28. Cyr, D., Ilsever, J., Bonanni, C., and Bowes, J. (2004). Website Design and Culture: An Empirical Investigation, Designing for Global Markets 6. *Proceedings for the International Workshop for the Internationalisation of Products and Systems Conference, Vancouver*
29. Bonanni, C. and Cyr, D. (2004). Trust and Loyalty: A Cross-Cultural Comparison. *Proceedings for the International Conference of Business, Economics and Management Disciplines.*
30. Ilsever, J., D. Cyr, and J. Bowes. (2004) The Erosion of Repeat Purchase Customer E-loyalty: A Structured Analysis of Moment Structures Analysis Model (SPSS-AMOS), *Proceedings for Making Statistics More Effective in Schools and Businesses (MSMWSB)*. Vancouver.
31. Cyr, D., C. Bonanni, J. Ilsever, and J. Bowes. (2003) Trust and Design: A Cross-Cultural Comparison, *Proceedings for the ACM Conference on Universal Usability*, Vancouver.
32. Cyr, D., C. Bonanni, J. Ilsever, and J. Bowes. (2003). Building Loyalty in E-Business across Cultures, *Proceedings for the Association of Internet Researchers*, Toronto.
33. Cyr, D. and H. Trevor-Smith. (2003). Localization of Web Design: A Comparison of German, Japanese, and U.S. Website Characteristics, *Proceedings for the International Applied Business Research Conference,* Acapulco.
34. Bowes, J., D. Cyr, and J. Ilsever. (2003). Design and Measurement Issues in Building Consumer Trust Through E-Commerce Websites, *Proceedings for the Association for Education in Journalism and Mass Communication*, Denver.
35. Cyr, D., Bowes, J., Budd, J. and Ilsever, J. (2003). Managing E-loyalty through Experience Design: Cross-Cultural Perspectives, Designing for Global Markets 5, *Proceedings for the International Workshop for the Internationalisation of Products and Systems Conference.*
36. Bowes, J., D. Cyr, and J. Ilsever. (2003). Trust and Loyalty in International Electronic Commerce: A Cross-National Comparison, *Proceedings International Association of Media and Communication Research,* Taipei.
37. Cyr, D. and J. Nesbitt. (2003). E-Learning Delivery Models as Vehicles for Organizational Change, *Proceedings Society for Teaching and Learning in Higher Education Conference* at UBC, Vancouver.
38. Cyr, D. and Lew, R. (2002). The Localization Industry: A Profile of DNA Media, *Proceedings for the Applied Business Research Conference.*
39. Cyr, D. and Trevor-Smith, H. (2001) Building E-Loyalty across Cultures and Organizational Boundaries in E-business. *Proceedings for the Applied Business Research Conference*.
40. Cyr, D., H. Trevor-Smith, K. Toth, and T. Schiphorst. (2001). A Web Enabled Case Study in Project Management. *Proceedings for the International Business Education and Technology Conference,* Cancun, 2001.
41. Cyr, D.J. (2000). Strategic Alliances in High Technology Industries: A Bargaining Power Perspective. *Proceedings for the Applied Business Research Conference*.
42. Cyr, D. (1998). Organizational Transformation in International Joint Ventures through HRM Policy and Practice”, *Proceedings for the Academy of Management Meetings*, San Diego.
43. Cyr, D. (1997). “Culture and Control: The Tale of East-West Joint Ventures”, *Proceedings for the Academy of Management Meetings*, Boston.
44. Cyr, D. (1996). A Process-Oriented View of International Joint Ventures, *Proceedings for the International Human Resource Management Conference,* San Diego.
45. Cyr, D. (1995). Managerial Learning in the Transformation of Eastern Europe, *Proceedings EMOT Workshop*, University of Cambridge, England.
46. Cyr, D. (1994). Formation and Management of Joint Ventures in China, *Proceedings for the Canada-China Business Linkages: Growth and Sustainability Conference*, Vancouver.
47. Cyr, D. and S. Schneider. (1994). Organizational Learning in East-West Joint Ventures, *Proceedings for the Strategic Management Society Conference*, Jouy-en-Josas Cedex, France.
48. Cyr, D. (1990). Toward A New Role for HRM in China, *Proceedings for the Canada-China International Management Conference*, Xi'an, China.
49. Cyr, D. (1990). Capturing Cultural Synergy in a Multicultural Workforce, *Proceedings for the Western Academy of Management*, Shizuoka, Japan.
50. Cyr, D. (1989). Strategic Links to HRM Power: Examining the Themes of Alignment, Accountability, Context and Culture in Organizations. In the *Administrative Sciences Association of Canada Proceedings.*

##### 2.7 Industry Reports

1. Svedic, Z., Mullings, C., Adu, K.O., Owusu-Ansah, M., Cyr, D, Ngwenyama, O., and Reich, B.H. (2016). Accelerating Digital Technology Adoption in Canadian Companies (Adopt-IT): Technology Adoption in the Canadian Healthcare Sector. Institute for Innovation and Technology Management, Ted Rogers School of Management, Ryerson University.
2. Cyr, D. and H. Larios (2003). Managing E-loyalty through Experience Design: Results of a Four Nation Study. This 90 page corporate report summarizes results from a SSHRC funded INE project titled “Managing E-loyalty through Experience Design”.

# 2.8 Cases

1. Cyr, Dianne. (2010). Variations on a Theme: Creating Culturally Sensitive Websites for Diverse Users. In Andrea Edmundson (Editor), Cases on Globalized and Culturally Appropriate E-Learning: Challenges and Solutions. Hershey, PA: IGI Global. 305-307.
2. Cyr, Dianne J. (1997). Organizational Transformation in the Czech Republic: An HRM Perspective. Czech Management Centre case series. Teaching note included.
3. Cyr, Dianne J. and Susan C. Schneider. (1994). Creating a Learning Organization through HRM: A German-Czech Joint Venture in the Czech Republic. INSEAD case series. Teaching note included.
4. Cyr, Dianne J. and Susan C. Schneider. (1994). Creating Strategic Change through People: The Case of a French-Polish Joint Venture in Poland. INSEAD case series. Teaching note included.
5. Cyr, Dianne J. and Susan C. Schneider. (1994). Creating Cultural Change in a Swedish-Hungarian Joint Venture in Hungary. INSEAD case series. Teaching note included.

**3. GRANTS**

2018-2023 CIHR Grant for “Understanding Contextual Factors to Effectively and Equitably Scale up GetCheckedOnline to Diverse populations and Geographic Settings” ($2 million). Co-Investigator: Dianne Cyr.

2017-2019 SFU/SSHRC Institutional Grant for “Investigating the Antecedents and Outcomes of Privacy Concerns in Online Social Networks of Canadian Users” ($6,366). Principal Investigator: Dianne Cyr

2013-2019 SSHRC Insight Research Grant for “E-persuasion: The art of persuading in online environments” ($92,980). Principal Investigator: Dianne Cyr

2014-2017 SSHRC Partnership Development Grant for “Accelerating Digital Technology Adoption in Canadian Companies” ($394,592). Co-Investigator: Dianne Cyr.

2010-2013 SSHRC Standard Research Grant for “Modeling utilitarian and hedonic behaviour in online shopping” ($68,800). Principal Investigator: Dianne Cyr

2007 Research Initiative Fund, Faculty of Business, SFU for “Enhancing E-loyalty through Design” ($10,000). Principal Investigator: Dianne Cyr

2007 SFU/SSHRC Institutional Grant with Faculty of Business SFU matched funds for “Enhancing E-loyalty through Design” ($7,462). Principal Investigator: Dianne Cyr

2006 Faculty of Business Administration Research Grant for “Enhancing E-loyalty through Design” ($10,000). Principal Investigator: Dianne Cyr.

2005 President’s Research Grant for “Enhancing E-loyalty through Design” ($9,878). Principal Investigator: Dianne Cyr.

2005 SFU Discovery Parks SSHRC Grant for “Enhancing E-loyalty through Design” ($10,000). Principal Investigator: Dianne Cyr.

2002-2005 SSHRC Innovation in the New Economy Research Grant for the project “Managing E-loyalty through Experience Design” ($286,000). Principal Investigator*:* Dianne Cyr.

2003 Dean’s Research Stipend ($1,500)

2003 Vice-President Academic’s Conference Fund support ($2,000) for a 2004 conference titled “The International Workshop on Internationalisation of Products and Systems” for which I am the Conference Chair.

2001 Research funding allocation ($45,000) based on performance merit related to contract renewal, TechBC.

1. National Science Foundation Grant for project “Innovation through Technology in New Millennium Universities” ($36,000). Led a consortium of nine universities in the development of full research protocol for the project.

1999 Project award of $100,000 from the Canadian International Development Agency (CIDA) for the development of an agro-industrial joint venture in Sri Lanka. This project subsequently received an additional $360,000 of funding.

1998 National Research Council Grant ($10,000)

1. Van Dusen Research Grant (Faculty of Business), Simon Fraser University ($5,000)

1996 SSHRC Research Grant, Simon Fraser University ($5,000)

1993 Centre for International Business Studies research award, University of British Columbia ($5,100)

1992-93 Chateaubriand Postdoctoral Research Fellowship from the French government to conduct research at INSEAD, France ($24,000). In Canada, this was the only award provided by this funding program in the Humanities.

1992 INSEAD Research Award (with Susan Schneider) ($15,000)

1991 Research award (with Peter Frost), University of British Columbia ($5,000)

1988-91 SSHRC Graduate Research Fellow ($30,000)

**4. AWARDS AND HONORS**

2020 Outstanding Reviewer Award, AIS Women’s Network College as part of the International Conference of Information Systems

2019 Citations for outstanding teaching performance (Beedie School of Business); received instructor rating of 3.67/4 in the Spring semester and 3.65 in the Fall semester for BUS 557 in the Graduate Diploma in Business Administration.

2018 Citation for outstanding teaching performance (Beedie School of Business) Fall 2018 semester (received instructor rating of 3.67/4 and course rating of 4/4 for BUS 486) and instructor rating of 3.58/4 for BUS 557 in the Graduate Diploma in Business Administration.

2017 Citation for outstanding teaching performance (Beedie School of Business) Fall 2017 semester (received instructor rating of 3.78/4 for BUS 486))

2016 Citation for outstanding teaching performance (Beedie School of Business) Spring 2016 semester (received instructor rating of 3.96/4 for BUS 557 in the Part-time MBA)

2015 Best Paper Award for “The Role of Issue Involvement as it Influences Users based on Prior Knowledge” presented at the Fourteenth Pre-ICIS HCI Research in MIS Workshop, Fort Worth, Texas.

2015 Citation for outstanding teaching performance (Beedie School of Business) Spring 2015 semester (received instructor rating of 4/4 in the Part-time MBA)

2014 Letter of commendation for outstanding teaching performance (Beedie School of Business) Spring and Fall 2014 semesters

2013 Most Cited Paper Award in the *International Journal of Human-Computer Studies*. Papers for this distinction are determined solely based on the highest number of cites, excluding self-citations, received for all journal articles published between the years 2010 and 2012 [data culled from SCOPUS reports ([www.scopus.com](http://www.scopus.com)) created on January 7, 2013]

2013 Letters of commendation for outstanding teaching performance (Beedie School of Business) Fall 2012 and Spring 2013 semesters

2013 Best Paper Award for “Scale development to Measure Consumer Design Perception” presented at the Annual Conference of Emerging Markets Conference Board, Lucknow, India.

2012 Outstanding Service Award for leadership in the SIGHCI (Special Interest Group for Human Computer Interaction)

2012 Letter of commendation for outstanding teaching performance (Beedie School of Business) Spring 2012 semester

2011 AIS Technology Challenge Award for contributions to the AIS Special Interest Group in Human Computer Interaction

Details at: <http://beedie.sfu.ca/blog/2012/02/prof-dianne-cyrs-human-computer-interaction-work-nets-coveted-ais-technology-award/>

2011 Letter of commendation for outstanding teaching performance (Beedie School of Business) Fall 2010 semester

2010 “Senior Scholars Best IS Publication Award” for 2009

2010 *MIS Quarterly* “Best Paper of 2009” Award

2010 Most Cited Paper Award for *Interacting with Computers*.  Papers for this distinction are determined solely based on the highest number of cites, excluding self-citations, received for all journal articles published between the years 2007-2009 [data culled from SCOPUS reports ([www.scopus.com](http://www.scopus.com/)) created on January 12, 2010].

2009 SFU Faculty of Business Honour Roll Recipient for Excellence in Research (2006-2008)

2008 Best Paper Award for “Website Design, Trust, Satisfaction and Loyalty: A Multiple Country Investigation”, presented at the Seventh Pre-ICIS HCI Research in MIS Workshop (HCI/MIS’07)*,* Paris.

2008 SFU Faculty of Business Recognition for Productivity in Research.

2007 SFU Faculty of Business “Research Productivity: Top Ten 2004-2006” Recognition. 4th place in the entire business faculty with 16 publications.

2007 Letter of Commendation from SFU President for news media and university service.

2005-06 SFU Faculty of Business Teaching Honour Roll recognizing the top 10% of teaching faculty

2006 Best Paper Award for “Exploring Website Design and Mobility for Culture, Age, and Gender”, presented atthe European Applied Research Conference*,* Florence Italy.

2005 Letter of commendation for outstanding teaching performance (SFU Faculty of Business) Spring and Fall semesters

2004 Letter of commendation for outstanding teaching performance (SFU Faculty of Business) Fall semester

2003 Selected to represent Simon Fraser University at the President’s Research Luncheon. Only twenty-one researchers were selected from across the entire SFU campus to profile their research for a corporate and media audience.

2003 Best Paper Award for “Localization of Web Design: A Comparison of German, Japanese, and U.S. Website Characteristics”, presented at the International Applied Business Research Conference, Acapulco.

2002 Best Paper Award for “The Localization Industry: A Profile of DNA Media”, presented at the International Applied Business Research Conference, Puerto Vallarta.

1999 Teaching Honour Roll, Simon Fraser University

1997 Invited Listing in “Who’s Who” in International Business”

1997 Scholarship Recipient (from University of Colorado) to attend a Faculty Development Workshop in International Human Resource Management

1997 Honorary Designate, Intellectual Exchange Program, American Consulate

1. Achieved accreditation as a Business Network Advisor under the Canadian Business Networks Coalition (aimed to facilitate strategic alliances between small and medium size companies).

1995-96 Awarded a contract for the development of a Strategic Partnering Service for the British Columbia Trade Development Corporation. Developed and delivered a series of seminars about alliance options and effectiveness.

1995 Awarded second prize by the European Foundation for Management Development in the European Case Writing Competition. Case titled "Creating Cultural Change in a Swedish-Hungarian Joint Venture" with teaching note included.

1991 Doctoral Fellowship from the National Centre for Management Research and Development, University of Western Ontario

1988-90 Social Sciences and Humanities Research Council of Canada Fellowship

**5. INVITED PRESENTATIONS**

**5.1 Academic**

1. Keynote Speaker, Project Tech Conference, Online, June, 2022.
2. “Women and Networking”, Hawaii International Conference on System Sciences (HICSS), Maui, 2015.
3. “Consumer Generated Content: Improving Interface Design from a Customer-centric Perspective”, Hawaii International Conference on System Sciences (HICSS), Maui, 2013.
4. “Online Consumer Generated Content: Potential Impacts of Culture and Gender”, Hawaii International Conference on System Sciences (HICSS), Maui, 2012.
5. “Masculinity-Femininity Values and Biological Sex: New Perspectives related to TAM, Online Trust and Social Presence”. UBC MIS Research Seminar, 2010.
6. “Exploring Human Images in Website Design: A Multi-Method Approach”. UBC Research Seminar, 2009.
7. “Website Design and Mobility: Culture, Gender and Age Comparisons”. MIS Group Research Seminar, Simon Fraser University, 2006.
8. “Secrets to Our Success”, Presentation at the Annual ICIS Women’s Breakfast, Co-led the session with Blaize Reich related to our co-authored book *Scaling the Ivory Tower: Stories from Women in Business School Faculties*, Las Vegas, 2005.
9. “Managing E-Loyalty through Design”, Presentation at the Information Science and HCI Seminar Series, Cornell University, Ithaca, New York, 2005.
10. “Mobile Commerce: The Next Wave or Fad?” Invited panelist. 6th World Congress on the Management of Electronic Business, McMaster University, Hamilton Ontario, 2005.
11. “The Impact of Context on the Usability of Wireless Devices”, Discussant, 6th World Congress on the Management of Electronic Business, McMaster University, Hamilton Ontario, 2005.
12. “Human Resource Management”, 3-day Workshop presented to a Chinese delegation from the Beijing Taxation Bureau, SFU, 2004.
13. “Negotiating the Academic Environment”, Invited panelist. Women in the Academy Symposium, SFU, 2004.
14. “Building Successful Strategic Alliances”, Douglas College, 2004.
15. “Building Loyalty in E-Business Across Cultures”, MIS division, UBC, 2003.
16. “Where East Meets West: Intercultural Design in Practice”, Panel member at the International Workshop for the Internationalization of Products and Services, Berlin, 2003
17. "Research Directions in the Localization Realm". Invited panelist. International Workshop for the Internationalization of Products and Services, Austin, 2002.
18. “Business Dynamics from A Cross-Cultural Perspective”, Workshop presented to Hanjin Shipping Company delegation, SFU, 1997.
19. “Organizational Learning in East-West Joint Ventures’, Czech Management Centre, Prague, 1997.
20. “International Joint Ventures”, in Cross-Cultural Training for Professionals Program, SFU, 1997.
21. "Implications for Learning: HRM in East-West Joint Ventures, Simon Fraser University, 1996.
22. "Achieving Competitiveness: Technical, Cultural, and Political Dimensions", AIESEC, Vancouver, 1995.
23. "Linking Strategy and HRM in Competitive International Joint Ventures", Simon Fraser University, Vancouver, 1993.
24. "International Joint Ventures: The Strategic HRM Dimension", INSEAD, France, 1992.

###### Practitioner

1. Leadership Roundtable with Betsy Meyers. SFU Surrey, 2019.

2. “Hot Skills in Tech – What Employers are Looking For”, Canadian Women in Technology (CanWIT) Breakfast, Vancouver, 2014.

1. “How Women can Gain Prominence and Visibility at Work”, Canadian Women in Technology (CanWIT) Breakfast, Vancouver, 2012.
2. 2012 WXN Top 100 Vancouver Summit, Moderator and Speaker for Session on “Influential Leadership, Vancouver, 2012.
3. “High Tech, High Impact: Technology Alliances in the B.C. and Canadian Context”, Fraser Valley Technology Association, Vancouver, 2002.
4. “Keys to Alliance Success”, Human Resource Management Association, Vancouver, 2000.
5. "Building Successful Strategic Alliances", Women Entrepreneurs of Canada Trade Mission, Los Angeles, 1999.
6. “Strategic Partnering in B.C.’s High Technology Industry: A Bargaining Power Perspective”, KPMG/Technology Industries Association Special Forum, Vancouver, 1998.
7. “Waltzing on Glass: Tales of Passion and Persistence in Achieving Career Goals”, University Women’s Club, Vancouver, 1997
8. “Evolutionary Marriages: Enhancing Your Competitive Advantage Through Strategic Alliances”, Swiss-Canadian Chamber of Commerce, Vancouver, 1996.
9. “Strategic Partnering for the Future”, Pacific Corridor Enterprise Council, Vancouver, 1996.
10. "Strategic Partnering in the Technology Industry", Vancouver Enterprise Forum, Vancouver, 1996
11. "Strategic Partnerships: A Key to Competitiveness", Science Council of British Columbia, 1996.
12. "Strategic Partnering: Making It Work", B.C. Trade Development Corporation, Vancouver, 1995, 1996.
13. "Empowering People", British Columbia Health Association Meeting, Vancouver, 1990.

**6. EDUCATIONAL LEADERSHIP AND TEACHING ACTIVITIES**

### 6.1 Graduate and Post-graduate Supervision

Postdoctoral or Visiting Scholar supervision/collaboration

* 1. Amit Sethi (India) – June 2020 - 2023
  2. Abhishek Mishra (India) – July 2013 - 2023
  3. Walid Chaouali (Canada, Laval) – December 2018 - 2020
  4. Mark Gilbert (Canada) – January 2016 - 2020
  5. Saurabh Kumar (India) – June 2017 - 2019
  6. Mario Silic (Switzerland) – 2016 - 2019
  7. Agnis Stibe (Finland) – January 2014 - June 2017
  8. Rik Crutzen (Netherlands) – February 2013 - May 2017
  9. Mario Silic (Switzerland) – January 2016 – January 2017
  10. Adi Pater (Netherlands) – August - December 2014
  11. Ziqui (Victor) Liao (Hong Kong) – June-July 2014
  12. Tomas Kincl (Czech Republic) – September 2012- September 2013

##### Ph.D. student supervision

1. Ph.D. Committee – Amit Rakesh Sethi (Indian Institute of Management Lucknow) – graduated 2020
2. Ph.D. Senior Supervisor – Zorana Svedic (SFU Business) – graduated 2015
3. Ph.D. External Examiner - Julian Lin (National University of Singapore) – graduated 2015
4. Ph.D. Senior Supervisor – Eric Lim (SFU Business) – graduated 2013
5. Ph.D. External Examiner – Elisa Gagnon (McGill University) – graduated 2011
6. Ph.D. Internal External Examiner – Hector Larios (SFU Surrey) – graduated 2011
7. Ph.D. Committee – Boudhayan Ganguly (Indian Institute of Management Lucknow) – graduated 2010
8. Ph.D. Senior Co-supervisor (with Tom Calvert) – Alex Ivanov (SFU Surrey) – graduated 2009
9. Ph.D. External Examiner – Magnus Holtman (Lulea University of Technology, Sweden) – graduated 2009
10. Ph.D. External Examiner – Mari-Louis Jung (Lulea University of Technology, Sweden) – graduated 2009
11. Ph.D. Senior Co-supervisor (with John Bowes) – Joe Ilsever (SFU Surrey) - graduated 2004

Master's student supervision

1. MBA Project Supervisor – Stephanie Adams (SFU) - 2016
2. Master of Business Administration, External Examiner – Tian (Candy) Yu (UBC) – graduated 2012
3. Master of Business Administration, External Examiner – Gary Schmidt (UBC) – graduated 2007
4. Master of Science, Supervisory committee – Javier Thaine (SFU Burnaby) – graduated 2007
5. Master of Applied Science, Senior supervisor – Alex Ivanov (SFU Surrey) – articulated to the Ph.D. program (2005)
6. Master of Business Administration (MBA), Thesis supervisory committee - Rob Gareau (SFU Burnaby) graduated 2003
7. Master of Business Administration (MBA), Senior supervisor - Wayne Rawcliffe (Royal Roads) - graduated 2002, “Culture Change in Customer Services”
8. Master of Business Administration (MBA), Senior supervisor - Arnold Cheung  (SFU Burnaby) - graduated 1998, “Administrative Preparation: A Foundation for International Business Negotiations”
9. Master of Business Administration (MBA), Thesis supervisory committee - Irene Kwan (SFU Burnaby) - graduated 1998, International Education: Universities’ Future Recruitment Strategies”
10. Master of Business Administration (MBA), Senior supervisor - Katherine Carlson (SFU Burnaby) - graduated 1997
11. Master of Business Administration (MBA), Senior supervisor - Monika Vidas (SFU Burnaby) - graduated 1997, “Critical Success Factors for Strategic Alliances in the High Technology Industry in British Columbia”

##### 6.2 Teaching Interests

I have expertise in face to face, online and blended delivery techniques. Since 1999 I have actively integrated technology into course offerings. My teaching interests are in the following areas:

1. Management and Technology – managing e-business and e-commerce, e-business strategy and business models, e-loyalty and localization issues, E-HR, global business in technology industries, organizational development in technology contexts, social contexts of online business including ethics, project management

2. Management and Organization Studies – leadership, HRM, teams, ethics, managerial processes

3. International Business – joint ventures and strategic alliances, comparative management, international HRM

### 6.3 SFU (2002-2022)

*Note: Courses are delivered in a mixed format (alternating online and F2F weeks unless specified as face-to-face (F2F) or online (100%).*

*Undergraduate* Leadership (Bus 486) F2F

Project Management (Bus 361) F2F

Organizational Behavior (Bus 272) F2F

Human Resource Management (Bus 381)

Business in a Networked Economy (Bus 130)

Business in a Global Economy (128/129/130)

Designing Organizations (251/ 252/253)

Managing Technology Professionals (310/311/312)

*Graduate* Managing People and Organizations (PT MBA Surrey) F2F

Managing People and Organizations (GDBA 557) online

Organizations: Structure and Change (Executive Management Program) F2F

Organizing, Motivating and Leading the Technology Driven Enterprise (BUS 761 – MOT) F2F

Building E-Loyalty (SFU Surrey)

Global Business in Technology Industries (SFU Surrey)

*Continuing Studies* Modules in Marketing, Human Resources, and International Business in the Certified Management Accountants (CMA) *Fast*Track Program (SFU) – F2F

### 6.4 TechBC (1998-2002)

*Undergraduate* Team Dynamics (100-1)

Business in a Global Economy (130-3)

Project Management (200-3)

Designing Organizations (251-3)

Managing Technology Professionals (E-HR: 300-3)

*Graduate* Managing High Tech Professionals (605-1)

Global Business in Technology Industries (606-1)

E-Customer Relationship Management (609-1)

E-business Strategy and Models (613-1)

**6.5 SFU (1994-1999)**

*Undergraduate* Behavior in Organizations (272-3)

Human Resource Management (381-3)

International HRM (432-3)

Comparative Management (430-3; 380-3)

Macro Organizational Theory (374-3)

*Graduate* International HRM (885-3)

Comparative Management (884-3)

Executive MBA Managing in a Global Environment (698-3)

Managing in an International Environment (689-3)

*Continuing Studies*  Strategic Alliances in the High Technology Sector

6.6 Other

*UBC* Human Resource Management (427-3)

International Perspectives on HRM (528-3)

*Executive (noncredit)* Organizational Behavior

Strategic Partnering: Making It Work (B.C. Trade Dev. Corp.)

Competitive Organizations: The People Dimension

Joint Ventures and Strategic Alliances: The Success Factors

**6.7 Completed Teaching Effectiveness Courses**

2016 Beedie Annual Teaching and Learning Luncheon

2014 Writing, Teaching and Using Case Studies

2006 Using WebCT (version 6)

2005 Giving Effective Speeches and Presentations

2004 Instruction in the use of WebCT

2003 Society for Teaching and Learning in Higher Education Conference, UBC

2002 E-Learning in Higher Education: Management Path (SFU 3-day workshop)

2002 Planning Sustainable E-Learning Programs (UBC Distance Ed Research Centre)

2000 Mastering Educational Technology and Learning (TechBC 13 weeks of online pedagogy)

1999 Assessment Techniques (TechBC)

1998 Using Dreamweaver (TechBC)

1997 International HRM (5 day faculty workshop, U. of Colorado)

1997 Instructional Skills (3 day UBC faculty workshop)

1996 Asking Stimulating Questions in the Classroom (UBC faculty workshop)

1996 Teaching Large Classes (SFU faculty workshop)

1995 Evaluating Students (SFU faculty workshop)

1995 Group Projects and Assignments: Maximizing Benefits (SFU faculty workshop)

1994 Challenges of Graduate Supervision (SFU faculty workshop)

1. Teaching with Technology (SFU faculty workshop)

**6.8 Teaching Effectiveness Courses Delivered**

2006 Teaching Effectively Online

**7. ACADEMIC SERVICE**

**7.1 External Service Activities**

* Academic Reviewer for many top tier and mid-tier journals and conferences since 1996
* Advisory Board Member, Association for Information Systems Women’s Network (AISWN) (2015- )
* Advisory Board Member, Special Interest Group Human Computer Interaction (2013- )
* Steering Committee Member, BTM National Academic Conference, Edmonton (2015-2016)
* Member, Business Technology Management (BTM) National Steering Committee for BTM Talent Mash (hosted by SFU locally) (2015-2016)
* Invited Mentor, Junior Faculty Consortium, ICIS, Fort Worth Texas (2015)
* Nominating Committee Member, Special Interest Group Human Computer Interaction (2015)
* Member, Nominations Committee, Special Interest Group Human Computer Interaction (2014-2015)
* Associate Editor, International Journal of Visual Design (2014-2015)
* Editorial Review Board, Journal of the Association for Information Systems (JAIS) (2011-2014)
* Program Committee member, Twelfth Annual Pre-ICIS HCI/MIS Workshop, Milan Italy (2013)
* Chair Elect, Chair, Past Chair for the SIGHCI for the Association of Information Systems for five conferences including the ICIS pre-conference HCI workshop (2010-2013)
* External Reviewer, Research Grant Council of Hong Kong (2012)
* ICIS SIGHCI Workshop Co-Chair (2012)
* Chair, “Women in IS – Networking Session”, Americas Conference on Information Systems (AMCIS 2012) Refer to: <http://beedie.sfu.ca/blog/2012/08/beedie-mis-prof-brings-networking-for-women-to-major-conference/>
* Co-Chair, ICIS track in Visual Media (2011; 2012)
* Program Committee member, Eleventh Annual Pre-ICIS HCI/MIS Workshop, Orlando Florida (2012)
* ICIS SIGHCI Workshop Co-Chair (2011)
* Program Committee member, Mediterranean Conference for Information Systems, Cyprus (2011)
* Program Committee member, Ninth Annual Pre-ICIS HCI/MIS Workshop, St. Louis (2010)
* Member of SSHRC Committee 29 ([Business: marketing, international business, management of information systems, business policy](http://www.sshrc.ca/site/about-crsh/committees-comites/standard_research-ordinaire_recherche-eng.aspx#a29)) (2009-2010)
* Reviewer for SSHRC Standard Research Grant (2009)
* Program Committee member, Eighth Annual Pre-ICIS HCI/MIS Workshop, Phoenix (2009)
* Program Committee member, World Congress on Privacy, Security, Trust and the Management of E-business (2009)
* ASAC IS Division Chair (2008), Program Chair (2007), and Review Chair (2006)
* ICIS Women’s Breakfast, Chair (2007-2009), Co-Chair (2005, 2006)
* Program Committee member, Seventh Annual Pre-ICIS HCI/MIS Workshop, Paris (2008)
* Academic Reviewer for Research Grant, National University of Singapore (2008)
* Program Committee member, Sixth Annual Pre-ICIS HCI/MIS Workshop, Montreal (2007)
* Panel Chair, “Unravelling the SSHRC Funding Process”, ASAC, Ottawa (2007)
* Program Committee member, Sixth International Conference on Mobile Business (ICMB2007), Toronto, (2006- 2007)
* Joint Coordinator for a Workshop “Revisiting Online Trust: Concepts, Implications, and Future Directions”. ACM Conference on Computer Supported Cooperative Work. Banff, November 4-6 (2006)
* Program committee member, 5th Annual Pre ICIS HCI/MIS Workshop, Milwaukee, Wisconsin (2006)
* Program committee member, 8th International Conference on Electronic Commerce (Business to Consumer E-Commerce Track), Fredericton, New Brunswick (2006)
* Program committee member, Seventh World Congress on the Management of e-Business, July, Halifax (2006)
* Conference Chair and Program Co-Chair (2004) for the International Workshop for the Internationalisation of Products and Systems (IWIPS) held in Vancouver in July. Member of the Board of Directors for IWIPS (2002-2004)
* Invited committee member to review mid-term progress of grants funded by SSHRC (INE category) in the Research Alliances program (2004)
* Academic Reviewer for SSHRC INE (Innovation in the New Economy) Research grants (2003, 2004) and NSERC (2006)
* Invited member of the Review Board for a special issue of *Interacting with Computers* (2004)

**7.2 Internal Service Activities (SFU)**

* Chair, BSB Tenure and Promotion Committee (2021-2023)
* Member, Undergraduate Strategic Enrolment Management (USEM) (2019-2021)
* Member, Assurance of Learning Committee – Graduate (2019-2020)
* Member, BSB Tenure and Promotion Committee (2018-2019)
* Member, Appointments Committee (2017-2018)
* Member, BSB Tenure and Promotion Committee (2017-2018)
* Academic Director, Business Technology Management (BTM) Certification Program (2011-2016)
* Academic Director, Surrey PT MBA Program (2013-2015)
* Graduate Program Committee (2014-2015)
* Planning and Priorities Committee (2014-2015)
* Member, BSB Tenure and Promotion Committee (2013-2014)
* Member, Senate Committee: Calendar Committee (2012-2013)
* Member, Surrey Business Planning Committee (2012-2013)
* SFU Senator (2010-2013)
* Member, Senate Committee on University Priorities (SCUP) (2010-2012)
* Member, Program Advisory Steering Committee for Continuing Studies – Management and Professional Programs (2006-2015)
* Member, Management and Systems Science Program Steering Committee (2007-2010)
* Member, School of Interactive Arts and Technology Tenure and Promotion Committee (2009-2010)
* Member, Surrey Business Planning Committee (2003-2009)
* FBA Ph.D. Committee (2008-2009)
* Member, Development of an M.Sc. at Surrey (2009)
* Interim Associate Director, Surrey Campus (November 17th – December 24th 2008)
* Program Chair, Northwest (MIS) Summit (2008)
* Surrey Campus Business Selection Committee (2007-2008)
* Member, FBA Tenure and Promotion Committee (2006-2007)
* Member, Faculty of Business Dean Search Committee (2006-2007)
* Member, GDBA Committee (2005-2006)
* Member, SFU Surrey Long Term Planning Committee (2002-2003)
* Member, SFU Surrey Faculty Promotion Committee (2002-2003)
* Member, Board of Advisors, AIESIC International Student Organization at SFU (1997-1999)

**7.3 Internal Service Activities (TechBC 1998-2002)**

As a leader and founding faculty member during the start-up phase of TechBC (1998-2002), I gained substantial experience in planning and policy development as part of university service. I was Co-Director for the Center for E-Business at TechBC (2000-2001) and Director (2001-2002) aimed at fostering e-business projects between TechBC and the business community.

Committee membership during this time was comprehensive, and included:

* Chair Undergraduate Admissions Committee
* Academic Planning Committee
* Faculty Recruitment Committee
* University Review Committee (received training in administrative justice)
* University Ethics Committee
* Graduate Coordination and Planning Committee
* Graduate Advisory Group
* Research Task Force
* Faculty Policies and Development Group
* Co-op Development Group
* Learner Recruitment Committee
* Space Planning Committee

**8. PROFESSIONAL ACTIVITIES**

* Facilitator, Strategic Planning Session, Surrey Business Improvement Association (March 2013)
* Member, Interaction Design Foundation
* Faculty leader, Executive Travel Study Program, Department of Continuing Studies, SFU. These trips took executives to visit exemplary US companies. Five trips were undertaken with 15 executives per trip. (1997-1999)
* Member of the Greater Vancouver Regional District sub-group task force studying technology related issues in the greater Vancouver area. This later became the Innovate BC task group. (1999)
* Member of the Board of Directors (1997-99) of PACE (Pacific Corridor Enterprise Council) with a focus on fostering strategic alliances between Canada, the U.S and Latin America.
* Director for SportMate, a company specialized in high technology applications in the sporting industry (1997-1999).
* Co-founder and Vice-President of the Canada-Sri Lanka Business Council (B.C. Chapter).
* Active membership in numerous professional organizations (2003 – present)

1. **MEDIA RELATIONS**

My research has garnered interest from various media outlets including television, print, and radio. A sample of these interviews and other coverage appears below. In 2007, I received a letter of commendation from the President of SFU for news media and university service.

*CBC TV – French channel with Marc-Antoine Belanger, December 2, 2019*

*NEWS 1130 – Simon Druker, September 19, 2017*

*NEWS 1130 – Simon Druker, September 16, 2017*

*Globe and Mail – “The Persuasiveness of Website Design” by Darah Hansen, 6 May 2016*

*CBC Radio – Mark Forsythe Show, April, 2014*

CBC Radio – January 31, 2013

Global TV – September 18, 2012

CKNW News Radio – Simi Sara Show, September 14, 2011

CBC Radio – December 30, 2010

CBC TV – The National, December 21, 2010

CTV – December 17, 2010

Accessed at: <http://www.ctvbc.ctv.ca/servlet/an/local/CTVNews/20101216/bc_online_shopping_101216/20101216?hub=BritishColumbiaHome>

Vancouver Sun – October 14, 2010

National Post – April 7 2009

Globe and Mail – November 2007

TechTV - October 5, 2007

"The Lab with Leo Laporte" which airs on G4TechTV Canada reaches 1.5 million homes across Canada and is also seen in Australia on the How To network which reaches 1.2 million viewers.

*National Post – July 27, 2006* *Higher Learning - July/August 2004, pages 32-33*  
  
*SFU Connect - March 5, 2004*   
  
*Vancouver Sun - March 12, 2004* [[Download PDF](http://www.eloyalty.ca/docs/pr_vansun.pdf)]  
  
*Vancouver Province - March 11, 2004* [[Download PDF](http://www.eloyalty.ca/docs/pr_province.pdf)]  
  
*CKNW News - March 14, 2004* [[Download PDF](http://www.eloyalty.ca/docs/pr_cknw.pdf)]