

Michael Parent
MBA, Ph.D., ICD.D

***CURRENT
POSITION***

Professor
(since September 2011)

Segal Graduate School
Beedie School of Business
Simon Fraser University
500 Granville Street
Vancouver BC
V6C 1W6
CANADA

APPOINTMENTS

June 2021 – 2024

June 2017 – 2020

University Senator
Simon Fraser University

March 2020 – present

Fellow
David and Sharon Johnston Centre for Corporate Governance
Rotman School of Management
University of Toronto

September 2011 – present

Academic Director, Directors Education Program (Vancouver)
Institute of Corporate Directors
(co-Academic Director 2008-2011)

July 2019 – present

Lead Instructor – Online Cybersecurity Oversight Programs
Institute of Corporate Directors

January 2019 – April 2024 (DEP cohorts 18-23)

Co-Academic Director, Directors Education Program (Montréal)
Institute of Corporate Directors

June 2018 – August 2019

Lead Instructor – The Digital Director Program
Institute of Corporate Directors

April – November 2018

Senior Special Advisor to the Treasury Board Secretariat of Canada
Government of Canada

June 2016 – May 2017

Vice-Dean, Career Development

Telfer School of Management, University of Ottawa

September 2015 – July 2016

Section Coordinator – Marketing & OB-HR Section

Telfer School of Management, University of Ottawa

September 2015 – January 2018

Academic Director, Directors Education Program (Ottawa)

Institute of Corporate Directors

September 2008 – September 2016

Visiting Lecturer, Rotterdam School of Management

Erasmus University, Rotterdam, Netherlands.

January 2008 – September 2015

Director

Centre for Corporate Governance & Risk Management

Beedie School of Business, Simon Fraser University

April 2009 – August 2011

Visiting Professor, Department of Business Administration and Social Sciences

Luleå University of Technology, Luleå, Norbotten, Sweden.

January 2007 – December 2008

Associate Member, National Centre for Information Systems Research (NCISR)

The Australian National University, Canberra, Australia.

July 2006 – June 2007

Visiting Associate Professor, Faculty of Business, Economics, & Law

The University of Queensland, Brisbane, Australia

July 2003 – August 2006

Academic Director, MBA & GDBA Programs

Faculty of Business Administration, Simon Fraser University

**PREVIOUS
ACADEMIC
EMPLOYMENT**

July 1996-June 2002

Assistant Professor

The Richard Ivey School of Business

The University of Western Ontario

London, Ontario, CANADA

July 2002-August 2011

Associate Professor

Beedie School of Business

Simon Fraser University

Vancouver, British Columbia, CANADA

September 2015 – June 2017

Professor of Marketing

Telfer School of Management

The University of Ottawa
Ottawa, Ontario, CANADA

EDUCATION

Ph.D. (Management - MIS & Marketing), Queen's University, Kingston.

M.B.A. Queen's University, Kingston, Canada.

B.Com. (Honours), Carleton University, Ottawa, Canada.

PROFESSIONAL DESIGNATIONS

2015 – Institute of Corporate Directors, ICD.D.

RESEARCH INTERESTS & EXPERTISE

- **Corporate Governance / IT Governance / Cybersecurity**
- **Wine Business**

AWARDS & GRANTS

2021. **TD Canada Trust Excellence in Teaching Award.** Beedie School of Business, Simon Fraser University.

2014-15. **Best Article of the Year**, *International Journal of Wine Business Research*.

2010. **Best Article of the Year**, *Business Horizons*.

2010. **Pearson Education Prize for the Best Case Study**, *Academy of Marketing Conference*.

2010. Small SSHRC Grant, \$6,160.

2008. Discovery Park / Small SSHRC Grant, \$10,000.

2007 Research Initiatives Fund, Simon Fraser University - \$10,000.

2004 Literati Club Award for Excellence, Emerald Group Publishing Ltd. (Peer-reviewed award to top 115 articles out of 5600 published)

2002-2005 Social Sciences and Humanities Research Council of Canada Initiative on the New Economy (SSHRC-INE) Research Grant - \$64,425.

2002 Endowed Faculty Research Grant, Simon Fraser University - \$9,500.

2002 President's Research Grant, Simon Fraser University, \$7,150.

2001 *Ivey Alumni Faculty Service Award*, The University of Western Ontario.

2000 *Dean's New Faculty Research Award* - Richard Ivey School of Business

1999 *David G. Burgoyne Award* - Richard Ivey School of Business

1999 *Queen's University School of Business Visiting Graduate Award*

**TEACHING
EXPERIENCE**

2015-2017

Telfer School of Management, The University of Ottawa

- Theoretical Foundations of Management (PhD)
- Stratégie du marketing (MBA - French)
- Marketing Research
- Digital Marketing Technologies

2008-2015

Rotterdam School of Management, Erasmus University, The Netherlands

- Advanced Marketing (MBA)
- E-Marketing (MBA, OneMBA & EMBA)

2009-2011

Luleå University of Technology, Sweden

- E-Business Strategy (PhD)

2006-2007

Faculty of Business, Economics & Law, The University of Queensland

- Information Systems Strategy
- Systems Analysis and Design

2002-present

Beedie School of Business, Simon Fraser University

- Business Strategy (MBA, EMBA)
- Marketing Strategy (MBA, EMBA)
- Corporate Governance (EMBA)
- Information Management (MBA)
- Business Case Development and Analysis (MBA, EMBA)
- Information Systems Strategy (MBA, EMBA)
- E-Commerce / E-Marketing (MBA)

1996-2011

**The Richard Ivey School of Business, The University of Western Ontario
(London and Hong Kong campuses)**

- Information Systems Strategy (EMBA)
- eLeadership
- Business Data Communications
- Electronic Commerce

1995-96 – **Queen's University, Kingston, Canada**

- Introduction to Business (BComm)
- Introduction to MIS (BComm)
- Marketing Strategy (MBA)

1994-96 - **Royal Military College of Canada (in French / en Français)**

- Droit Commercial / Commercial Law (BA)
- Introduction to Economics (BA)

1993-94 – **St. Lawrence College, Kingston, Canada**

- Introduction to Accounting (BAdmin)

REFEREED JOURNAL ARTICLES:

55. (2023). Michael Parent, Greg Murray, Glen Whyte. Digital Crown Jewels: How to Protect Your Data Assets. *Rotman Magazine*, Fall (September), 75-78.
54. (2022). Michael Parent. Before paying a ransom, hacked companies should consider their ethics and values. *The Conversation*, August 17, available at <https://theconversation.com/before-paying-a-ransom-hacked-companies-should-consider-their-ethics-and-values-188677>
53. (2022) Michael Parent & Greg Drazenovic. Ransomware: Should you Pay? *The Hawkamah Journal*. Fall, 19, 21-28.
52. (2022 – forthcoming) David R. Hannah, Felicity Fu, Michael Parent. C.A.R.D. Tricks: Understanding Magical Processes in Orgnaizations. *Business Horizons* – Special Issue on *Managing in an Era of Falsity* (Colin Campbell & Kirk Plangger, eds.). Accepted for publication.
51. (2021) Michael Parent & David R. Beatty. The parallel pandemic of ransomware attacks may lead to a new internet. *The Conversation*, June 15, available at <https://theconversation.com/the-increase-in-ransomware-attacks-during-the-covid-19-pandemic-may-lead-to-a-new-internet-162490>. Also republished in Zoomer, 29 June 2021, available at: <https://www.everythingzoomer.com/lifestyle/driving/2021/06/29/increase-in-ransomware-attacks-during-covid-new-internet/> . Also published in Indonesian at: <https://theconversation.com/meningkatnya-serangan-siber-ransomware-selama-pandemi-covid-19-dapat-membawa-kita-pada-era-baru-internet-171297>
- 50a & b. (2021) Michael Parent. 5 Ways the COVID-19 pandemic has forever changed cybersecurity. *The Conversation*, March 4, available at <https://theconversation.com/5-ways-the-covid-19-pandemic-has-forever-changed-cybersecurity-156170>. Translated into French at <https://theconversation.com/avec-le-teletravail-la-cybercriminalite-a-explose-que-peuvent-faire-les-entreprises-156800>.
49. (2021) Pierre Berthon, Sarah Lord Ferguson, David Hannah, Michael Parent. Towards a Conceptualization of Secrecy in Marketing. *Journal of Strategic Marketing*, <https://doi.org/10.1080/0965254X.2020.1853200>).
- 48a. & b. (2020) Michael Parent. Cyber-attacks are on the rise amid work from home – how to protect your business. *The Conversation*, December 7, available at <https://theconversation.com/cyber-attacks-are-on-the-rise-amid-work-from-home-how-to-protect-your-business-151268>. Translated into Dutch at: <https://cybersecurity-research.be/x/2249>.
- 47a. & b. (2020) Michael Parent. The value of the Mountain Equipment Co-op sale lies in its customer data. *The Conversation*, September 28, available at <https://theconversation.com/the-value-of-the-mountain-equipment-co-op-sale-lies-in-its-customer-data-146947> . Also available in French at: <https://theconversation.com/la-valeur-de-mountain-equipment-co-op-reside-dans-ses-donnees-clients-147236> .

46. (2020) Michael Parent, Richard C. Powers. How good governance can stop ‘bro behavior’ at toxic companies. *The Conversation*, September 23, available at <https://theconversation.com/how-good-governance-can-stop-bro-behaviour-at-toxic-companies-145826>.
45. (2020) Michael Parent. Unbiasing Information Technology Decisions. *Organizational Dynamics*, 49, 1. Available at <https://www.sciencedirect.com/science/article/abs/pii/S009026161930035X>
44. (2020) Michael Parent. With the increase in remote work, businesses need to protect themselves against cyberattacks. *The Conversation*, June 7, available at <https://theconversation.com/with-the-increase-in-remote-work-businesses-need-to-protect-themselves-against-cyberattacks-138255>
43. (2019) Michael Parent. Growth in data breaches shows need for government regulations. *The Conversation*, December 4, available at <https://theconversation.com/growth-in-data-breaches-shows-need-for-government-regulations-127600>
42. (2019) Michael Parent, Greg Murray, David R. Beatty. Act, Don’t React: A Leader’s Guide to Cybersecurity. *Rotman Management Magazine*, Fall, 69-73.
41. (2019) David Hannah, Michael Parent, Leyland Pitt, Pierre Berthon. Secrets and Knowledge Management Strategy: The Role of Secrecy Appropriation Mechanisms in Realizing Value from Firm Innovations. *Journal of Knowledge Management*, 23, 2, 297-312.
40. (2016) Michael Parent, Brian Cusack. Cybersecurity in 2016: People, technology, and processes. *Business Horizons*, 59, 6, 567-569.
39. (2015) Dianne L. Bevelander, Michael J. Page, Leyland F. Pitt, Michael Parent On a Mission: Achieving Distinction as a Business School? *South African Journal of Business Management*, 46, 1, 29-41.
38. (2014) Stefanie Beninger, Michael Parent, Leyland Pitt, Anthony Chan. A Content Analysis of Influential Wine Blogs. *International Journal of Wine Business Research*, 26, 3, 168-187. **Selected as “Outstanding Paper of 2014” by the journal’s editorial team.**
37. (2014) David Hannah, Michael Parent, Leyland Pitt, Pierre Berthon. It’s a Secret: Marketing Value and the Denial of Availability. *Business Horizons*, 57, 1, 49-59.
36. (2013) Helen Kelley, Deborah Compeau, Chris Higgins, Michael Parent. Advancing Theory Through the Conceptualization and Development of Causal Attributions for Computer Performance Histories. *The DATA BASE for Advances in Information Systems*, 44(3), 8-33.
35. (2013) Daniel Ho, Alex Lau, Michael Parent, Angus Young. A Comparative Survey of Legal Awareness between Hong Kong and Canadian

- Managers. *Company Lawyer*, 34, 3, 88-91.
34. (2012) Michael Parent. Corporate Governance: Velocity & Visibility. *Business Horizons*, 55, 6, 525-527.
- (2012) Philip S. Grant, Anjali Bal, Michael Parent.
33. Operatic Flash Mob: Consumer Arousal, Connectedness, and Emotion. *Journal of Consumer Behaviour*, 11, 3 (May-June), 244-251.
- (2012) Wade Halvorson, Anjali S. Bal, Leyland Pitt, Michael Parent.
32. Cashing in on the Green Dots: Marketing Ireland in Second Life. *Marketing Intelligence and Planning*, 30, 6, 625-633.
31. (2011) Kirk Plangger, Nick Facey, Michael Parent. The Value of a Nugget *Journal of Strategic Management Education*, 7, 3, 1-14.
- (2011) Mignon Reyneke, Leyland Pitt, Pierre Berthon, Michael Parent.
30. Luxury Wine Brands as Gifts: Ontological and Aesthetic Perspectives. *International Journal of Wine Business Research*, 23, 3, 258-270.
- (2011) Michael Parent, Kirk Plangger, Anjali Bal. The New WTP: Willingness to Participate. *Business Horizons*, 54, 3(May), 219-229. Available online at <http://dx.doi.org/10.1016/j.bushor.2011.01.003> **Nominated for Best Paper.**
- 29.
- (2011) Colin Campbell, Michael Parent, Kirk Plangger. Instant Innovation: From Zero to Full Speed in Fifteen Years: How Online Offerings Have Reshaped Marketing Research. *Journal of Advertising Research 50th Anniversary Special Issue*, 51, 1, Supplement (March), 72-86.
- 28.
- (2011) Leyland Pitt, Michael Parent, Iris Junglas, Anthony Chan, Stavroula Spyropoulou. Integrating the Smartphone into a Sound Environmental Information Systems Strategy: Principles, Practices and a Research Agenda. *Journal of Strategic Information Systems*, 20, 1(March), 27-37.
- 27.
- (2011) Colin Campbell, Leyland Pitt, Michael Parent, Pierre R. Berthon. Understanding Consumer Conversations Around Ads in a Web 2.0 World. *Journal of Advertising*, 40, 1(Spring), 87-102.
- 26.
- (2011) Leyland Pitt, Michael Parent, Peter Steyn, Pierre Berthon, Arthur Money. The Social Media Release as a Corporate Communications Tool for Bloggers. *IEEE Transactions on Professional Communications*, 54, 2 (June), 122-132.
- 25.
- (2011). H-Y. Tsao, P.R. Berthon, L.F. Pitt, M. Parent. Brand Quality of Products in an Asymmetric Online Information Environment: An Experimental Study. *Journal of Consumer Behaviour*, 10, 4, 169-178.
- 24.
- (2011) Colin Campbell, Leyland F. Pitt, Michael Parent, Pierre Berthon. Tracking Back-Talk in Consumer-Generated Advertising: An Analysis of Two Interpretative Approaches, *Journal of Advertising Research*, 51, 1, 224-238.
- 23.

22. (2010) Colin Campbell, Lisa Papania, Michael Parent, Dianne Cyr. An Exploratory Study Into Brand Alignment in B2B Relationships. *Industrial Marketing Management*, 39, 5 (July), 712-720. Available at <http://dx.doi.org/10.1016/j.indmarman.2010.02.009>
21. (2010) Leyland Pitt, Michael Parent, Pierre Berthon, Peter Steyn. Event Sponsorship and Ambush Marketing: Lessons from the Beijing Olympics. *Business Horizons*, 53, 3 (May-June), 281-290. Available online at <http://bit.ly/bv8zAD>. **Winner of 'Best Article' in the journal for 2010**
20. (2010) Peter G. Steyn, Esmail Salehi-Sangari, Leyland F. Pitt, Michael Parent, Pierre R. Berthon. The Social Media Release as a Public Relations Tool: Intentions to Use Among B2B Bloggers. *Public Relations Review*, 36, 1, 87-89. Available online at <http://bit.ly/3XNXs0>
19. (2009) Pierre Berthon, Leyland F. Pitt, Michael Parent, Jean-Paul Berthon. Aesthetics & Ephemerality: Observing and Preserving the Luxury Brand. *California Management Review*, 52, 1 (Fall), 45-66.
18. (2009) Michael Parent, Blaize H. Reich. Governing IT Risk. *California Management Review*, 51, 3(Spring), 134-152.
17. (2009) Alastair Robb, Michael Parent. Understanding IT Governance: A case of two financial mutuals. *Journal of Global Information Management* 17, 3(Jul-Sep), 59-75.
16. (2009) Mergen Reddy, Nic Terblanche, Leyland Pitt, Michael Parent. How Far Can Luxury Brands Travel? Avoiding the pitfalls of luxury brand extension. *Business Horizons*, 52, 2(Mar-Apr), 187-197.
15. (2008) Wm. David Salisbury, Michael Parent, Wynne Chin. Robbing Peter to Pay Paul: The Differential Effect of GSS Restrictiveness on Process Satisfaction and Group Cohesion. *Group Decision & Negotiation*, 17(4), 303-320.
14. (2007) Joe Ilsever, Dianne Cyr, Michael Parent. Extending Models of Flow and E-Loyalty. *Journal of Information Science & Technology*, 4(2), 3-22.
13. (2005) Fran Ackermann, L. Alberto Franco, R. Brent Gallupe, Michael Parent. GSS for multi-organizational collaboration: Reflections on Process and Content, *Group Decision and Negotiation*. 14(4), 307-331.
12. (2005) Michael Parent, Christine Vandebek, Andrew C. Gemino. Building Citizen Trust Through e-Government. *Government Information Quarterly*, 22(4), 720-736.
11. (2004) Peter Tingling, Michael Parent. An Exploration of Enterprise Technology Selection and Evaluation. *Journal of Strategic Information Systems*, 13(4), 329-354.
10. (2004) Nancy A. MacKay, Michael Parent, Andrew C. Gemino. A Model of Electronic Commerce Adoption by Small Voluntary Organizations, *European Journal of Information Systems (EJIS)*, 13(2), 147-159.

9. (2003) Peter Tingling, Michael Parent, Michael Wade. Extending the Capabilities of Internet-Based Research: Lessons from the Field, *Internet Research: Electronic Networking Applications and Policy*, 13(3), 223-235.
8. (2002) Peter Tingling, Michael Parent. Mimetic Isomorphism & Technology Evaluation: Does Imitation Transcend Judgment? *Journal of the Association for Information Systems (JAIS)*, 3(1), 113-143. Available at <http://aisel.aisnet.org/jais/vol3/iss1/5>
7. (2002) Michael Parent, Derrick J. Neufeld, R. Brent Gallupe. An Exploratory Longitudinal Analysis of GSS Use in the Case Method Classroom, *Journal of Computer Information Systems (JCIS)*, 43(1), 70-80.
6. (2001) Michael Parent, R. Brent Gallupe. The Role of Leadership in Group Support Systems Failure, *Group Decision and Negotiation*, 10(5), 405-422.
5. (2001) Michael R. Wade, Michael Parent. Relationships Between Job Skills and Performance: A Study of Webmasters, *Journal of Management Information Systems*, 18(3), 71-96.
4. (2001) Scott Schneberger, Michael Parent, Nicole Haggerty. Teaching Commerce: A Multidisciplinary Approach, *Journal of Informatics Education and Research*, 2(2), 1-8.
3. (2000) Michael Parent, R. Brent Gallupe, Wm. David Salisbury, Jay M. Handelman. Knowledge creation in focus groups: can group technologies help? *Information & Management*, 38 (1), 47-58.
2. (1998) Kathryn Brohman, Michael Parent, Michael R. Pearce. Fifteen Research Questions in Data Warehousing, *Journal of Data Warehousing*, 3(4), 52-57.
1. (1995) Ronald R. Holden & Michael Parent. NORMUL: A FORTRAN Program for Testing Multivariate Normality, *Behavior Research Methods, Instruments, and Computers*, 27(3), 400-403.

BOOKS

- (2001) Michael Parent and E.F. Peter Newson. E-Commerce. 1st Edition, Beijing: Hua Zhang Graphics and Information Inc. / China Machine Press / Multi-Lingua Publishing International Inc.
- (1999) Sid L. Huff, Michael Wade, Michael Parent, Scott Schneberger, E.F. Peter Newson. Cases in Electronic Commerce. New York: Irwin/McGraw-Hill.
- (1998) E.F. Peter Newson and Michael Parent. Management Information Systems Cases. Hong Kong: China Machine Press. (Also translated into Chinese).

BOOK CHAPTERS

- (2015). Methanex: Developing Strategy in a commodity industry. In Paul W. Beamish, Cases in Strategic Management 11e. Toronto: McGraw-Hill Ryerson.
- (2015). Swimming in the Virtual Community Pool with PlentyofFish. In Paul W. Beamish, Cases in Strategic Management 11e. Toronto: McGraw-Hill Ryerson.

- (2011) Alastair Robb and Michael Parent. "Understanding IT Governance: A Case of Two Financial Mutuals," in Felix B. Tan (Ed.), International Enterprises and Global Information Technologies: Advancing Management Practices. Hershey, PA: IGI Global, pp. 41-61.
- (2009) Michael Parent and Ken Mark. "Ji'Nan Broadcasting Corporation," in Harold Kerzner Project Management Case Studies (3rd Edition). Hoboken, NJ: John Wiley & Sons, pp. 196-204.
- (2009) "Zhou Jianglin, Project Manager," in Harold Kerzner Project Management Case Studies (3rd Ed.). Hoboken, NJ: Wiley & Sons, pp. 399-402.
- (2006) Michael Parent and Ken Mark. "Ji'Nan Broadcasting Corporation," in Harold Kerzner Project Management Case Studies (2nd Edition). Hoboken, NJ: John Wiley & Sons, pp. 196-204.
- (2006) "Zhou Jianglin, Project Manager," in Harold Kerzner Project Management Case Studies (2nd Edition). Hoboken, NJ: John Wiley & Sons, pp. 377-380.
- (2005) Michael Parent and Robert Fisher. "www.CentralMBA.com," in David J. Sharp (Ed.) Cases in Business Ethics. Sage Publications: Thousand Oaks, CA, pp. 186-188.
- (2004) Michael Parent and Ken Mark. "Zhou Jianglin, Project Manager," in Project Management Case Book. Wiley Dreamtech India Ltd.
- (2004) Michael Parent and Ken Mark. "Ji'Nan Broadcasting Corporation," in Project Management Case Book. Wiley Dreamtech India Ltd.
- (2003) Michael Parent and Robert J. Fisher. "www.CentralMBA.com," in David R. Canton and John E. Millar, Legal Land Mines in E-Commerce (first edition). McGraw-Hill Irwin: New York, NY; pp. 2-6.
- (2003) Michael Parent and Stuart Elman. "Creating a Web Site for Medisys Health Group Inc.," in David R. Canton and John E. Millar, Legal Land Mines in E-Commerce (first edition). McGraw-Hill Irwin: New York, NY; pp. 14-24.
- (2002) Michael Parent and Debra Rankin. "Cisco Systems Inc.: Managing Corporate Growth Using an Intranet," in Sid L. Huff, Michael Wade, Scott Schneberger, Cases in Electronic Commerce, 2nd Edition. New York: Irwin/McGraw-Hill; pp. 55-66.
- (1998) Michael Parent. "Joining the Millions Already on the Net," Managing for Success, Toronto: HarperCollins Canada; pp. 63-66.
- (1998) James D. McKeen, Heather A. Smith and Michael Parent. "An Integrative Research Approach to Assess the Business Value of Information Technology," in M. Adam Mahmood (Ed.), Measuring Information Technology Investment Payoff: Contemporary Approaches, Harrisburg, PA: Idea Group; 5-23.

(1996) Michael Parent. "The Royal Lifesaving Society Canada: The National Drowning Report," in Philip Kotler, Gary Armstrong, Peggy H. Cunningham, Robert Warren, Principles of Marketing (3rd Canadian Edition), Englewood Cliffs, NJ:Prentice-Hall, Inc., pp. 736-747.

**TEACHING
CASES**

(2020) WaterCo Customer Information and Billing System (A). Ivey Case Series 9B16E003.

(2020) WaterCo Customer Information and Billing System (B). Ivey Case Series 9B16E004.

(2020) PharmaCo. Ivey Case Series 9B20M053.

(2020) PharmaCo: Inject 1 – Ransomware. Ivey Case Series. 9B20M054.

(2020) PharmaCo: Inject 2 – Email Theft. Ivey Case Series 9B20M055.

(2020) PharmaCo: Inject 3 – PHI Theft. Ivey Case Series 9B20M056.

(2020) PharmaCo: Inject 4 – Large Breach & PHI Theft. Ivey Case Series 9B20M057.

(2020) PharmaCo: Inject 5 – Malware Infection. Ivey Case Series 9B20M058.

(2020) PharmaCo: Teaching Supplement. Ivey Case Series 5B20M053.

(2019) BotaniQanada. Rotman School of Management.

(2018) Accounting Exam Irregularities in an MBA Program (A). Ivey Case Series 9B19C005.

(2018) Accounting Exam Irregularities in an MBA Program (B). Ivey Case Series 9B19C006.

(2018) The iPremier Company: Distributed Denial of Service Attack. Harvard Business School 9-601-114.

(2018) The iPremier Company (B): Distributed Denial of Service Attack. Harvard Business School 9-601-115.

(2018) The iPremier Company (C): Distributed Denial of Service Attack. Harvard Business School 9-601-116.

(2017) Margaret Court Arena. Rotman School of Management.

(2017) Equifax: Recovering from a Large Data Breach. Rotman School of Management.

(2014) United Airlines and Captain Denny Flanagan. Ivey Case Series 9B14A025.

-
- (2013) Methanex: Developing Strategy in a Commodity Industry. Ivey Case Series 9B13M066.
- (2012) SalinaBear: Monetizing a YouTube Profile. Ivey Case Series 9B12A063.
- (2009) Selling Green Dots in Second Life. Ivey Case Series 9B09A033W.
- (2009) The Power of Persuasion: An exercise in creating persuasive advertising. Ivey Case Series 9B09A001.
- (2008) Sydney Water Customer Information and Billing System (A) and (B). Ivey Case Series 9B08E012 and 9B08E013.
- (2008) Swimming in the Virtual Community Pool with Plenty of Fish. Ivey Case Series 9B08M15.
- (2005) Assessing a Wood Fuel Pellet Opportunity for the Haisla Business Development Corporation. Ivey Case Series 9B05M066.
- (2004) Paybox.net: Mobilizing M-Commerce. Ivey Case Series 9B04E028.
- (2004) Jay Nielsen & Akka International : Outsourcing in India. Ivey Case Series 9B04E027.
- (2003) Fidelis Bank Financial Group – Selection of an E-Mail System. Ivey Case Series 9B04E001.
- (2002) Cisco Systems Inc: Gérer la croissance de l'entreprise en utilisant un intranet. Ivey Case Series 9A97EF18.
- (2002) Big Server Software. Ivey Case Series 9B03E014.
- (2002) Ji'Nan Broadcasting Corporation. Ivey Case Series 9B02E009.
- (2002) Zhou Jianglin, Project Manager. Ivey Case Series 9B02E010.
- (2001) Note on Asymmetric Encryption Keys. Ivey Case Series 9B01E026.
- (2001) DPSC Software: The Netzee Deal. Ivey Case Series 9B01E006.
- (2001) DPSC Software: Post-Acquisition Evaluation. Ivey Case Series 9B01E007.
- (2001) OnVia.com: The Zanova Acquisition. Ivey Case Series 9B00E019.
- (2000) Extreme Surfer's Guide to Web Search Engines. Ivey Case Series 9B00E015.
- (2000) Managing the Growing Web Presence of Medisys Health Group Inc. Ivey Case Series 9B00E017.

- (2000) Those *@!* Wireless Network Cards. Ivey Case Series 9B00E20.
- (2000) IT Strategy at the Toronto Stock Exchange, Ivey Case Series 9B00E005
- (2000) Note on Network Security: Policies, Practices and Implementation, Ivey Case Series, 9B00E003.
- (1999) www.CentralMBA.com, Ivey Case Series 9A99E028.
- (1998) Data Warehousing at Canadian Tire, Ivey Case Series 9-98-E016.
- (1998) Flowers by Sears Canada, Ivey Case Series 9A99E012.
- (1997) Dominion Trust: Electronic Banking Initiatives, Queen's University Case Series, 9-R97-1-007.
- (1997) Clearwater Fine Foods Inc.: Using a Group Support System for Strategic Planning, Ivey Case Series, 9-97-E015.
- *** (1997) Cisco Systems Inc.: Managing Corporate Growth Using an Intranet, Ivey Case Series, 9-97-E018. **(Ivey Best-Seller)**.
- (1997) Tyner-Shorten Clothiers (A): Acquiring PC Hardware, Ivey Case Series, 9-97-E012.
- (1997) Tyner-Shorten Clothiers (B): Acquiring PC Software, Ivey Case Series, 9-97-E013.
- (1997) Tyner-Shorten Clothiers (Condensed): Acquiring PC Hardware and Software, Ivey Case Series, 9-97-E014.
- (1997) Lanark Communications Network: Maintaining the Momentum, Ivey Case Series, 9-97-E016.
- (1997) CERNET: Managing Internet Growth in China, Ivey Case Series, 9-98-E001.
- (1997) Agriculture Canada: Adoption of the Poultry Condemnation Program - CDXP, Ivey Case Series, 9-98-E003.
- (1997) TSAT A/S: Launching Telemetry and Low Rate Data Communications Via Satellite, Ivey Case Series, 9-98-E013.
- (1997) Creating a Web Site for Medisys Health Group, Inc., Ivey Case Series, 9-98-E011.
- TEACHING NOTES**
- (2020) WaterCo Customer Information and Billing System (A) and (B). Ivey Case Series 8B16E003.
- (2020) PharmaCo. Ivey Case Series 8B20M053.
- (2018) Accounting Exam Irregularities in an MBA Program. Ivey Case

Series 8B19C005.

(2017) Margaret Court Arena. Rotman School of Management

(2017) Equifax: Recovering from a Large Data Breach. Rotman School of Management.

(2014) United Airlines and Captain Denny Flanagan. Ivey Case Series 8B14A025.

(2013) Methanex: Developing Strategy in a Commodity Industry. Ivey Case Series 8B13M066.

(2012) SalinaBear: Monetizing a YouTube Profile. Ivey Case Series 8B12A063.

(2009) Selling Green Dots in Second Life. Ivey Case Series 8B09A033W.

(2009) The Power of Persuasion: An exercise in creating persuasive advertising. Ivey Case Series 8B09A001.

(2008) Sydney Water Customer Information and Billing System. Ivey Case Series 8B08E012.

(2008) Swimming in the Virtual Community Pool with Plenty of Fish. Ivey Case Series 8B08M15.

(2007) Paybox.net: Mobilizing M-Commerce. Ivey Case Series 8B04E028.

(2007) Jay Nielsen & Akka International : Outsourcing in India. Ivey Case Series 8B04E027.

(2005) Assessing a Wood Fuel Pellet Opportunity for the Haisla Business Business Development Corporation. Ivey Case Series 8B05M066.

(2002) Ji'Nan Broadcasting Corporation, Ivey Case Series 8B02E009.

(2002) Zhou Jianglin, Project Manager, Ivey Case Series 8B02E010.

(2002) Big Server Software, Ivey Case Series 8B03E014.

(2001) OnVia.Com: The Zanova Acquisition, Ivey Case Series 8B00E19.

(2000) www.CentralMBA.com, Ivey Case Series 8A99E28.

(2000) Tyner-Shorten (A), (B), (Condensed), Ivey Case Series 8A97E14.

(2000) Managing the Growing Web Presence of Medisys Health Group Inc. Ivey Case Series 8B00E17.

(2000) Data Warehousing at Canadian Tire, Ivey Case Series 8A97E15.

(2000) Clearwater Fine Foods Inc.: Using a Group Support System for Strategic Planning, Ivey Case Series 8A97E15.

(2000) Agriculture Canada: Adoption of the Poultry Condemnation Program - CDXP, Ivey Case Series 8A98E03.

(2000) Flowers by Sears Canada, Ivey Case Series 8A99E12.

(1997) Cisco Systems Inc.: Managing Corporate Growth Using an Intranet, Ivey Case Series, 897E18.

(1997) Lanark Communications Network: Maintaining the Momentum, Ivey Series, 897E16.

(1997) CERNET: Managing Internet Growth in China, Ivey Case Series 8A98E01.

(1997) TSAT A/S: Launching Telemetry and Low Rate Data Communications Via Satellite, Ivey Case Series, 898E13.

(1997) Creating a Web Site for Medisys Health Group Ivey Case Series, 898E11.

**RECENT
INVITED
PRESENTATIONS**

2024-04-05. The Golden Age of the CISO. Keynote Presentation, BCNet Connect Higher Ed & Research Tech Summit.

2023-12-04. Effective Cybersecurity Oversight. University of British Columbia Board of Governors.

2023-10-05. Effective Cybersecurity Oversight. BCNET Forum on Cybersecurity Risk Management for Higher Education. Vancouver. Presentation to post-secondary institution leaders and Governors.

2023-10-27 Keynote Speech – Cybersecurity: To Pay or Not to Pay. Maritime Chapter of the Institute of Corporate Directors Webinar.

2023-06-14 Lunch Keynote Speech (with R. Powers) – Director Dilemmas. Institute of Corporate Directors Annual Conference, Montreal.

SERVICE

2017-2024: University Senator, Simon Fraser University.

- Member – Senate Graduate Awards Adjudication Committee
- Member – Senate Committee on University Honours
- Member – Senate Nominations Committee

2022-23: DBA Advisory Task Force, Beedie School of Business.

2022: Alternate, Tenure & Promotion Committee, Beedie School of Business.

2020-2022: Faculty College, Simon Fraser University.

2020: MSc Redesign Committee, Beedie School of Business.

2020-21 / 2023-24: Graduate Curriculum Committee, Beedie School of Business.

2017: Member, Presidential Task Force on Internationalization, University of Ottawa.

2014: Member, Tenure & Promotion Committee, Beedie School of Business, Simon Fraser University.

2013, 2014: Chair – Executive Education Committee, Beedie School of Business.

2012, 2013: Judge – Advertising Research Foundation David Ogilvy Awards.

2012: Insight Development Grant (IDG) Adjudication Committee member, Social Sciences and Humanities Research Council (SSHRC) Canada.

2012-2014: Senate Graduate Awards Adjudication Committee (SGAAC), Simon Fraser University.

2011-2012 / 2012-2013: Member, Tenure & Promotion Committee, Beedie School of Business, Simon Fraser University.

2010, 2011, 2012: Member, MBA Committee, Beedie School of Business, Simon Fraser University.

2008-09: Member, Dean Search Committee, Faculty of Business Administration, Simon Fraser University.

2008: Member, *Ad Hoc* Budget Review Committee, Faculty of Business Administration, Simon Fraser University.

2007: Director of Placement Services & Organizing Committee member, *ICIS*.

2007: Associate Editor, Strategy and Governance Track, *ICIS* (Montreal).

2003-2006: Information Systems Area Editor, *Canadian Journal of Administrative Sciences (CJAS)*.

2003-2006: Chair, MBA Programs Committee & Member, Graduate Studies Committee, Faculty of Business Administration, Simon Fraser University.

2004-2005: Member, Accreditation Committee-New Graduate Programs, SFU.

2005: Member, Appointment Committee - Dean, Graduate Studies, Simon Fraser University.

2005: Organizing Committee Member, *Knowledge Management in Asia Pacific (KMAP)* conference, Wellington, New Zealand.

2003, 2004: Social Sciences and Humanities Research Council Grant Adjudication Committee 22.

2003: Associate Editor & Session Chair, Teaching Case Study Track, *International Conference on Information Systems (ICIS)*.

2002, 2003: Faculty Advisor, National MBA Games, Simon Fraser University.

2002: BBA Curriculum Review Committee, Faculty of Business Administration, Simon Fraser University.

2002: Specialist MBA Planning Committee, Faculty of Business Administration, Simon Fraser University.

2001: Program Committee Member – 2002 Information Resource Management Association (IRMA) International Conference.

2000-2001: PhD Committee Member (Area Group Representative), Richard Ivey School of Business, The University of Western Ontario.

1998, 2000: Member, HBA Admissions Appeal Committee, Richard Ivey School of Business, The University of Western Ontario.

1998: Information Technology Division Chair, Scientific Committee, Third International Conference on the Management of Networking Enterprises (ICMNE), Montreal, Quebec, August 31-September 2.

1995-96: Marketing & Information Systems Judge, Intercollegiate Business Competition (ICBC), Queen's University.

1997-2000 Book Review Co-Editor, Journal of Global Information Management

**PHD STUDENT
SUPERVISION**

Cai (Mitsu) Feng (2024 expected – SFU). Senior Supervisor (with Brent McFerran).

Joey Lam (2023 – SFU). Supervisor (with Leyland Pitt). Currently **Assistant Professor of Marketing, Trinity Western University Business School.**

Adam Mills (2016 – SFU). Supervisor (with Leyland Pitt). Currently **Associate Professor of Marketing and Chase Professor of Minority Entrepreneurship and Faculty Director for Graduate Programs, Loyola College, New Orleans, LA, USA.**

Kirk Plangger (2015 – SFU). Supervisor (with Leyland Pitt). Currently **Senior Reader of Marketing at King's College, London, England.**

Anjali Bal (2012 – SFU). Supervisor (with Leyland Pitt). Currently **Associate Professor of Marketing and Inaugural Babson Presidential Research Scholar, Babson College, Wellesley, MA, USA.**

Colin Campbell (2011 – SFU). Supervisor (with Leyland Pitt). Currently **Associate Professor of Marketing, Knauss School of Business, University of San Diego, San Diego, CA, USA.**

Peter Tingling (2005 – UWO). Supervisor (with Chris Higgins). Currently **Associate Professor of Management Information Systems, Beedie School of Business, Simon Fraser University, Vancouver, Canada.**

Kathryn Brohman (2000 – UWO). Supervisor (with Michael Pearce). Currently *Associate Professor & Distinguished Faculty Fellow in Digital Technology, Smith School of Business, Queen’s University, Kingston, Canada.*

Hisham Ahmad Alasad (2023) - Auckland University of Technology. External Examiner.

Eghbal Ghazi Zadeh (2018) - Auckland University of Technology. External Examiner.

Maher Al-Khazrajy (2016) - Auckland University of Technology. External Examiner.

Abdul Ashraf (2015) – University of New South Wales. External Examiner.

Raymond Lutui (2015)–Auckland University of Technology. External Examiner.

Fuad Baloch (2014) – Auckland University of Technology. External Examiner.

Michelle Jurgen (2014 – Bentley University. External Examiner.

David Hudson (2013) – Carleton University. External Examiner.

Terrance Beckman (2012) – Queen’s University. External Examiner.

Joe Ilsever (2005-SFU). Internal-External Examiner.

Katharina Krell (2010)– University of Queensland, Australia. External examiner.

Francine Vachon (2005) – HEC Montreal. External Examiner.

Helen Kelley (2001-UWO). Examiner.

Olga Volkoff (2001-UWO). Examiner.

Nichole Haggerty (2002-UWO). Examiner.

Paul Kedrosky (1997-UWO). Examiner.