

CURRICULUM VITAE

DREW CUNNINGHAM PARKER



AREAS OF ACADEMIC INTEREST

Strategic Adoption of Information Technology; Theory Development in Human-Computer Interaction; Multimedia and Web-based Virtual Meetings, with a particular emphasis on Group Performance and Learning Environments; Computer and Communications Technology; Business Applications on the Internet; Internet Policy Issues; Telecommunications and Networking, Social Media and the so-called Web 2.0 technologies and its impact on business.

OFFICE ADDRESS

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Simon Fraser University
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ELECTRONIC ADDRESSES

E-MAIL:	drew@sfu.ca
Personal Web Page:	http://drewparker.info
MIS Area Page:	http://beedie.sfu.ca/research/academic/mis/
Faculty Web Page:	http://beedie.sfu.ca
Simon Fraser University Web Page:	http://www.sfu.ca

ACADEMIC BACKGROUND

Ph.D. (Management Science and Information Systems)
Richard Ivey School of Business Administration
The University of Western Ontario, 1986
Dissertation Title: "A Visual Interactive Model For Corporate Cash Management"

MBA (Production and Operations Management),
The University of Calgary, 1981

B. Comm. (Accounting)
The University of Calgary, 1979

MEMBERSHIP AND CREDENTIALS IN THE ACADEMIC COMMUNITY

Information Systems Professional (I.S.P.) designation and member, Canadian Information Processing Society, designation held since 1999;

Information Technology Certified Professional (ITCP) designation, 2009

International Public Private Practice (IP3P) Professional designation, International Federation of Information Processing (IFIP) Societies, 2009.

Member, Internet Society (www.isoc.org)

Association of Information Systems (AIS) member:

AIS Special Interest Group in Systems Analysis and Design (SIGSAND) member

AIS Special Interest Group in Human Computer Interaction (SIGHCI) member;

Certified Novell Administrator, Novell Corporation, 1996

ACADEMIC EMPLOYMENT HISTORY AT SIMON FRASER UNIVERSITY

1984 To Present. Beedie School of Business, Simon Fraser University, Burnaby, British Columbia. 1990 to present, Associate Professor, 1986 to 1990, Assistant Professor, 1984 - 1986, Lecturer of Management Information Systems.

2005-2007. Associate Director, Surrey, Faculty of Business Administration. Administrative appointment ramping up and managing the operations of the Faculty's new Surrey campus operations.

1999-2003 Table Officer, Simon Fraser University Faculty Association. 1999-2000 Vice-President, 2000-2001 President, 2001-2002 Vice-President and Treasurer, 2002-2003 President, 2003-2004 Past-President and Board Member. Managed ongoing operations of the Association, reported to the Executive Committee, worked as a liaison with senior university administration and served on several committees including the Economic Benefits negotiating team and senior administrative personnel appointments.

OTHER ACADEMIC EMPLOYMENT

2008 - 2015 Instructor, Supply Chain Management Module, Strategic Supply Chain Leadership Program, Purchasing Management Association of Canada.

2008 - 2015 Instructor, Knowledge Management Module, Strategic Supply Chain Leadership Program, both online and face to face, Purchasing Management Association of Canada.

1998 IT Consultant, Ngee Anne Polytechnic, Singapore. Held a resident consultancy to interview and present experiences with innovative uses of IT in education, and to submit a report commenting on the Business School's IT strategic plan and direction.

OTHER ACADEMIC EMPLOYMENT (Continued)

1991 - 1999 Visiting International Professor, and 'Virtual Visiting Professor', Helsinki School of Economics and Business Administration, Helsinki / Mikkeli Finland. Served annually as short-term visiting faculty in the Undergraduate, MBA, and Executive MBA programs, and taught a 'virtual' course completely online in conjunction with a simultaneous Simon Fraser University offering.

1990 - 1997 Instructor, Continuing Studies, Simon Fraser University. Designed and taught a three-day seminar on Management Information Systems for the Foundation Program in Management for Women.

1988 - 1998 Consultant, Faculty of Commerce and Administration, The University of British Columbia. Contracted to design and teach the Systems Analysis and Design module for the Graduate Admissions Program, School of Chartered Accountancy of the Canadian Institute of Chartered Accountants.

RESEARCH OVERVIEW

My research interest has evolved from interactive computer graphic applications, through to online business applications and online learning, to a current interest in the effectiveness of online group performance and, most recently, the impact of social media (aka 'Web 2.0') on business activity and performance. These interests have focused me on the design of experiments for data collection, and are showing promising results. I supervised a Ph.D. student in this area who has successfully completed. My student, Kamal Masri, was the first SFU Business Ph.D. student to receive a SSHRC doctoral fellowship.

WORK IN PROCESS

Masri, K., Gemino, A. and Parker, D. "User Centered Design in Conceptual Modeling: Theory and Empirical Test," document in final phases of preparation for submission.

COMPLETED WORKS

JOURNAL PUBLICATIONS

(2011) Tingling, P., Gemino, A., and Parker, D. 'Changing Channels: The Impact of Web 2.0 on Supply Chain Management' *Production and Information Management Journal*, Vol. 47, No. 4, 31-44.

(2009) Gemino, A. and Parker, D. "Use Case Diagrams in Support of Use Case Modeling: Deriving Understanding from the Picture", *Journal of Database Management*, Vol. 20, 1-24.

(2008) Masri, K., Parker, D. and Gemino, A. 'Using Iconic Graphics in Entity-Relationship Diagrams: The Impact on Understanding,' *Journal of Database Management*, Vol. 19, No. 3, July-September 2008.

(2006) Gemino, A., D. Parker and A. Olnick Kutzschan, 'Investigating Coherence and Multimedia Effects of a Technology-Mediated Collaborative Environment,' *Journal of Management Information Systems*, Vol. 22, No. 3, Winter 2005-6.

(2001) Parker, D. and A. Gemino '[Inside Online Learning: Comparing Conceptual and Technique Learning Performance in Place-based and ALN Formats](#),' *Journal of Asynchronous Learning Networks*, Volume 5, Issue 2.

(1998) V. Rossner-Merrill, D. Parker, and S. Chu. 'Using constructivist instructional design features in two online courses: Notes from the field.' *Journal of Educational Media International*, Volume 35, No. 4, December 1998.

(1994) Parker, Drew C. and Phillips, John INTERNETional Communications," *UBC Business Review Journal*, 1994 Edition.

(1991) Parker, Drew C. "Visual Interactive Financial Models: An Overview of Microcomputer Software Offerings and Discussion of Potential Decision Support," *European Journal of Operational Research*.

(1989) Parker, Drew C. and Peter C. Bell "A Decision Support System for a Corporate Cash Management Problem," *INFOR*, Vol. 27, No. 3, August 1989.

(1985) Bell, Peter C. and Drew C. Parker "Developing a Visual Interactive Model for Corporate Cash Management," *Journal of the Operational Research Society*, Vol. 36, No. 9, September 1985.

(1984) Bell, Peter C., Drew C. Parker and Paul Kirkpatrick "Visual Interactive Problem Solving -- A New Look at Management Problems," *Business Quarterly*, Vol. 49, No. 1, Spring 1984

BOOK CHAPTERS

Parker, D. and Masri, K. (2015) "The Evolution of Online Learning and Related Tools and Techniques toward MOOCs" in McKay, E., & Lenarcic, J. *Macro-Level Learning through Massive Open Online Courses (MOOCs): Strategies and Predictions for the Future*. Hershey, PA: IGI Global. doi:10.4018/978-1-4666-8324-2

Monfared, S., Ajabi, P., and Parker, D. (2012) "Bringing Social Media (aka Web 2.0) into the Learning Environment,' in McKay, E. (ed), *ePedagogy in Online Learning: New Developments in Web Mediated Human Computer Interaction*', IGI Global.

Gemino, A., Parker, D. (2011). "Visual Support for Use Case Modeling: An Experiment to Determine the Effectiveness of Use Case Diagrams", Chapter 1 in *Theoretical and Practical Advances in Information Systems Development: Emerging Trends and Approaches*. IGI Global, Hershey, PA. ISBN: 978-1-60960-521-6. pp. 1-19.

(2009) Masri, K., Parker, D., and Gemino, A. "Using Graphics to Improve Understanding of Conceptual Models," in: Principle Advancements in Database Management Technologies: New Applications and Frameworks, K. Siau and J. Erickson (eds.): IGI Global: in-press

(2009) Parker, D. Foreword for *Heterogeneous Next Generation Networking: Innovations and Platform*, Kotsopoulos, S. and Ioannou, K (Eds.), Idea Group Publishing.

(2004) Parker, D. and A. Gemino 'Moving a 'traditional' university toward online learning: Opportunities, Challenges and Technologies,' Chapter in *Educational Innovation in Economics and Business VIII : Technology, Pedagogy and Innovation*, Kluwer Academic Press, ISBN 1-4020-1787-1

OTHER PUBLISHED PAPERS

(2010) Gemino, A., Parker, D. and Masri, K. Developing Understanding through Guided Interaction in Conceptual Modeling , Proceedings of the 9th AIS SIGSAND Symposium, St. John's Newfoundland, Canada, May 29-30, 2010.

(2009) Masri, K., Gemino, A. and Parker, D. Modality for Clarity. SIGSAND (AIS Special Interest Group on Systems Analysis and Design), May 21-23, Richmond, VA.

(2009) Masri, K., Parker, D. and Gemino, A. Modular UML for Better Understanding. Proceedings of the Administrative Sciences Association of Canada ASAC 2009, June 6-9, Niagara Falls, ON.

(2009) Masri, K., Parker, D. and Gemino, A. Combining Diagrams to Enhance Understanding: Forging a Common Language for Different World Views, Proceedings AMCIS 2009, August 6-9, San Francisco, CA.

OTHER PUBLISHED PAPERS (Continued)

(2008) Masri, K., Parker, D. and Gemino, A. 'Combining UML Diagrams to Enhance Understanding of Conceptual Models,' Proceedings of the Administrative Sciences Association of Canada 2008 Conference, ASAC 2008 Conference, Halifax, Nova Scotia, May 25-26, 2008. Winner of the best paper award in the MIS Division.

(2008) Masri, K., Gemino, A. and Parker, D. 'Facilitating User Understanding of UML Diagrams by Interaction and Combination', 2008 SIGSAND (Special Interest Group of the Association for Information Systems on Systems Analysis and Design) Symposium Proceedings, May 12-13, 2006, Provo, Utah, USA, p. 78-88.

(2007) Gemino, A. and Parker, D., 'Why Analysts Draw: The Effect of Diagrams Supporting UML Use Cases,' in Khosrow-Pour, M. *Managing Worldwide Operations and Communications with Information Technology*, Proceedings of the 2007 Information Resources Management Association (IRMA) conference, IGI Global.

(2006) Kamal Masri, Drew Parker and Andrew Gemino, 'Using iconic graphics to enhance understanding of conceptual models in systems analysis', Proceedings of the Symposium on Research in Systems Analysis and Design, 2006 SIGSAND (Special Interest Group of the Association for Information Systems on Systems Analysis and Design), Vancouver, Canada, May 13-14, 2006, p. 83-89.

(2006) Masri, K., A. Gemino and D. Parker, 'What are you staring at? Comparing Iconic Graphics with Text in Entity Relationship Diagramming,' Proceedings of the Administrative Sciences Association of Canada ASAC 2006 Conference, Banff, Canada, June 3-5, 2006, Information Systems Division, p. 23-39.

(2003) Olnick Kutzsch, A., Gemino, A., and Parker, D. 'The Role of Learning Style Diversity and Social Interfaces in Team Learning Performance,' Proceedings of the International Conference on Informatics Education & Research, Seattle, Washington, USA, December 12-14, 2003

(2003) Gemino, A. and D. Parker, 'Is Relevance Relevant? Investigating Coherence in Knowledge Sharing Environments,' Published in workshop proceedings and presented at HCI/MIS 2003: The Second Annual HCI in MIS (HCI/MIS) Research Workshop

(2003) Gemino, A., D. Parker and A. Olnick Kutzsch 'Putting the "I" in Fit: the Role of individuals in task technology fit,' ASAC-IFSAM 2003, Administrative Sciences Association of Canada.

(2002) Parker, D., & Rincon, L. 'Object Oriented Learning Objects in Online Education: A Framework and Example'. World Conference on E-Learning in Corp., Govt., Health., & Higher Ed. 2002(1), 812-817.

OTHER PUBLISHED PAPERS (Continued)

(2001) Parker, D. and A. Gemino
'Moving a University Toward Online Learning,' EDINEB 2001 Proceedings, Education in Economics and Business International Conference, Nice, France, June 2001.

(1999) Parker, D. C. Hill, and V. Merrill '[The Impact of Instructional Design Methodology on Achievement in Alternative Course Delivery Formats: Two Field Evaluations.](#)' short paper presented and published in proceedings, *WebNet '99*, Association for the Advancement of Computing in Education, Honolulu, Hawaii, October 1999.

(1999) Parker, D., V. Merrill, and R. McTavish '[Re-engineering the MBA using Virtual Seminars.](#)' short paper, *ED-Media 99*, Association for the Advancement of Computing in Education, Seattle, June 22, 1999.

(1998) Parker, D. and V. Rossner-Merill '[Socialization of Distance Education: The Web as Enabler.](#)' Full paper, *WebNet '98*, Association for the Advancement of Computing in Education, Orlando, FLA, November 7-12, 1998.

(1990) Watts, Anthony, K.G. and Drew C. Parker "Telecommuting: Contemporary Issues, Opportunities, Employee Attitudes, and a Proposed Implementation Plan," *Proceedings 1990, Management Information Systems*, Administrative Sciences Association of Canada, Whistler, British Columbia.

(1989) Parker, Drew C. and John C.Y. Yau "Software Issues in Canadian Business Schools: An Empirical Investigation," D. Parker (Ed.), *Proceedings 1989, Management Information Systems*, Vol. 4, Part 4, Administrative Sciences Association of Canada, Montreal, Quebec.

(1986) Vredenburg, H. and Drew C. Parker "The Relationship Between Predecisional Information Search and Postdecisional Satisfaction: The Case of a Major Purchase," *Proceedings of the 1986 National Decision Science Institute Conference*, Honolulu, Hawaii, U.S.A.

(1986) Parker, Drew C. and C.E. Love "Interactive Graphic Modeling: An Overview and Some Validation Issues," S. Goyal (Ed.), *Proceedings 1986, Management Science*, Administrative Sciences Association of Canada, Whistler British Columbia.

(1984) Parker, Drew C. and Peter C. Bell "Visual Interactive Modeling: A New Dimension for Managerial Decision Support," Suzanne Rivard (Ed.), *Proceedings 1984, Information Systems*, Administrative Sciences Association of Canada, Guelph Ontario.

OTHER PUBLISHED PAPERS (Continued)

(1983) Parker, Drew C. "The Evolution of Management Decision Support Systems," James McKeen (Ed.), *Proceedings 1983, Information Systems*, Administrative Sciences Association of Canada, Vancouver.

WORKING PAPERS

(2001) Parker, Drew C. and Andrew Gemino "Issues in Online Learning: A Conceptual Framework for Course Design and Delivery" Working paper, Simon Fraser University.

(1996) Parker, Drew C. "The Internet as a Strategic Business Resource" Working paper, Simon Fraser University.

(1990) Parker, Drew C. "End User Support for Visual Interactive Modeling: Some Emerging Issues," Working Paper Series, Faculty of Business Administration, Simon Fraser University

(1988) Parker, Drew C. "Visual Interactive Modeling on Microcomputers, Working Paper Series, Faculty of Business Administration, Simon Fraser University.

(1987) Parker, Drew C. and Mark W.J. Hayward "Microcomputers in Business Administration - The Canadian University Experience," Discussion Paper Series, Faculty of Business Administration, Simon Fraser University.

(1986) Parker, Drew C. and Gary Mauser "Issues Surrounding the Development of a Microcomputer Facility to Support Business Education, or, Confessions of a MicroLab Builder," Simon Fraser University Working Paper presented at the 1986 AMA Microcomputers in Marketing Workshop, American Marketing Association, California.

(1983) Parker, Drew C. and Peter C. Bell "Computer Graphics -- A New Tool in Operational Research," Working Paper # 83-38, Research and Publications Division, School of Business Administration, The University of Western Ontario.

OTHER CONTRIBUTIONS

(2003) 'Pressure Building on B.C. Universities,' Editorial Comment, *Simon Fraser University News*, May 15, 2003, page 5.

(1998) 'BETS'98' Business Education Technology Symposium 1998. Chair. <http://parker.bus.sfu.ca/bets98> A One-Day Symposium on Innovative Teaching in Post-Secondary Business Education in British Columbia.

(1996) *IFORS 96 Conference Program*: Served as the General Conference Chair for the 14th Triennial Conference of the International Federation of Operational Research Societies, July 8-12, 1996, for over 900 international delegates, including the organizing, management, printing and production of the Conference Program.

OTHER CONTRIBUTIONS (Continued)

(1995) "Free Speech on the Internet," Letters, *The Globe and Mail*, May 2, Page A18.

(1989) Editor: 1989 Proceedings, Administrative Sciences Association of Canada, Vol. 4, Part 4, Information Systems.

(1989) Book Review: "PROPS: Probabilistic Optimization Spreadsheets," *Infor*, Vol. 27, No. 2, May 1989.

CASES AND TEACHING NOTES

(1983) "Using the 'Brewing' Decision Tree Program," Supplementary Note # 9-83-E004, School of Business Administration, The University of Western Ontario.

(1982) "Ontario Feed Supply," Case # 9-82-E009, Teaching Note # 9-82-E009, School of Business Administration, The University of Western Ontario.

SELECTED PRESENTATIONS

(2015) *Getting up to Lightspeed with Social Media*, Broadcast Educators Association of Canada, Closing Conference Speech, May 29, 2015.

(2011) with Carlos Hernandez, *Applying Social Media: The Case of MISA*, Career-Applicable Technology Training session, Management Information Students' Association, Simon Fraser University, October 14, 2011.

(2008) with Andrew Gemino, *New Groups, New Power: Social Networking and Health Care*, Invited Session, Health Care Leaders Association, Vancouver, British Columbia, October 20, 2008

(2008) *The Importance of Information Technology in the World of Business and Commerce*, invited presentation, Fairleigh-Dickinson University, Vancouver.

(2003) *Delivering Narrated Learning Objects for use in Multimedia Learning*, Third Annual MERLOT Conference, Vancouver, British Columbia, 7 August 2003.

(2003) *Experiences with Online Learning, Technique versus Concept Learning, and Scalability*, Presentation to the School of Interactive Arts and Technology, Simon Fraser University – Surrey Campus, 28 April 2003.

(2003) *The Global Classroom*, Presentation to the Simon Fraser University Seminar Series 'Best Practices in Teaching and Learning with Technology,' 3 February 2003.

SELECTED PRESENTATIONS (Continued)

(2003) *The Role of the University in Society: Lifelong Learning and Community-Based Education*, Academic Speakers Series, Golden Key International Honour Society, Simon Fraser University, 23 January 2003.

(2002) *Online Experiences and Management Implications*, Presentations from the perspective of a professor experienced in elearning and from the perspective of an executive member of a faculty association, E-Learn 2002 Conference, Wosk Centre for Dialogue, Simon Fraser University, 27 June 2002.

(2002) *Doing Business on the Internet*, Simon Fraser University Speaker's Bureau Presentation, Eric Humber Secondary School, 17 April 2002.

(2002) *Building Blocks and Learning Objects: an Online Course Toolkit*, Presentation to the Simon Fraser University Seminar Series 'Best Practices in Teaching and Learning with Technology,' 11 March 2002.

(2002) Keynote Address, International Golden Key Honor Society Induction Ceremony, Simon Fraser University, 26 March 2002.

(2001) *Trends in e-Commerce and Internet Technologies*, Invited Opening Plenary Speech, 2001 Conference: 'Innovative Strategies - Winning Technologies for Transportation', Western Transportation Advisory Council, Whistler, British Columbia, 10 October 2001.

(2001) *The Maturing Role of Information Technology in Government*, Keynote Address, Government Finance Officer's Association of British Columbia, Kelowna, British Columbia, May 3, 2001.

(1998) 'On-line with Steve Dotto'
Plenary panel presentation at Comdex, Vancouver, January 22, 1998. Discussed issues of privacy, accessibility, security and regulation on the Internet with David Flaherty, Information and Privacy Commissioner for British Columbia and Satnam Purewal, a Senior Security Consultant with Deloitte and Touche.

OTHER ACADEMIC ACTIVITIES

(2015) Reviewer, *Journal of Online Learning and Teaching*.

(2013) Reviewer, Internet Track, Academy of Marketing Science Conference, Monterey, CA.

(2011) External Reviewer, Tenure and Promotion, University of Ontario Institute of Technology

(2009 – 2010) Reviewer, Ministry of Training, Colleges and Universities □ Postsecondary Education Quality □ Assessment Board Secretariat, Province of Ontario, Canada.

OTHER ACADEMIC ACTIVITIES (Continued)

- (2010) Reviewer, International Conference on Information Systems (ICIS)
- (2010) Reviewer, Administrative Sciences Association of Canada (ASAC)
- (2008) Reviewer, International Conference on Information Systems (ICIS)
- (2008) Reviewer, *Americas Conference on Information Systems (AMCIS)*
- (2008) Reviewer, *Information and Management*
- (2007) Reviewer, International Conference on Information Systems (ICIS)
- (2007) Evaluator, 2007 Manning Innovation Awards nomination
- (2007) Reviewer, International Resource Management Association Conference (IRMA)
- (2006) Reviewer, *Small Group Research*
- (2006) Reviewer, Administrative Sciences Association of Canada annual conference.
- (2006) Reviewer, American Conference on Information Systems annual conference.
- (2003) Reviewer, *Decision Support Systems*.
- (2002) Reviewer, *Journal of Computer-Mediated Communication*
- (2001) Reviewer, *Journal of the Association for Information Systems*
- (2001) External Reviewer, Candidate for Promotion to Full Professor, Memorial University of Newfoundland.
- (1999 – 2000) Reviewer, *European Journal of Operational Research*
- (1999) Reviewer, *Information Technology and Management*, Special Issue on 'Technology in Business Education.'
- (1996) General Conference Chairman, The 14th Triennial International Federation of Operational Research Societies (IFORS) Conference, Vancouver, 8-12 July 1996.
- (1995) Reviewer, Educational version of 'The Canadian Internet Handbook,' Prentice Hall.
- (1995) Reviewer, International Abstracts in Operational Research, Special Issue on Visual Interfaces.
- (1992) Reviewer, Special Issue on Interfaces, *Decision Support Systems*

OTHER ACADEMIC ACTIVITIES (Continued)

(1989) Reviewer, MIS Quarterly

(1989 - 1991) Grant Application Reviewer, Natural Sciences and Engineering Research Council of Canada.

(1989) Program Chairman, Information Systems Division, Quebec City Conference, Administrative Sciences Association of Canada.

(1988 - 1989) President, Vancouver Section, Canadian Operational Research Society.

(1987 - 1989) Special Activities Organizer, Joint CORS/TIMS/ORSA Conference, Vancouver, Summer 1989.

(1987 and 1988) Judge, BC Technology Showcase Competition, Applied Science Technologists and Technicians of British Columbia.

(1988) Paper Reviewer, Information Systems Division, 1988 Conference Proceedings, Administrative Sciences Association of Canada.

(1988) Paper Reviewer, Management Science Division, 1988 Conference Proceedings, Administrative Sciences Association of Canada.

(1987) Vice-President and Program Chairman, Vancouver Section, Canadian Operational Research Society (CORS), 1987-1988.

(1987) Reviewer, Information Systems Division, 1987 Conference Proceedings, Administrative Sciences Association of Canada.

(1986-1987) Secretary, Vancouver Section, Canadian Operational Research Society.

(1986) Paper Reviewer, International Conference on Information Systems, San Diego, California, December 1986.

SERVICE TO SIMON FRASER UNIVERSITY

I founded the Management Information Systems area, building it from myself alone to a group of eleven tenure-track professors and several lecturers and sessional instructors, with formal contributions in both the undergraduate and graduate programs. I have designed fifteen courses in the undergraduate, graduate, and executive programs, and taught at every level in the university and related institutions. I also initiated the formalization of Information Technology at Simon Fraser University, chairing the first Academic Computing Advisory Committee and serving in senior roles. I chaired a major conference in 1996, taught the first online course in the Faculty of Business Administration in 1995, helped design our completely online Graduate Diploma in Business Administration, led the initial formal development of the Faculty's campus in Surrey, and have been a key participant in raising over a million dollars of external funding from technology companies including Canadian Pacific, Chevron Canada, Toshiba, Apple Computer Corporation and Xerox. I also participate extensively in the media, through the speaker's bureau, and at various venues such as local Chamber of Commerce presentations and high schools. I also served as Vice-President and President of the Simon Fraser University Faculty Association, and returned to that role by request a second time.

ACADEMIC COMMITTEE AND ADMINISTRATIVE RESPONSIBILITIES

2013-2014, 2014-2015 Chair, Teaching Awards Committee, Beedie School of Business

2013-2014 Member, Teaching and Learning Committee, Beedie School of Business

2011-2013 Member, Undergraduate Curriculum Committee, Beedie School of Business

2010-2011 Member, GDBA Committee, Beedie School of Business

2009-2011 Member, Surrey Committee, Beedie School of Business.

2009-2011 Member, Nominations Committee, Beedie School of Business.

2009-2013 Member, Undergraduate Curriculum Committee, Beedie School of Business.

2004 – 2010 Senior Supervisor, Kamal Masri, Ph.D. Candidate (now completed), Faculty of Business Administration. Oversee program and provide directed studies courses with our new Ph.D. program.

2006 Member, Dean's Search Committee, Faculty of Business Administration, Simon Fraser University.

2005-2007 Associate Director, Surrey, Faculty of Business Administration. Chair, Surrey Committee. Report to the Associate Dean, Burnaby, on the operations of our startup on the new Surrey campus.

ACADEMIC COMMITTEE AND ADMINISTRATIVE RESPONSIBILITIES (Continued)

1985 - 2006: Member, Steering Committee, Management and Systems Science Program, Simon Fraser University. Committee responsibilities include developing programme policies and objectives, monitoring programme operation, and overseeing student evaluations.

2002-2004 Member, Appointments Committee, Faculty of Business Administration.

2003-2004 Member, Search Committee for Vice-President, Research, Simon Fraser University

2003 Member, Search Committee for Vice-President, Advancement, Simon Fraser University.

2002 Member, Short Term Committee, SFU-Surrey Startup. Helped articulate Management and Technology students into Simon Fraser University's Bachelor of Business Administration Program, and served on the committee which launched the initial structure and recommended degree titles to Senate.

2002 – 2007 Member, CIO Advisory Committee. Meet quarterly to discuss strategic directions of Information Technology at Simon Fraser University.

1995 - 2000: Area Coordinator, Management Information Systems Area, Faculty of Business Administration, Simon Fraser University. Schedule Courses, Coordinate Master's Project Supervision, and Coordinate Sessional Appointments in the area.

1997 - 2000 Member, Modem Users Consultative Committee. Task to advise Vice-President Academic about remote access issues for Simon Fraser University.

1997-1999 Faculty of Business Administration Member, Search Committee, MIS Position, Faculty of Business Administration. Member, Graduate Diploma in Business Administration Proposal Group. Member, World Wide Web Task force for the Faculty of Business Administration. Member, Professional MBA Review Task Force.

1996- 2000: Member, Academic Computing Services Committee. Work in a general forum focussing on consideration for Information Technology future opportunities at Simon Fraser University.

1984 - 1993, Chair, 1993 - 2000 Member: Computer Users Committee, Faculty of Business Administration, Simon Fraser University. Committee responsibilities include developing, implementing policy, and managing the Faculty's computing resources, including three microcomputer laboratories, and acting as a liaison with the central Academic Computing Services group. Oversaw applications and funding over \$100,000 per year to keep the labs supplied and staffed.

ACADEMIC COMMITTEE AND ADMINISTRATIVE RESPONSIBILITIES (Continued)

1995 - 1996: Chairman, Innovation Fund Committee, Faculty of Business Administration, Simon Fraser University. Administer the awarding and monitoring of funds from our Innovation Fund Grant.

1995: Member, Information Technology and Academic Computing (ITAC) Working Group. Committee responsibility to prepare a report to the president on the current and future status of Information Technology to support Academic Computing at Simon Fraser University.

1994: Member, Search Committee, External Activities Director, Simon Fraser University. Worked with consultants and the president to interview and select Simon Fraser University's External Activities Director.

1992 - 1993: Director, Simon Fraser University Faculty Association. Responsibilities involve serving on the executive of SFUFA and its various functions, and serving on the Economic Benefits Negotiating Team.

1986 - 1991: Chairman, Academic Computing Advisory Committee, Simon Fraser University. Committee responsibilities included advising the Vice President, Research and Information Systems and the Director of Computing Services on the needs of users, as serving as a forum to discuss all developments proposed for Simon Fraser University's academic computing systems.

1985 - 1988 Member, Network Working Group, Simon Fraser University. Group responsibilities involve advising the Department of Computing Services as to the needs and required technical specifications of the user community, and serving on the Steering Committee of Local Area Network implementations in the university.

1983 - 1984 President, Business Ph.D. Students Association, School of Business Administration, The University of Western Ontario. Responsibilities included managing the association and acting as liaison between the association and the School of Business Administration, the Faculty of Graduate Studies, and the Society of Graduate Students.

1982 - 1984 Member, Computer Users Committee, School of Business Administration, The University of Western Ontario. Committee responsibilities included managing a minicomputer facility and developing policy for computer usage in the school.

MEDIA INTERVIEWS

I have been interviewed over sixty times in various media, including television: BCTV, Vancouver TV, CTV National, CBC Television, Global TV, Mason-Lee on the Edge, The David Chalk Show; radio: CBC Radio 'On the Coast' and 'Almanac,' AM1040, CFX Victoria, CKNW (Raife Mair, Weekend Edition, The World Today, John McComb, Peter Warren, Bill Good), mycityradio.com; and print: Sterling News, Business in Vancouver, Victoria Times-Columnist, The Globe and Mail, Ming Pao Daily News, The Vancouver Sun, The Province, BC Business, Lingua Franca Magazine.

AWARDS AND HONOURS

2015 'Volunteer of the Month', CIPS National, Canadian Information Processing Society, October 2015.

2010 TD Canada Trust Distinguished Teaching Award, Simon Fraser University, awarded to up to 2 faculty members in the Beedie School of Business annually.

2009-2010 Contract/Grant: Outreach Grant

Project Title: Website for Community of Research and Practice – Special Interest Group on Systems Analysis and Design of the Association for Information Systems.

Funding: SSHRC Annual: \$64,500 Total: \$64,500

Collaboration: Co-applicant with Andrew Gemino (principal) and Jeffrey Parsons

Institution of Co-Investigator(s): Simon Fraser University, Memorial University

2008 Best paper award, Management Information Systems Division, Administrative Sciences Association of Canada (ASAC) Conference (Masri, Parker and Gemino).

2009/2010, 2008/2009, 2006/2007, 2005/2006, 2004/05, 2002/03, 1997/98 Dean's Honor Roll Teaching Award, Faculty of Business Administration, scored in the top 10% of the faculty in student reviews.

2005 Nominee, Canada Trust Distinguished Teaching Award, Simon Fraser University.

2003 'Instant Messaging Group Task Performance Experiment' SSHRC Institutional Grant.

2002 Honorary Inductee and Keynote Speaker, International Golden Key Honor Society.

2000 Canada Trust Distinguished Teaching Award, Simon Fraser University.

1998 Funding for two projects under the Instructional Development Grant Fund, Simon Fraser University: 1. Web Server for the Management Information Systems Area Group (with Blaize Reich), and 2. Microsoft Windows NT Server for Business Administration 466.

AWARDS AND HONOURS (Continued)

- 1997 Grant to host a conference on Innovation in Post Secondary Education in British Columbia, 'The Business Education Technology Symposium, *BETS* '98, held October 1998.
- 1994 Small Business Grant to Support Fax Study, Faculty of Business Administration, Simon Fraser University
- 1989- Individual Operating Grant, Natural Sciences and Engineering
1991 Research Council of Canada
- 1986- Individual Operating Grant, Natural Sciences and Engineering
1988 Research Council of Canada
- 1987 Special Research Projects Grant, Simon Fraser University
(\$30,000) with Dr. C.E. Love and Dr. M. Scriabin
- 1986 Programs of Distinction Grant, Simon Fraser University
(\$10,000) with Dr. C.E. Love
- 1983/4 Doctoral Fellowship, Social Sciences and Humanities Research
Council of Canada.
- 1983/84 Special University Scholarship, Faculty of Graduate Studies,
The University of Western Ontario.
- 1983/84 Ontario Graduate Scholarship.
- 1982/83 Ontario Graduate Scholarship.
- 1981/82 John E. Brent Doctoral Fellowship.

TEACHING ACCOMPLISHMENTS

I consistently score in the top decile, usually in the top two or three, of student appraisals of a Faculty known for outstanding teaching. My 'faculty evaluation' from my upper division new media seminar, *BUS466: Web Enabled Business*, yielded a personal best in the summer of 2015 with a score of 4.0 out of 4.0. I started the MIS program by myself at Simon Fraser University while finishing my Ph.D. I have designed and taught courses for both credit and executive programs at Simon Fraser University, the Canadian Institute of Chartered Accountants, the Strategic Supply Chain Leadership Program of the Purchasing Management Association of Canada and the Helsinki School of Economics and Business Administration. I won the TD Canada Trust Distinguished Teaching Award in the Faculty of Business Administration in 2000, was nominated in 2005, the first year I was again eligible, and won it again in 2010. I have received a Dean's Honor Roll award eight times. I love to teach new, 'high technology' topics, and work hard to make the material interesting and relevant. I was the first teacher in the Faculty of Business to teach an online course, and have been a key part in the development of a strong online presence in the Faculty of Business Administration. I 'walk the walk,' such as going with a class to write my Novell Certified Novell Administrator certification exam to prove they could do it, or having a Virtual Private Network online between my office and home to show students a hands-on application for a networking and telecommunications course I taught. Most recently a colleague and I decided to update our courses to be relevant to more students, and engaged in a little 'guerilla marketing.' We used Web 2.0 tools to highlight our Web 2.0 courses, posting a series of videos on YouTube, and advertising to the students on Facebook and other Web 2.0 media. These efforts filled our classes in a time when Information Technology programs are experiencing a dearth of students, and attracted media attention, with interviews on CBC radio's 'On the Coast' program and the Vancouver Province. The Province article was subsequently picked up in the Victoria Times-Columnist, the Cranbrook Daily Townsman, and the Windsor Star. They also attracted a group of graduate students from the School of Interactive Arts and Technology at Simon Fraser University, where I was voluntarily cross-appointed for a term to offer a graduate-level course in their school on Web 2.0.

GRADUATE STUDENT SUPERVISION

I was senior supervisor for the first MIS Ph.D. student in the Faculty of Business Administration, Kamal Masri, who successfully defended his dissertation in December of 2009. He received his Ph.D. in the Spring 2010 Convocation. I have personally supervised over 40 MBA projects and theses. I have also served as a second reader on the committees of over 25 MBA and MSc projects and theses.

COURSES DESIGNED AND/OR TAUGHT AT SIMON FRASER UNIVERSITY

Ph.D. Program

BUS 983: Directed Studies I

A directed studies course where we examined the state-of-the-art between Action-Event driven Systems Analysis and Object Orientation.

Taught: 2004-3

Executive MBA Program:

EMBA 621: 'Managing Information Technology' (Designed)

A Seminar on the Strategic Management of Information Technology. Focus on 'Best Practices' casework for students with no specific background in Management Information Systems.

Taught: 1985-1, 1987-1, 1988-1, 1989-1, 1992-2, 1993-2, 1994-2, 1996-2.

Specialized MBA Program:

MBA 896: 'Executive Information Systems' (Designed)

A Seminar on new types of executive systems to support professionals. Taught as a special topics course, 1992-1.

MBA 876: 'Management Support Systems' (Designed)

A Seminar on Information Technology, including Model-based decision support systems, expert systems, and executive information systems with extensive hands-on components.

Taught: 1986-1, 1987-1, 1988-3, 1990-2.

Graduate Diploma in Business Administration (GDBA) Program:

BUS 554: 'Issues in Management Information Systems,' (Designed)

The inaugural half-course designed and taught in the GDBA program, a post-graduate program taught entirely online.

Taught: 1999-1, 1999-3, 2000-1.

School of Interactive Arts and Technology Program

IAT 873: 'Directed Readings on Web 2.0 Applications in Business' (Designed)

A graduate-level course offered through a partner Faculty on a special basis to accommodate a course request by seven graduate students.

Taught: 2008-3.

**COURSES DESIGNED AND/OR TAUGHT AT SIMON FRASER UNIVERSITY
(Continued)**

BBA Program:

BUS 492: 'Special Topics Seminar on the Use of the Internet as a Strategic Business Resource' (Designed)

A course for declared Management Information Systems concentrators in the Faculty of Business Administration wishing for a specialized course looking at all technical and related commercial aspects of Internet and electronic commerce.

Taught: 1995-1.

BUS 495: 'Special Topics Seminar on Executive Information Systems' (Designed)

A project-based course on the use of EIS tools in management.

Taught: 1992-1.

BUS 468: 'Seminar on the Management of Information Systems' (Designed)

A Capstone Seminar on the Management of the Information Technology Resource for Declared Management Information Systems Concentrators in the Faculty of Business Administration.

Taught: 1994-2, 1995-2, 1996-2, 1997-2, 1999-1, 2002-1.

BUS 466: 'Web-based Business' (Redesigned)

A seminar on Web 2.0 technologies and applications emerging in Business Administration. Replaces the following course as of the Fall of 2008. This redesign was significant enough to require Faculty and Senate approval.

Taught: 2008-3, 2009-2, 2009-3, 2010-2, 2010-3, 2011-2, 2011-3, 2012-2, 2012-3, 2014-2, 2014-3, 2015-2, 2015-3.

BUS 466: 'Seminar on the Management of Telecommunications' (Redesigned)

A Seminar for Declared Concentrators in Management Information Systems on the management of computer telecommunications and networking. The first half of the course followed Novell Netware administration, and allows the students to optionally write the examination for the Novell Certified Netware Administrator (CNA) accreditation. The second half of the course focuses on wide area networking and electronic commerce, with a particular concentration on applications of the Internet as a business resource. The course was completely redesigned in 2003 to move to Linux as the core hands-on networking component, and the certification target became the Linux Professional Institute (LPI) certification exam.

Taught: 1996-1, 1997-1, 2003-3, 2004-1, 2004-3, 2005-1, 2005-3, 2006-1, 2006-3, 2007-1.

BUS 428: 'Seminar on Management Information Systems' (Designed)

Predecessor to BUS 468. A seminar for students interested in Information Systems prior to the development of the area as a separate concentration within the Faculty of Business Administration.

Taught: 1985-1, 1985-3, 1986-1, 1986-3, 1987-3, 1988-1, 1988-3, 1989-1, 1990-1, 1990-2, 1993-1, 1993-2.

**COURSES DESIGNED AND/OR TAUGHT AT SIMON FRASER UNIVERSITY
(Continued)**

BUS 394/362: 'The Analysis and Design of Business Information Systems' (Designed)

A concentration course on systems analysis and design offered to declared concentrators in Management Information Systems and Accounting in the Faculty of Business Administration. This course is equivalent to required courses in all professional accounting designations, and is required for MIS majors. Note: I have designed and offered this course in a novel on-line format in conjunction with the Centre for Distance Education. The 1996-1, 1997-1, 1999-1, and 2000-1 offerings were entirely on-line using the *Virtual University* project software from the National Centre of Excellence or *FirstClass Intranet Client* from SoftArc.

Taught: 1993-1, 1993-2, 1994-1, 1994-2, 1995-2, 1996-1, 1996-2, 1997-1, 1997-2, 1999-1, 1999-3, 2000-1, 2001-3, 2002-1, 2003-3, 2004-1, 2004-3, 2005-2, 2008-3, 2009-2, 2009-3, 2010-2, 2010-3, 2011-2, 2011-3, 2012-2, 2012-3, 2014-2, 2014-3, 2015-2.

BUS 364: 'Issues in Information Systems and Society' (Taught)

A concentration course on systems analysis and design offered to declared concentrators in Management Information Systems in the Faculty of Business Administration. This seminar focuses first on ethics and professionalism in the Management Information Systems discipline, and then on issues and applications on Management Information Systems in the various functional areas of a business organization.

Taught: 1995-2.

BUS 337: 'Introduction to Computers and Information Systems' (Designed)

A precursor to the concentration in Management Information Systems, incorporating components of BUS 362 and BUS 237. A general literacy course for Business students wishing to understand concepts and applications of computers and information technology in business. The first computer 'hands-on' course offered in the Faculty of Business Administration.

Taught: 1985-3, 1986-3.

BUS 237: 'Introduction to Computers and Information System in Business' (Designed)

The core course required of all students in the Faculty of Business Administration. An information systems and information technology literacy course including a significant hands-on component to equip Business students to deal with technology use and concepts required of them in subsequent courses and co-op terms.

Taught: 1989-3 (with 13 teaching assistants to 340 day students and 170 evening).

OTHER EMPLOYMENT

2001-2002, Director, *International Financial Group, Inc.*, an online financial service provider based in the Cayman Islands.

1999 – 2001, Business Advisor and Director, *denmans.com, Inc.*, an online Jewelry firm based in Vancouver, BC, Canada, Los Angeles, CA, USA, and Milan, Italy. Received ‘Best of the Web’ from *Forbes Magazine*, ‘Best of the Web’ from *Gemkey Magazine*, and a ‘Site of the Week’ from *Professional Jeweler*.