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Relevant Work Experience

August 2008-Present	Assistant Professor
West Texas A&M University	College of Business
Department of Computer Information Systems	

I have 18 months of experience working in software development firms, including a commercial website development firm and a firm that developed interactive voice recognition applications.

Education:

Fall 2003 – Summer 2008 Florida State University	Ph.D. in Business Administration Major: Management Information Sys. Support Area: Strategic Management
Summer 2002-Spring 2003 East Carolina University	Master of Business Administration Concentration: MIS
Fall 1998-Spring 2002 East Carolina University	BS in Business Administration Major: MIS

Research Activity

Peer-Reviewed Journal Articles

Furner, C.P., Racherla, P. & Zhu, Z. (2012, in press). Uncertainty, trust and purchase intention based on online product reviews: An introduction to an international study. *International Journal of Networking and Virtual Organizations* (in press).

Landram, F.G., Landram, S.V. & **Furner, C.P.** (2012 in press). Forecasting procedures for success: Model derivation and evaluation. *Southwest Economic Review*, 39 (1).

Zinko, R.A., **Furner, C. P.**, Herdman, A., Wikhamn, W., Grant, G. & Brees, J. (2011). "Gossip: A vehicle for the development of personal reputation in organizations." *Journal of Organizational Moral Psychology*, 2 (1).

Furner, C.P. (2011). Socially desirable reporting in international computer based data collection: A review and research agenda. *Journal of International Management Studies*, 6 (1).

Research Activity

Peer-Reviewed Journal Articles (cont.)

Chang, L., **Furner, C. P.** , & Zinko, R. A. (2010). A study of negotiations within the ethnic Chinese community between Taiwan and Hong Kong. *Management Research and Practice*, 2 (4), 329-343.

Zinko, R. A., **Furner, C. P.** , Royal, M. T. , & Hall, A. (2010). Self-perceptions of our personal reputations: The mediating role of image in the development of organizational citizenship behaviors. *Journal of International Management Studies*, 5 (1), 1-9.

Giordano, G.A. & **Furner, C.** (2009). "Individual determinants of media choice for deception." *Journal of Information Technology Management*, 20 (2), 1-10.

Furner, C.P., Mason, R. M., Mehta, N., Munyon, T. P., & Zinko, R. A. (2009) "Cultural Determinants of Learning Effectiveness from Knowledge Management Systems: A Multinational Investigation". *Journal of Global Information Technology Management*, 12 (1), 30-51.

Peer Reviewed Conference Proceedings

Furner, C. P. , Racherla, P., & Zhu, Z. (2011). "Uncertainty, trust and purchase intention based on online product reviews: an introduction to a multinational study." Wuhan International Conference on e-Business (WICEB).

Keith, M., Babb, J., **Furner, C. P.** , & Abdullat, A. (2011). The role of mobile self-efficacy in the adoption of geospatially-aware applications: An empirical analysis of iPhone Users. Hawaii International Conference on System Sciences (HICSS).

Keith, M., Babb, J., **Furner, C. P.** , & Abdullat, A. (2010). How does geospatial privacy assurance affect the adoption of mobile applications? International Conference on Information Systems (ICIS).

Zinko, R. A., **Furner, C. P.** , Royal, M. T. , & Hall, A. (2010). Self-perceptions of our personal reputations: The mediating role of image in the development of organizational citizenship behaviors. Global Business & International Management Conference.

Furner, C.P. & George, J.F. (2009). "Making it Hard to Lie: Cultural Determinants of Media Choice for Deception." Proceedings of the Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI. Awarded **Best Paper**: Social Issues Track.

Research Activity

Peer-Reviewed Conference Proceedings (cont.)

Furner, C.P. & Mason, R.M. (2006) "Cultural determinants of Knowledge Management System training outcomes: the mediating effect of learning preferences." Proceedings of the Americas Conference on Information Systems (AMCIS), Acapulco, Mexico.

Pratt, R. M., Smatt, C. M., **Furner, C.P.** and Keane, B.T. (2005) "A Review of Epistemology and Subject Areas in MIS Research." Proceedings of the Southern Association of Information Systems (SAIS), Savannah, GA, 282-288. 1st Runner Up: Best Student Paper.

Serino, C., **Furner, C.P.**, & Smatt, C.M. (2005) "Making it personal: How personalization affects trust over time." Proceedings of the Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI.

Other Peer Reviewed Presentations

Keith, M., Babb, J., Lowrey, P., **Furner, C.P.** & Abdullat, A. (2011). The Roles of Privacy Assurance, Network Effects, and Information Cascades in the Adoption of and Willingness to Pay for Location-Based Services with Mobile Applications. Presented at the 2011 Dewald Roode Information Security Workshop.

Racherla, P. & **Furner, C.P.** (2009). "Cultural Determinants of Consumers' Evaluation of Online Product Reviews: An Uncertainty Reduction Perspective. Presented at the annual meeting of the pre-ICIS special interest group on cross-cultural research in information systems. Phoenix, AZ.

Giordano, G.A. & **Furner, C.** (2007). "Individual determinants of media choice for deception." Presented at the 6th annual meeting of the pre-ICIS special interest group on human computer interaction. Montreal, Québec, Canada.

Furner, C. (2005). "Cultural determinants of knowledge management systems learning effectiveness: A multinational investigation." Presented at the 2005 Monieson Centre Doctoral Consortium on Knowledge Management hosted by Queens University, Kingston, Ontario, Canada.

Other Presentations

Jafar, M. & **Furner, C.P.** (2010). "Data Mining with SQL Server 2008 Business Intelligence Development Studio: A Hands-on Approach." Workshop presented at the 16th America's Conference on Information Systems. Lima, Peru.

**Papers Under
Review**

“Multi-channel interactions and customer relationship in service firms: A Theoretical Model” With Pradeep Racherla & Jeff Babb. Initial Submission at Journal of International Business

“The risk of network effects and informational cascades in the adoption of mobile applications with location based services” With Mark Keith, Jeff Babb and Paul Lowrey. Initial Submission to Information Systems Research.

Interactivity and stickiness: An investigation into the factors that lead to stickiness in a mobile computing environment. With Racherla, P. & Babb, J. Initial Submission to Journal of Inactive Marketing.

“The potential danger of high mobile computing self-efficacy on users' trust in location-based mobile applications” With Mark Keith, Jeff Babb and Paul Lowrey. Initial Submission to Information Systems Research.

“Cultural determinants of media choice for deception: A multinational investigation.” With George, J. Initial submission to Computers and Human Behavior

“The transference of reputation in organizations: a review and theoretical presentation of the development of personal reputation in organizations” With Zinko, R.A. Initial submission to Culture and Organization.

“Uncertainty, Trust and Purchase Intention Based on Online Product Reviews: an Introduction to a Multinational Study” With Pradeep Racherla and Jeff Babb. Initial Submission to International Journal of Networks & Virtual Organizations.

**Working
Papers**

Feedback as an impetus for expending more cognitive effort in DSS interactions: the moderating effect of culture.

Mobile Stickiness: A mobile experiment

Cloud Computing in the Public Sector

Media Choice for Reputation Building

Socially Desirable Reporting in Online Data Collection

Teaching Experience

Florida State University

Advanced Application Development (With VB.NET) (CGS 4404)
Electronic Commerce (ISM 4300)
Foundations of Management Information Systems (ISM 3003)

West Texas A&M University

Project Management for the Enterprise (CIDM 6390)
Web Application Development (CIDM 3372)
Introduction to Management Information Systems (CIDM 3330)
Digital Communication and Collaboration (CIDM 3320, CIDM 2310)
Systems Analysis and Design (CIDM 2390)
Fundamentals of Programming (With VB 2010) (CIDM 1315)
Introduction to Information Science (CIDM 1301)

Awards & Honors

Best Paper: Social Issues Track, 42nd Hawaii International Conference on System Sciences, 2009.

1st Runner Up: Best Student Paper, 8th Southern Association of Information Systems Conference, 2005.

Faculty Assessment Recognition: 2009

Academic Service

Editorial Advisory Board Journal of International Management Studies, Aug 2010-Present

Managing Editor, Communications of the AIS, Jan. 2006 – Jan. 2009

Associate Editor, International Conference on Information Systems - Cross Cultural Research in Information Systems pre-conference SIG workshop (2008-present)

Associate Editor, International Conference on Information Systems - Global, International and Cultural Issues track (2010-Present)

Reviewer, International Journal of Information Systems and Change Management

Reviewer, International Conference on Information Technology and Travel & Tourism

Reviewer, International Conference on Information Systems (7)

Reviewer, Americas Conference on Information Systems (11)

Reviewer, Monieson Doctoral Consortium on Knowledge Management (3)

Reviewer, Hawaii International Conference on System Science (6)

**University
Service**

WTAMU

Director: CIDM Department Advisory Panel: Spring 2011-Present

ABET Accreditation Committee: Fall 2010-Present

Kilgore Research Grant Committee: Fall 2010-Present

University Scholarship Committee: Fall 2010 - Present

Curriculum Committee: College of Business, Fall 2009 - Present

Faculty Recognition Committee: COB, Fall 2008 – Present
(Chair, Fall 2011-Present)

Research Symposium Committee: COB, Fall 2008 – Spring 2011

Faculty Advisor: Technology Club, Spring 2010 - Present

Faculty Advisor: International Student Society, Fall 2009 – Fall 2011

Field Trip Coordinator: 2009 (HP & NASA); 2010 (CISCO & Walgreen's)

Faculty Advising Fellow: Summer 2009 - Spring 2010

FSU

President: Doctoral Business Student Association, Fall 2005 – Fall 2006

Financial Officer: Congress of Graduate Students, 2004-2005

Minority Student Advocate: Congress of Graduate Students, 2003-2004

References

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