

Paul H. Schwager, Ph.D.

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Education:

Ph.D. Auburn University, Auburn, AL Completed: December 2003
Management - Management Information Systems Awarded: May 2004
Dissertation Title: Organizational Strategies to Address Stakeholders: A Customer Portal Perspective
Dissertation Chair: William R. Boulton, D.B.A.

M.B.A. Florida Atlantic University, Boca Raton, FL 1997

B.A. Business Administration, Palm Beach Atlantic College, West Palm Beach, FL 1988

Professional Interests:

Strategic uses of Information Technology in creating new organization capabilities; specifically in the areas of E-Commerce and Internet Mediated Relationships.

Research Activities:

Journal Articles:

- ❖ Online Survey Research: Can Response Factors be Improved?, *Journal of Internet Commerce*, In Press scheduled for 2008, 7 (2) (with B. Wright, Cabell's reported acceptance rate 20-30%)
 - <http://paulschwager.com/pubs/2008JIC.pdf>
- ❖ Why Users (Fail) to Read Computer Usage Policies, *Industrial Management & Data Systems*, 2008, 108 (6), 701-712 (with C.B. Foltz & J.E. Anderson, Cabell's reported acceptance rate 15%)
 - <http://paulschwager.com/pubs/2008IMDS.pdf>
- ❖ Application of Media Richness Theory to Data Collection. *Journal of Applied Business Research*, 2008, 24 (1), 137-142. (with B. Wright & N. Donthu Cabell's reported acceptance rate 6-10%)
 - <http://paulschwager.com/pubs/2008JABR.pdf>
- ❖ The Drivers for Acceptance of Tablet PCs by Faculty in a College of Business. *Journal of Information Systems Education*, 2006, 17 (4), 429-440. (with J.E. Anderson & R.L. Kerns, Cabell's reported acceptance rate of 21-30%)
 - <http://paulschwager.com/pubs/2006JISE.pdf>
- ❖ Integration of E-Business into Small and Medium Size Businesses. *The International Journal of Applied Management and Technology*, 2006, 4 (2), 112-124 (with L.C. McGrath & W.L. Lomerson, Cabell's reported acceptance rate of 21-30%)
 - <http://paulschwager.com/pubs/2006iJAMT.pdf>
- ❖ Informing the HR Hiring Decision of IT Personnel: The HR Professional's View of IT Certification, Education, & Experience, *Informing Science Journal*, 2005, 8, 281-302 (with J.E. Anderson & K.S. Barrett, Cabell's reported acceptance rate of 11-20%)
 - <http://paulschwager.com/pubs/2005ISJ.pdf>
- ❖ Core Web Technologies for New E-Commerce Employees, *Journal of Computer Information Systems*, Winter 2004-2005 (with W.L. Lomerson & C.G. Jones, Cabell's reported acceptance rate 10-15%)
 - <http://paulschwager.com/pubs/2004JCIS.pdf>

- ❖ Writing IS Teaching Cases: Guidelines for JISE Submission, *Journal of Information Systems Education*, 13(4), Winter 2002-2003 (with J.J. Cappel, Cabell's reported acceptance rate 21-30%)
 - <http://paulschwager.com/pubs/2003JISE.pdf>
- ❖ Security Issues in the Information Systems Curriculum: Identification and Status of Relevant Issues, *Journal of Computer Information Systems*, Spring 2002 (with J.E. Anderson, Cabell's reported acceptance rate 10-15%)
 - <http://paulschwager.com/pubs/2002suJCIS.pdf>
- ❖ An Empirical Study of Students' Computer Self-Efficacy: Differences Among Four Academic Disciplines at a Large University, *Journal of Computer Information Systems*, Summer 2002 (with S. Chung & D.E. Turner, Cabell's reported acceptance rate 10-15%)
 - <http://paulschwager.com/pubs/2002spJCIS.pdf>
- ❖ Information Technology Infrastructure Capability's Impact on Firm Financial Performance: An Exploratory Study, *Journal of Computer Information Systems*, Summer 2000 (with D.E. Turner & T.A. Byrd, Cabell's reported acceptance rate 10-15%)
 - <http://paulschwager.com/pubs/2000JCIS.pdf>

Under Revision:

- ❖ Student's Perceptions of Learning Experience Quality: Online Versus Face-To-Face, targeted for *Journal of Information Technology Education* (with H. Newkirk & L. Eakins, Cabell's reported acceptance rate 6-10%)

Book Chapter:

- ❖ An Exploration of the Values of Information Systems Certification: The Perspective of the Human Resource Professional. In M. Nakayama and N. Sutcliffe (eds.) *Managing IT Skills Portfolios: Planning, Acquisition and Performance Evaluation*, 2005 (pp. 210-231) Idea Group (with J.E. Anderson & K.S. Barrett)
 - <http://paulschwager.com/pubs/2005CHAPT.pdf>

Proceedings:

- ❖ Managing Organizational Anxiety with Information Systems. Tenth Annual Conference of the Southern Association of Information Systems 2007, (with J.E. Anderson)
 - <http://paulschwager.com/pubs/2007SAIS.pdf>
- ❖ Factors Influencing Awareness of Computer Usage Policies. Southwest Decision Sciences Institute 2007, (with C.B. Foltz & J.E. Anderson)
 - <http://paulschwager.com/pubs/2007SWDSI.pdf>
- ❖ Faculty Perceptions of TabletPCs for Teaching, Research, & Service: A College of Business Perspective, Eighth Annual Conference of the Southern Association for Information Systems 2005 (with J.E. Anderson & R.L. Kerns)
 - <http://paulschwager.com/pubs/2005SAIS.pdf>
- ❖ An Examination of the Benefits of e-Business to Small and Medium Size Businesses, Seventh Annual Conference of the Southern Association for Information Systems 2004 (with W.L. Lomerson & L. McGrath)
 - <http://paulschwager.com/pubs/2004SAIS-ECOM.pdf>

- ❖ SME Adoption of Wireless LAN Technology: Applying the UTAUT Model, Seventh Annual Conference of the Southern Association for Information Systems 2004 (with J.E. Anderson)
 - <http://paulschwager.com/pubs/2004SAIS-UTAUT.pdf>
- ❖ Technical Foundations of E-Commerce Curriculums: An Exploration of the Importance, Content, Extent, and Sequencing of Topics, Americas Conference in Information Systems 2002 (with W.L. Lomerson)
 - <http://paulschwager.com/pubs/2002AMCIS-ECOM.pdf>
- ❖ Information Systems Certification: The Perspective of the Human Resource Manager, Americas Conference in Information Systems 2002 (with J.E. Anderson & K.S. Barrett)
 - <http://paulschwager.com/pubs/2002AMCIS-CERT.pdf>
- ❖ An Empirical Study of Students' Computer Self-Efficacy: Differences Among Four Academic Disciplines at a Large University, Proceedings of the 2000 Decision Sciences Institute Annual Meeting, November 2000 (with S. Chung)
 - <http://paulschwager.com/pubs/2000DSI.pdf>
- ❖ Virtual Organization as a Source of Competitive Advantage: A Framework From the Resource-Based View, Proceedings of the Fifth Americas Conference on Information Systems, August 2000 (with R.A. Syler)
 - <http://paulschwager.com/pubs/2000AMCIS.pdf>
- ❖ Internet Business Model Objectives, Proceedings of the Third Annual Conference of the Southern Association for Information Systems, April 2000 (with K. Laosethakul & C.A. Snyder)
- ❖ A Design For Encouraging Communities of Learners in a Combined On-campus And Distance-learning MBA Classroom, Proceedings of the 1999 Southern Management Association Conference, November 1999 (with K.W. Smola, C.D. Sutton, & M.V. Uzumeri)
 - <http://paulschwager.com/pubs/1999SMA.pdf>

Abstract:

- ❖ Effect of R&D on sales growth and pretax profit margin: Evidence of a shortened R&D cycle, Proceedings of the 2003 Decision Sciences Institute Annual Meeting, November 2003 (with D.E. Turner)

Working Papers:

- ❖ Making the Grade: Faculty Perspectives on IS Journal Baskets (with Paul, R.)
- ❖ User Acceptance of Tablet PCs in a College of Business: An application of the Organizing Vision Model, targeted for Journal of Informatics Education Research (with J.E. Anderson & R.L. Kerns)
- ❖ Utilization of Organizing Vision in addressing Adoption of IT Certification at EDS, targeted for Communications of the AIS (with J.E. Anderson & D. Green)
- ❖ IT Certification: The EDS Professional's Perspective, targeted for Information Systems Management (with J.E. Anderson & D. Green)

Academic Positions

Fall 2003 – Present

Assistant Professor, Management Information Systems

Department of Management Information Systems
College of Business - East Carolina University

Summer 2003

Visiting Assistant Professor, Management Information Systems
Department of Decision Sciences
College of Business - East Carolina University

Fall 2000 to Summer 2003

Assistant Professor, Information Systems
Department of Information Technology & Operations Management
John A. Walker College of Business - Appalachian State University
Appointed temporarily to Graduate Faculty

Fall 1997 to Summer 2000

Graduate Teaching Assistant - Department of Management
College of Business - Auburn University

Service & Administrative Activities:

East Carolina University:

❖ University Level:

- University Curriculum Committee, Vice-Chair, 2006-Present
 - Responsible for leading meetings in absence of Chair
 - Revised several processes to better align with curriculum development goals
- University Curriculum Committee, Member, 2005-2006
- Web Oversight Committee, Member, 2006-Present
- Content Management System Review Committee, Member 2007-Present
- Student Appellate Committee, Member, 2005-2006
- Association of Information Technology Professionals - Student Chapter Primary Advisor, 2003-2006

Instrumental in:

- Establishing the organization
- Coordinating with AITP-RTP (professional parent chapter)
- Developing a relationship with department of Information & Computer Technology
- Young Life, Faculty Advisor, 2005-Present

❖ College Level:

- Undergraduate Committee, Chair, 2006-Present
 - Responsible for leadership and oversight of major curriculum revision including the addition of Strategy First course, 3 course Leadership sequence, & Leadership Portfolio.
 - Sub-Committee on Flexibility, Chair, 2007
 - Sub-Committee on Introduction to Strategy, Member, 2007-Present
- Library Committee, Member, 2006-Present

❖ Department Level:

- Enrollment Management Committee, Chair, 2005-2006
- MIS Curriculum Task Force, Member, 2003 - Present
- MIS Group, Member, 2003 – 2006

Appalachian State University:

- ❖ IS Curriculum Committee, Chair, 2002 - 2003
- ❖ IS Curriculum Committee, Member, 2000 - 2003

- ❖ COB Curriculum Committee, Member, 2002 - 2003
- ❖ IS Faculty Search Committee, Member, 2001-2003
- ❖ Association of Information Technology Professionals - Student Chapter Primary Advisor
Instrumental in:
 - Increased student enrollment and participation.
 - Increased the quantity and quality of external speakers.
 - Altered executive committee to emphasize increased involvement and responsibility.
 - Initiated and organized the necessary resources to begin development of IS Career Fair
- ❖ Small Business & Technology Development Center
 - Consulting with various small businesses in relationship to technology utilization

Auburn University:

- ❖ Executive MBA Program
Summer 1998 - Spring 1999 EMBA Coordinator - Coordinated recruitment of Executive MBA students. Designed recruiting tracking database. Responsible for designing and placing advertisements. Provided support for faculty and students in the EMBA program specifically in the area of technical assistance with the EMBA Net (Virtual Classroom) program.
- ❖ Graduate School
1999 - Session presenter for the training program of new instructors and lecturers offered by the Graduate School.

Professional:

- ❖ Southern Management Association – Track Chair, Information Technology & Innovation 2008
- ❖ Southern Association for Information Systems – Board of Member, 2005-2007

Review Activities:

Journals

- ❖ 1998 – Current Case Research Journal
- ❖ 2006 – Current Cyber-Psychology & Behavior
- ❖ 2008 – Current Journal of Computer Mediated Communications
- ❖ 2006 – Current Journal of Internet Commerce
- ❖ 2001 – Current Journal of Electronic Commerce Research
- ❖ 2006 – 2007 IEEE Transactions in Systems, Man and Cybernetics
- ❖ 2001 – 2006 Journal of Information Systems Education
- ❖ 2004 – 2005 Decision Support Systems
- ❖ 2003 – 2004 Human Resource Management Journal
- ❖ 2003 – 2004 International Journal of Internet Marketing and Advertising
- ❖ 2002 – 2004 Quarterly Journal of Electronic Commerce
- ❖ 1999 – 2000 Technology Analysis & Strategic Management (Books)

Conferences

- ❖ 2000 – Current AMCIS National Conference
- ❖ 2000 – Current Southern Association of Information Systems
- ❖ 2001 – 2005 SMA - Organizational Communications and Information Technology Track
- ❖ 1999 – 2005 DSI National Conference - Business Policy & Strategy Track
- ❖ 2002 Academy of Management – Technology and Innovation Management Track

Teaching:

Interests:

- ❖ E-commerce
- ❖ Systems Analysis and Design
- ❖ Database
- ❖ Strategic Information Systems
- ❖ Web Development
- ❖ Introduction to MIS

Activities:

- ❖ Web Application Development for Business (created course, East Carolina MIS4153 – 4 sections)
- ❖ Web Technologies for Business (created course, East Carolina MIS6883 – 2 sections online)
- ❖ MIS II – Information Systems Analysis & Design (East Carolina MIS6143 - 2 sections)
- ❖ Information Systems Analysis & Design (East Carolina MIS4163 6 sections)
- ❖ Introduction to Computers – Undergraduate (East Carolina DSCI/MIS2223 – 24 sections – 4 online)
- ❖ Advanced Systems Design - Undergraduate (Appalachian State CIS4850 - 7 sections)
- ❖ Advanced Systems Design - Graduate (Appalachian State CIS5850 - 1 section)
- ❖ Systems Analysis and Design (Appalachian State CIS3250 - 6 sections)
- ❖ Systems Development Methods – Graduate (Appalachian State CIS5120 – 1 section)
- ❖ Strategic Information Systems – Undergraduate (Appalachian State CIS4543 – 2 sections)
- ❖ Strategic Information Systems Concepts – Graduate (Appalachian State CIS 5543 – 2 sections)
- ❖ Web Page Design (Appalachian State CIS3530 – 1 section)
- ❖ Web-based Applications Development – Independent Study (Appalachian State 3 sections)
- ❖ Analysis & Design of Business Information Systems (Auburn - MNGT0401 - 2 sections)
- ❖ Introduction to MIS (Auburn -MNGT0314 - 1 section – 377 students)
- ❖ Introduction to Computer Programming - COBOL (Auburn - MNGT0207 - 1 section – co-taught)
- ❖ Strategic Management (Auburn - MNGT0480 - 6 sections)
- ❖ Introduction to Management - Lab (Auburn - MNGT0310 - 1 section)

Additional Training:

- ❖ Fast-Track to ColdFusion
- ❖ Introduction to Qualitative Analysis with NVivo

Other Academic Activities:

- ❖ 2007 AACSB Conference on Undergraduate, Graduate, & Emerging Curricula
- ❖ 2007 AACSB National Conference
- ❖ 2007 Teaching Leadership Workshop – Terry College of Business – University of Georgia
- ❖ 2000 - 2003 - Assistant-Editor, Journal of Information Systems Education
- ❖ 1999 Test Bank Author - Perry & Schneider, Electronic Commerce, Course Technologies

Professional Memberships:

- ❖ Association for Information Systems
- ❖ Association of Information Technology Professionals
- ❖ North American Case Research Association
- ❖ Informing Science Institute
- ❖ Southern Management Association

Business Experience:

1992-1997 Adam Walsh Children's Fund / National Center for Missing & Exploited Children, Lake Park, FL - Director of Special Events & Administration

- ❖ Worked with national non-profit organization in a fundraising/administrative capacity. Involved in all special events and activities.
- ❖ Instrumental in increasing gross revenues at Palm Beach Luncheon/Auction 90% in two years (1992-\$190,000, 1993-\$250,000, 1994-\$350,000, 1995-\$365,000, 1996-\$375,000, 1997-\$375,000).
- ❖ Implemented three Continental Airlines Golf Tournaments raising 30,000 in 1993, 50,000 in 1994, 50,000 in 1995, and 60,000 in 1996. Responsible for all phases.
- ❖ Developed additional events with new groups creating increased donor base and greater public awareness, including corporate tie-ins.
- ❖ Directly responsible for supervision of staff and coordination of volunteers.
- ❖ Coordinated and implemented move into new building including: renovations, phone installation and programming, scheduling, and negotiations with subcontractors.
- ❖ Installed, implemented, and maintained complete Novell-based computer network including hardware and software.
- ❖ Responsible for daily financial functions including A/P, A/R and national reporting requirements including preparation and presentation of yearly budget.

1991 - 1993 ComputerEase of the Palm Beaches, Jupiter, FL - Partner

- ❖ Co-founder and partner in computer consulting firm specializing in church and nonprofit automation.
- ❖ Installed and maintained complete computer networks (Novell and Lantastic) in churches and non-profit organizations throughout South Florida.

1989 - 1994 Independent Small Business Consultant

- ❖ Worked with small businesses in all aspects of the business process including: information systems, automation, finances, management and marketing.

1984-1991 Cobra Seats/Autoextras, Inc., West Palm Beach, FL - Vice President

- ❖ Maintained import/distribution company on a daily basis.
- ❖ Managed financial arrangements, monitored exchange rates, and negotiated delivery terms with English manufacturer and U.S./Canadian distributors.
- ❖ Managed A/R, A/P, cash flow, budgeting, advertising and sales/market forecasting.
- ❖ Developed and implemented national marketing/distributor program
- ❖ Devised cost analysis for proper allocation of direct and indirect costs of imported seats.
- ❖ Directly responsible for all computer hardware/software purchases and implementation.