CHRISTOPHER P. FURNER, PH.D.

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Relevant Work Experience	August 2008-August 2013	**Assistant Professor**
	East Carolina University	College of Business
	Department of Management Information Systems	
	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	**Ph.D. in Business Administration**
	Florida State University	Major: Management Information Sys.
		Support Area: Strategic Management
	Summer 2002-Spring 2003	**Master of Business Administration**
	East Carolina University	Concentration: MIS
	Fall 1998-Spring 2002	**BS in Business Administration**
	East Carolina University	Major: MIS

Research Activity

Peer-Reviewed Journal Articles

Furner, C.P., Racherla, P. & Babb, J. (2014). Mobile app stickiness (MASS) and mobile interactivity: A conceptual model. *The Marketing Review,* 14 (2), 163-188.

Furner, C.P., Racherla, P. & Zhu, Z. (2014). A multinational study of espoused national cultural and review characteristics in the formation of trust in online product reviews. *International Journal of Services Technology and Management,* 20 (1/2/3), 14-30.

Furner, C.P. (2013). Getting heads into the cloud: Pre-adoption beliefs and attitudes regarding a cloud-based platform shift at a public university. *Journal of International Technology and Information Management,* 22 (3), 1-18.

Peer-Reviewed Journal Articles (cont.)

Furner, C.P. (2013). Cultural determinants of information processing shortcuts in computer supported groups: A Review, research agenda and instrument validation. *International Journal of Information Systems and Social Change,* 4(3), 17-32.

Furner, C.P. & Goh, S.H. (2013). Cultural determinants of socially desirable distortion in computer based data collection: A multicultural investigation. *International Journal of Social and Organizational Dynamics in Information Technology,* 3(3) 51-67.

Furner, C.P., McDowell, W. & Zinko, R. (2013). Media selection and the imposter phenomenon: A multinational investigation. *Communications of the IIMA*, 13(4) 17-34.

Furner, C.P. & George, J.F. (2012). Media choice for deception. *Computers in Human Behavior,* 28 (4), 1427-1438.

Furner, C.P., Racherla, P. & Zhu, Z. (2012). Uncertainty, trust and purchase intention based on online product reviews: An introduction to an international study. *International Journal of Networking and Virtual Organizations,* 11 (3-4), 260-276.

Racherla, P., **Furner, C.P.** & Babb, J. (2012). Multi-channel interactions and customer relationship in service firms: A theoretical model. *Journal of International Business,* 4 (1), 131-155.

Landram, F.G., Landram, S.V. & **Furner, C.P.** (2012). Forecasting procedures for success: Model derivation and evaluation. *Southwestern Economic Review*, 39 (1), 137-144.

Zinko, R.A., **Furner, C. P.**, Herdman, A., Brees, J., Wikhamn, W., & Grant, G. (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), 185-201.

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.

Peer-Reviewed Journal Articles (cont.)

Giordano, G.A. & **Furner, C.P.** (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., Zinko, R.A., Zhen, Z., McDowell, W., Dalton, A. (2014). Information quality and product reviews in a mobile environment: the effects of information overload and mobile computing constraints. Wuhan International Conference on e-Business.

Furner, C.P., Racherla, P., & Zhu, Z. (2013). Cultural and review characteristics in the formation of trust in online product reviews: A multinational investigation. Wuhan International Conference on e-Business (WICEB). **Best Paper.**

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).

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. (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.

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.

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	"Understanding the formation of information disclosure risk perceptions with mobile applications." With Mark Keith, Jeff Babb and Paul Lowrey. 1st R&R at Information Systems Journal.

"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 Journal.

"Conceptualizing the implications of mobile app usage and stickiness: A research agenda." With Pradeep Racherla and Jeff Babb. 2nd R&R at International Journal of E-Services and Mobile Application.

"The Necessity of Gossip." With Robert Zinko, Mariano Heyden and Jim Meurs. Initial submission to Journal of Business and Psychology.

"Mobile Product Reviews: the effects of information quality and navigation constraints on information overload." With Robert Zinko, William McDowell, Zhen Zhu and Adam Dalton. 1st R&R at International Journal of Services Technology and Management. |
| **Working Papers** | "Feedback as an impetus for expending more cognitive effort in DSS interactions: the moderating effect of culture." Submission expected in Summer 2013.

"An Examination of the Interaction of Imposterism and Felt Accountability on Image and Stress." With Robert Zinko and William McDowell. Recently rejected, expecting resubmission soon.

"Media choice for reputation building." With Robert Zinko. Data collection complete.

"Will give up facebook password for work: an experimental investigation of job applicant privacy concerns, trust and intention to accept an offer." Data collection underway in Fall 2014.

"Understanding location based service privacy risks: A mobile experiment." With Jeff Babb and Mark Keith. Data collection expected in Spring 2014.

"Practitioner attitudes about CPA exam content." With William Buslepp and William Pasewark. Data collection expected in Spring 2014.

"A review of epistemology and subject areas in MIS research: 10 years later." Data collection expected in Fall 2014. |

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)
	East Carolina University
	Delivering Business value Through Information Systems (MIS 6713)
	Introduction to MIS (MIS 3063)

Awards & Honors

Best Paper: Wuhan International Conference on System Science, 2014.

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

Faculty Assessment Recognition: 2009

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

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 (2008-2012)

Associate Editor, International Conference on Information Systems - Global, International and Cultural Issues track (2010-2013)

Reviewer, Information and Management, Information Systems Journal, International Journal of Information Systems and Change Management (2), Journal of Research in Interactive Marketing (2), Computers in Human Behavior (7) and African Journal of Business Management

Academic Service (cont.)	**Reviewer,** Monieson Doctoral Consortium on Knowledge Management (3) **Reviewer,** International Conference on Information Systems (13), Americas Conference on Information Systems (13), Hawaii International Conference on System Science (8), European Conference on Information Systems (3), International Conference on Information Technology and Travel & Tourism

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University Service

ECU

Faculty Advisor: ECU Student Chapter of the Association of Information Technology Professionals, Fall 2013-Present

MIS Department Assessment Committee: Fall 2014-Present

COB Assessment Committee: Fall 2014-Present

WTAMU

Director: CIDM Department Advisory Panel: Spring 2011-Summer 2013

Faculty Recognition Committee: COB, Fall 2008 – Summer 2013 (Chair, Fall 2011-Summer 2013)

ABET Accreditation Committee: Fall 2010-Summer 2013 (Coordinator of the IS in Organizations Area)

Kilgore Research Grant Committee: Fall 2010-Summer 2013

Institutional Research Board: Fall 2012-Summer 2013

University Scholarship Committee: Fall 2010 – Summer 2013

University Environmental Safety Committee: Fall 2009-Summer 2012

College of Business Curriculum Committee: Fall 2009 – Summer 2012

COB Research Symposium Committee: Fall 2008 – Spring 2011

Faculty Advisor: Technology Club, Spring 2010 – Summer 2013

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

Field Trip Coordinator: 2009 (HP & NASA); 2010 (CISCO & Walgreen's); 2011 (Bell Helicopter)

Faculty Advising Fellow: Summer 2009 - Spring 2010

University **Service (cont.)**	**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

Richard Hauser, Ph.D.
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