

Mauricio Sanchez Featherman

Associate Professor, Department of Management, Information Systems, and Entrepreneurship

College of Business, Washington State University

Pullman, WA 99164-4729

509.335.4445 (office), 509.338.5895 (mobile), featherman@wsu.edu

<https://faculty.business.wsu.edu/featherman/>

EDUCATION:

Doctor of Philosophy, University of Hawaii, 2002

Major: Communication and Information Science

Support Area: Marketing

Dissertation Title: Evaluative Criteria and User Acceptance of Internet-Based Financial Transaction Processing Systems

Dissertation Committee: Raymond Panko, (Chair), William Remus, Dana Alden, Dan Wedemeyer, Robert Randall

Master of Science in Systems Management, University of Southern California, 1990

Major: Information Systems

Bachelor of Science in Business Administration, San Diego State University, 1985

Major: Operations Management

Minor: Industrial & Organizational Psychology

Academic Experience

Director, Pullman MBA Program (August 2014 – current)

Director, Center for behavioral Business Research (August 2010 – December 2011)

Associate Professor, College of Business and Economics, Washington State University, Pullman, WA.
(August 2014 – present)

Assistant Professor, College of Business and Economics, Washington State University, Pullman, WA.
(August 2001 – present)

Instructor, Department of IT Management, University of Hawaii - (8/97 – 9/2001)

Instructor, Department of Business and Public Administration, University of Guam - (1/93 – 8/96)

Research Interests: Consumer decision-making in online contexts, consumer perceptions and

assessments of transaction and purchasing risk, and the design of managerial interventions to reduce consumer risk concerns to improve purchase and usage of new technologies.

Refereed Publications:

1. Lin, X., Featherman, M.S., Sarker S. (2016) Understanding Factors Affecting Users' social networking site continuance: A gender perspective. *Information & Management*, September 2016. Currently in press. (B+)
2. Featherman, M. S., & Hajli, N. (2015). Self-Service Technologies and e-Services Risks in Social Commerce Era. *Journal of Business Ethics*, 1-19. (A-)
3. Hajli, N., Lin, X., Featherman, M.S., Wang, Y. (2014). Social word of mouth: How trust develops in the market. *International Journal of Market Research*, 56(5), pp. pp. 673–689. (B)
4. M Nick Hajli, Julian Sims, Mauricio Featherman, Peter ED Love, (2014). Credibility of Information in online Communities. *Journal of Strategic Marketing*, 23(3), 238-253. (B+)
5. Bugshan Hatem, Nick Hajli M., Lin Xiaolin, Featherman Mauricio, Cohen Ivan (2014), "Social media for developing health services", *Qualitative Market Research: An International Journal*, Vol. 17 Iss 3 pp. 283 -296 (B)
6. Hajli M., Bugshan H., Lin X., Featherman M., "From e- Learning to Social Learning - A Health Care Study", *European Journal of Training and Development*, Vol. 37(9), 2013 (B)
7. Featherman, M.; Thatcher, J., Pak, R., Zimmerman, R, Wright, R. "The influence of interactivity in E-Service Offerings: An empirical examination of benefits and risks", 18(1), March 2011, *AIS Transactions on Human-Computer Interaction*. (B) Scholar.google.com identifies that this paper has been cited in 4 other research articles (as of 10/2013).
8. Wells, J.D., Campbell D.E., Valacich J.S., Featherman, M., "The effect of perceived novelty on the adoption of Information technology innovations: A risk/reward perspective," *Decision Science*, 41(4), 2010, p813-843. (A). Scholar.google.com identifies that this paper has been cited in 9 other research articles (as of 10/2013).
9. Featherman, M., and Wells, J. "The intangibility of e-Services: Effects on perceived risk and acceptance," 41(2), 2010, p110-131, *The DATA BASE for Advances in Information Systems*. Accepted June 2009 (B+). Scholar.google.com identifies that this paper has been cited in 31 other research articles (as of 10/2013).
10. Featherman, M., Miyazaki, A and Sprott, D. "Reducing Online Privacy Risk to Facilitate e-Service Adoption: The Influence of Perceived Ease of Use and Retailer Credibility," *Journal of Services Marketing*, (24)3, 2010, p219-229. Accepted June 2008. (B). Scholar.google.com identifies that this paper has been cited in 21 other research articles (as of 10/2013).
11. Featherman, M.S., Valacich, J.S., Wells, J.D. (2006). "Is that authentic or artificial? Understanding consumer perceptions of risk in e-service encounters," *Information Systems Journal*, (16)2, 107-134 (lead article). (B+). Scholar.google.com identifies that this paper has been cited in 49 other research articles (as of 10/2013).
12. Featherman, M., Pavlos, P. (2003). "Predicting E-Services Adoption: A Perceived Risk Facets

Perspective”, *International Journal of Human Computer Studies*, (59)4, 451-474. (Journal is rated as a B+). Scholar.google.com identifies that this paper has been cited in **642** other research articles (as of 10/2013).

Work in Progress:

1. Gender-Based Differences in Facebook Usage: An analysis using the extended expectation-confirmation model Xiaolin Lin (phd candidate), Mauricio Featherman
Status: rejected from ISJ, revise and submit elsewhere Target: *International Journal of E-Commerce*
2. Lin, X. (phd candidate), Featherman, M. “Factors affecting online consumer’s behavior: an investigation across gender”, Status: rejected from IEE-HCI, revise and resubmit elsewhere Target: *International Journal of E-Commerce*
3. Featherman, M. and Hajli N. “Internet Anxiety: Do you really want to sign up for that e-service? The direct and indirect effects of Internet anxiety are conceptualized and studied within a risk/benefits model, and the e-service adoption context.
Status: new dataset needed; Target: *IEEE Transactions on Computer Human Interaction*

Conference Proceedings and/or Presentations:

1. Lin, X. (phd candidate), Brooks, S, Featherman, M. “Do interactivity and vividness impact objective and subjective claims of online product presentation?” AMCIS 2013
2. Lin, X. (phd candidate), Featherman, M. “Factors affecting online consumer’s behavior: An investigation across gender” AMCIS 2013
3. Lin, X. (phd candidate), Li, Y. (phd candidate), Califf, C. (phd candidate), and Featherman, M. “Can Social Role Theory Explain Gender Differences in Facebook Usage,?” , Proceedings of the 46th Hawaii International Conference on System Sciences, January 7-10, 2013, Maui, Hawaii.
4. Lin, X., Califf, C., Featherman, M. "Gender Differences in IS: A literature Review," AMCIS 2012
5. Featherman, M., and Wells, J. “The Intangibility of E-Services: Effects on Artificiality, Perceived Risk and Adoption.” Proceedings of the 37th Hawaii International Conference on System Sciences, January 5-8, 2004, Kona, Hawaii. Scholar.google.com identifies that this paper has been cited in 24 other research articles (as of 3/2013).
6. Featherman, M. “Applying TAM to E-Services Adoption: The moderating role of perceived risk.” Proceedings of the 36th Hawaii International Conference on System Sciences, January 6-9, 2003, Kona, Hawaii. Scholar.google.com identifies that this paper has been cited in 39 other research articles (as of 3/2013).
7. Featherman, M., Pavlos, P. "Predicting e-services adoption: a perceived risk facets perspective." Proceedings of the 8th Annual Association for Information Systems Americas Conference, August 8-10, 2002, Dallas
8. Featherman, M. “Extending the Technology Acceptance Model by inclusion of perceived risk." Proceedings of the 7th Annual Association for Information Systems Americas Conference, August 3-5, 2001, Boston. Scholar.google.com identifies that this paper has been cited in 27 other research articles (as of 3/2013).

9. Featherman, M., "Tourism database marketing and computerized referral systems: Opportunities for Improved Service Levels and Increased Profits", *The Pacific Rim Journal of Small Business*, University of Guam, Guam, May 1996.
10. Featherman, M., "A review of small business accounting software - for the non-accountant", *The Pacific Rim Journal of Small Business*, University of Guam, Guam, May 1995.

Teaching Experience:

Courses Taught – Introductory and advanced computer programming, business and enterprise systems development, Business Analytics, Marketing Analytics, Designing Business Intelligence Systems, Principals of Marketing, Special Topics in Information Systems, Database management.

Honors and Awards:

Pullman MBA Director (2014). I consider it an honor to be the academic director of the Pullman Data analytics MBA
College of Business Summer teaching grant (2014).
College of Business Summer research grant (2013, 2014).
College of Business Deans Excellence Award (2011).
College of Business Outstanding Clinical Faculty Award (2010).
Mu Iota Sigma IS-department Professor of the Year (2005, 2006, 2007) Award no longer given.
WSU CB Teaching Innovation Award (2003, 2004, 2005, 2006) Award no longer given.
KPMG Doctoral Scholar and Fellowship Recipient (1997-2001)

Statement of Research and Scholarly Activities

I have attempted to contribute to academic and practitioner knowledge primarily in the area of e-commerce, Human-Computer Interaction and consumer risk assessment and decision-making in online contexts. To date, I have eight published refereed journal articles (2 A, 1 A-, 4 B+ and one B). I was the first author on most of these publications. These articles have advanced and tested theory using SEM quantitative methodologies. The articles have appeared in top-tier Information Systems journals (Decision Science, Information Systems Journal) and second-tier Information Systems journals (AIS Transactions on HCI, The DATA BASE for Advances in Information Systems, and the International Journal of Human Computer Studies). I have also published in the Journal of Business Ethics, and respected journals in the marketing discipline (Journal of Services Marketing) and Training and Development (European Journal of Training and Development).

I will continue to research consumer online behavior and specifically consumer risk assessment and risk reduction. My current research stream examines gender differences, and tests different risk-reducing strategies that online vendors may use.

Service Activities

Departmental/MBA Service

MIS course equivalency coordinator - March 2012 – current
DDP Coordinator for the MIS major - March 2012 – current

Facilitator CIO Summit April 2011-2015 – Coordinator and/or Master of ceremonies for the Annual CIO summit (>100 students attend each year).

Fundraiser - Attended the annual Alumni fundraiser in Seattle 2011-2015

Chaperone - organized, facilitated and chaperoned 10 students when they attended a Visual Studio 2008, SQLServer 2008, rollout seminar in Spokane Washington. Each student received software valued at over \$5,000.

2015 Department/MBA service:

- Ran the daily operations of the Pullman MBA program, handling the daily hundred emails, interaction with campus administration, student concerns and questions, logistics of travel and guest speaker series, student behavior, forms, etc. The program improved greatly with very little resources and external assistance.
- Helped 17 students secure campus positions within the CCOB and in other campus positions to include the WSU Department of Commercialization (SKILD program), International programs, and the Small Business Development Center.
- Spent many hours personally mentoring each and every MBA student, before they entered the MBA. In some cases these students were assisted to secure summer internships. The result of these consultations were that 34 of the 41 students that were admitted to the program, actually attended the program (83% close ratio). The prior MBA administrator admitted 81 students with 22 attending the program (27% close ratio).
- Spent many hours personally mentoring each and every MBA student during their time in the Pullman MBA. This mentoring in many cases provided the impetus for a strong student transformation from undergraduate to industry-ready professional. In addition Many MBA alumni continue to need mentoring after they graduate. The result is a transformed student who becomes a confident industry professional.
- During 2015 I, mentored many MIS students as well, resulting in continuing the average of strongly influencing 44 MIS/MBA internship and fulltime job placements (working behind the scenes to meet and discuss recruiter needs, posting job descriptions to students, mentoring and preparing students to perform well on job interviews).
- Encouraged MBA students to form special interest study groups (Tableau, SAS, R). The result was that these students complimented their required courses, and gained an advantage in the interviewing process.
- Grew the enrollment of the Pullman MBA from 23 to 35. The main vehicle for this growth were countless hours of personal face to face consultation. While many of the consultations did not reap the desired result of a student registration.
- Attended the CCOB Career networking night two times, and the Beasley Coliseum Career fair two times, each time talking to numerous recruiters, asking for industry partnerships. The result was student hires, company tours, and sponsorship of MBA capstone projects, and smaller projects.

- Organized and delivered the MBA capstone experience, which included hosting many representatives from Slalom Consulting, organizing and a celebratory meal and photo.
- Organized re-write of the <https://business.wsu.edu/graduate-programs/pullman-mba/> set of web pages to include creating several videos of student testimonials. These video testimonials are central to promotional efforts.
- Worked with Dr. Perking to deliver Facebook and Google Analytics promotional campaigns for the Pullman MBA.
- Helped deliver the MBA graduation program, which included public speaking, and giving out awards.
- Helped steer the MIS mentoring program resulting in job placements.
- Prepared students for then successfully ran an 11-day study abroad program, bringing 22 students to Estonia, Finland, and Czech Republic. Worked with tour operator to design ten company visits, and numerous cultural events centered around entrepreneurship, analytics, and technology.
- Generated several MBA capstone projects by leveraging industry relationships
- Facilitated the Business Technology Symposium, and speed-networking events, ensuring that students participated in a prepared and professional manner.
- Faculty advisor for the MASYS student club (set up many meetings with visiting alumni, recruiters, and held mentoring sessions).
- Personally developed two-day program of company tours (seven companies) for MBA students and MIS UG students (EBAY, Tableau, Hacker Agency, Expeditors International, Amazon Web Services, Mu Sigma). Personally planned and executed MBA dinner to reunite past MBA alumni with current MBA cohort, nine students from incoming MBA class, and several business recruiters.
- Mentored then took 34 MBA students to the Dean's Leadership Conference in Seattle. Personally arranged for trip to Microsoft and Tableau where students received 2 hours of Tableau training.
- Faculty advisor for the MBA Association (MBA student club)
- Attended MIS Alumni celebration in Woodinville, Seattle, where I connected current students and recent alumni with older alumni.
- Developed a six-day MBA boot camp experience resulting in a cohesive MBA cohort. This included team bonding experiences (WSU UREC high ropes course, and rafting) and classroom training (legal, marketing analytics, statistics, Excel, and financial accounting).

- Created promotional materials for the Pullman MBA, banner, slides, website content, etc.
- Held numerous MBA promotional meetings in the Carson Center and with student groups resulting in an increase in enrollment from 23 to 35.
- Mentored Ph.D. student Xiaolin Lin serving on his doctoral committee. I helped him edit numerous versions of his manuscripts and dissertation, and presentations. I also served as his reference to obtain a post-doc at SUNY-Buffalo.
- Facilitated MBA recruiting events with Huron Consulting, Foster Farms, Expeditors International, Consulting, Foster Farms
- Facilitated guest speakers Jim Akers, a VP from Bank of America, and CEO Spyro Kourtis.

Faculty Advisor MASYS Student Club (August 2012 – current)

In the most recent academic year through my contact with many alumni and serving as the faculty advisor for the student club. In the 2012 – 2015 time period I facilitated or influenced the hiring of an average of 43 MIS students into internships or full-time positions. I wrote many letters of recommendation, personally telephoned recruiters on behalf of students, mentored students, and created and hosted industry-student networking events.

Maintained e-mail system with 160 students, providing receiving weekly logistics emails, regarding meetings and events. Created the student website, Organized or assisted with the following events:

- 2.2014 – facilitated an MIS/MBA recruiting event with Fast Enterprises, NAVSEA, Huron, Foster Farms
- 9.30.13 - Facilitated an MIS recruiting event attended by Expeditors International, Foster Farms, and Fast Enterprises. Each of the recruiters were former students of Dr. Featherman. 19 current students attended.
- 9.2013 – attended the Bowling with the Firms event, after providing an hour long seminar to current students regarding networking effectiveness and etiquette.
- 3.29.13 – Ernst & Young recruiting event
- 3.20.13 - Symmetra Insurance recruiting event
- 3.8.13 - MIS Annual MIS Networking Event (Woodinville, WA)
- 2.18.13 – Tableau Software recruiting event
- 2.8.13 – Student connection with Boeing employees event
- 2.4.13 Facilitated a ‘tech talk’ and recruiting event attended by UC4, Costco, and Expeditors International. 19 students showed up for the 3pm tech talk, 32 students showed up to the 4pm recruiting meeting, and 6 students received mentoring in the CBBR, during the day.
- November 2012 – Jay Holmstrom from Boeing presented, as did Derek Reading from Symmetra Financial (approx. 25 student attendees each event)
- 9.7.12 - Meet the firms- recruiters from Ernst & Young (Eric Harman, Luke Stanek) and KPMG met with current MIS students. Four students were hired full-time.
- 9.21.12 – 4th Annual MISALUMNI@WSU.EDU Summit was held on Homecoming weekend. Seven alumni (some were recruiting) visited and in a meeting presented to 38 current students. Alumni

included representatives from Aptio (Yuji Higashi - consultant), 101 Consulting (Travis Leland – BI specialist), Boeing (Allen Kelley), Impact Services (Ryan Payne – C# developer and database administrator), Avalara (Brian Essemann – Network Administration). Several students also discussed their internships. Students received a great deal of mentoring.

- 10.1.12 – 4th Annual MIS Career Networking Meeting – before the CB recruiting event, representatives from Boeing (Michael Pregent, Clair Neevel), Foster Farms (Dave Weinmeister - CIO), and Liberty Mutual (Kelsey Steinbeck – associate applications developer) discussed career opportunities, and job descriptions. Students were able to ask questions that helped them prepare for the career fair. Six students received full-time employment.

College Service

Participated in the Dean’s Strategic Planning Conference, attending many meetings and participating in many follow-up exercises

Interacted with many industry partners to build synergies and improve the MIS and MBA programs. Currently working with Micron, Hacker Agency, Boeing, Tableau, Expeditors International, Symetra Insurance, PNNL, SEL, Fisher Investments, KPMG, E&Y, NAVSEA, Davita, Paccar, IBA, Amazon, EBAY, Expedia, Microsoft, SAS, Pullman Regional Hospital, Nuvodia Healthcare, Apptio, Hanford Group, T-Mobile, iSoftStone, Costco, Google, Nordstrom, Neal analytics, Tata Consulting, Liberty Mutual, Boeing, Huron, Foster Farms, Russell Investments, and Piraeus.

Business Plan Competition Judge - April 2011, 2012, 2013, 2014

Study Abroad Faculty Lead – 2008 (16 students travelled to China),

2009 (20 students travelled to China),

2012 (31 students travelled to Thailand and Malaysia). Responsible for planning, organizing and executing the teaching of 18 units of upper division classes, and the safe travel of 31 students and 4 faculty. Responsible for a budget of > \$165,000

2015 (22 students traveled to Estonia, Finland, and Czech Republic)

Beckman Scholarship Committee Member - 2011, 2012.

International Business Fellow – May 2009 to 2015. Active member attending meetings.

UPPC member – 2006, 2007.

MPPC member – September 2013 to 2015. Active member attending meetings and working to assist accreditation activities.

Presenter – Future Cougars of Color – 2007, 2008, 2009, 2010, 2012. Provided encouragement to students and discussed each of the majors in the College of Business.

Participant – numerous graduation ceremonies.

University Service

Currently working with advisors and administrators from WSU Athletics to mentor and bring PAC-12 student athletes into the Pullman MBA program.

Attended Sr. Dessert to encourage student-athletes to reach for graduate studies.

ASWSU – Online Scholarship Committee Evaluator 2012.

Faculty Advisor - Omega Phi Delta men’s fraternity 2010 to current. Gave commencement speech at

Coeur d'Alene Resort March 30, 2012, attended many meetings, and provided mentoring and seminars.
 Faculty Advisor – Delta Sigma Pi fraternity 2010 to current.

Honors Thesis Advisor March 2010 (Juan Barbosa), 2011 (Greg Guillen), 2013 (James Drago)
 Member Chicano/a Latino/a Faculty Staff Association. Attended numerous graduations and mentored numerous Latino students.

Professional Service

AMCIS 2012 Workshops coordinator (Seattle).
 AMCIS Minitrack chair - 2009 – 2013. Computer Mediated Communications: Emerging Technologies and Models.
 Associate Editor, Systems Development Minitrack - ICIS 2005
 Tutorials and Workshops coordinator – ICIS 2003
 Minitrack co-Chair, AMCIS 2002, "Trust in an Organizational and e-Business Context", with Paul Pavlou
 Minitrack co-Chair, AMCIS 2001, "Trust in e-Commerce", with Paul Pavlou
 Ad-Hoc reviewer – MIS Quarterly, Decision Sciences, IEEE Transactions on Computer Human Interaction, Decision Support Systems, Journal of Strategic Information Systems, International Journal of Human Computer Interaction, JOCEC, Risk Analysis, ICIS, HICSS, AMCIS

Community service

Board of Directors - Festival Dance (2007 – 2010)
 Guest speaker – St. Mary’s School (2009, 2013)
 Teach children and adult Shotokan karate class

TEACHING

2015 Class	Secti on #	2015 Semester	Overall Rating	Adjusted Rating	Departmen t Adj. Mean	College Adj. Mean ¹	Students Reporting/Total
BA579	01	Spring	3.07	3.06	3.49	3.46	17/23
MIS325	01	Spring	3.78	3.78	3.48	3.28	42/46
MIS557	01	Spring	3.15	3.08	3.48	3.46	12/23
MIS325	01	Fall	4.61		4.25	4.25	28/43
MKTG 555	01	Fall	3.88		4.35	4.25	18/34

Spring 2014

MIS 325 – Enterprise Systems Development
 Section 1 – Rating: 3.53/4.00, Grade Adjusted Course Rating: 3.73/4.00

WSU – Online Section 1 – Rating: 3.28/4.00, Grade Adjusted Course Rating: 3.17/4.00

MIS 557 – Business Systems Development

¹ Please indicate the mean college adjusted overall score for the type of course you taught. Required courses include: MGTOP 215 and 340; MGMT 301 and 491; MIS 250; ACCTG 230 and 231; BLAW 210; ENTRP 492, MKTG 360; and FIN 325.

Section 1 – Rating: 3.81/4.00, Grade Adjusted Course Rating: 3.82/4.00

Fall 2014

MIS 271 – Enterprise Systems Development

Section 1 – Rating: 3.47/4.00, Grade Adjusted Course Rating: 3.47/4.00

Mktg 555 – Marketing analytics

Section 1 – Rating: 3.37/4.00, Grade Adjusted Course Rating: 3.44/4.00

Spring 2013

MIS 325 – Enterprise Systems Development

Section 1 – Rating: 3.49/4.00, Grade Adjusted Course Rating: 3.53/4.00

A	A-	B+	B	B-	C+	C	C-	D	F	I	Totals
5	5	4	6	5	2	3	2	2	1	2	37

MIS 271 – Business Systems Development (DDP – SAP Version)

Section 1 – no data

A	A-	B+	B	B-	C+	C	C-	D	F	I	Totals
3	1	3	0	0	1	3	0	0	1	0	12

MIS 271 – Business Systems Development (Pullman – MSFT BI Version)

Section 1 – Rating: 3.61/4.00, Grade Adjusted Course Rating: 3.62/4.00

A	A-	B+	B	B-	C+	C	C-	D	F	I	Totals
3	3	5	3	2	3	1	1	0	1	1	23

Fall 2012

MIS 271 – Business Systems Development

Section 1 – Rating: 3.73/4.00, Grade Adjusted Course Rating: 3.73/4.00

A	A-	B+	B	B-	C+	C	C-	D	Total
3	1	5	4	5	2	3	2	1	26

MIS 325 – Enterprise Systems Development

Section 1 – Rating: 3.47/4.00, Grade Adjusted Course Rating: 3.63/4.00

A	A-	B+	B	B-	C+	C	C-	D	Totals
3	8	5	7	5	3	3	5	3	42

MIS 325 – Enterprise Systems Development - DDP

Section 1 – Rating: 3.27/4.00, Grade Adjusted Course Rating: 3.25/4.00

Spring 2012

MIS 271 – Business Systems Development

Section 1 – Rating: 3.01/4.00, Grade Adjusted Course Rating: 2.94/4.00

MIS 325 – Enterprise Systems Development

Section 1 – Rating: 3.42/4.00, Grade Adjusted Course Rating: 3.46/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	X	Totals
0	5	5	12	6	5	1	0	0	0	0	1	0	35

Fall 2011

MIS 271 – Business Systems Development

Section 1 – Rating: 3.47/4.00, Grade Adjusted Course Rating: 3.63/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F	Total
6	5	4	4	2	3	8	0	1	0	0	0	33

ATTG 543 – Special Topics in Accounting

Section 1 – Rating: 2.98/4.00, Grade Adjusted Course Rating: 3.02/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F	Total
7	11	7	9	4		1						39

Spring 2011

MKTG360 – Principles of Marketing

Section 1 – Rating: 3.32/4.00, Grade Adjusted Course Rating: 3.42/4.00

Section	A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
1	13	26	40	48	23	27	24	7	6	6	3	223

MKTG360 – Principles of Marketing

Section 2 – Rating: 3.33/4.00, Grade Adjusted Course Rating: 3.35/4.00

Section	A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
2	18	23	36	65	35	22	12	3	8	3	2	227

Fall 2010

MKTG360 – Principles of Marketing

Section 1 – Rating: 3.54/4.00, Grade Adjusted Course Rating: 3.53/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
27	24	41	50	31	11	8	6	2	4	4	0	208

Section 2 – Rating: 3.42/4.00, Grade Adjusted Course Rating: 3.48/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
26	27	42	59	32	16	12	5	2	4	2	0	227

Spring 2010

MKTG360 – Principles of Marketing

Section 1 – Rating: 3.46/4.00, Grade Adjusted Course Rating: 3.51/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
33	33	32	37	26	20	17	7	4	2	6	0	217

Section 2 – Rating: 3.50/4.00, Grade Adjusted Course Rating: 3.56/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
33	29	33	46	31	27	12	5	2	2	3	0	223

MIS271 – Rating: 3.78/4.00, Grade Adjusted Course Rating: 3.79/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
4	5	5	9	6	4	3	3	0	0	0	0	39

MIS325 - Rating: 2.94/4.00, Grade Adjusted Course Rating: 3.18/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
4	7	5	12	3	2	2	3	0	3	0	5	46

The MIS325 course was taught as an overload and was a completely new prep. The course required a complete re-design as it was changed from a VB.NET course to an ERP course using SAP content.

Summer 2010

MKTG360 – Principles of Marketing

Section 1 – Rating: 3.64/4.00, Grade Adjusted Course Rating: 3.75/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	I	F	Total
4	2	6	10	2	2	2			1			29

Spring 2009	Marketing 360, Section 1												
	Rating: 3.30/4.00, Grade Adjusted Course Rating: 3.31/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	28	39	35	55	22	18	12	6	5	0	2	0	222
Spring 2009	Marketing 360, Section 2												
	Rating: 3.18/4.00, Grade Adjusted Course Rating: 3.20/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	29	39	36	56	23	19	11	7	4	1	2	0	227
Spring 2009	MIS 271, Section 1												
	Rating: 3.69/4.00, Grade Adjusted Course Rating: 3.77/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	6	4	6	8	4	5	4	4	0	0	1	2	44
Summer 2009	Marketing 360, Section 1 (China Version)												
	Rating: 3.75/4.00, Grade Adjusted Course Rating: 3.75/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	no data available												
Summer 2009	Marketing 360, Section 2 (Pullman)												
	Rating: 3.68/4.00, Grade Adjusted Course Rating: 3.65/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	6	2	6	6	7	4	1	4	0	1	0	1	38
Fall 2009	Marketing 360, Section 1												
	Rating: 3.57/4.00, Grade Adjusted Course Rating: 3.64/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	32	23	31	44	31	18	19	7	2	6	3	0	216
Fall 2009	Marketing 360, Section 2												
	Rating: 3.49/4.00, Grade Adjusted Course Rating: 3.55/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	22	34	43	33	36	15	22	5	1	4	2	0	217
Fall 2009	MIS 271, Section 1												
	Rating: 3.63/4.00, Grade Adjusted Course Rating: 3.70/4.00												
	A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
	6	2	4	6	4	4	1	4	2	0	1		34

Fall 2008

MIS271 – Intermediate Business Programming

Section 1 – Rating: 3.71/4.00, Grade Adjusted Course Rating: 3.76/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
9	2	4	7	3	2	1	4	6	0	1	39

Marketing 360 – Principles of Marketing

Section 1 – Rating: 3.33/4.00, Grade Adjusted Course Rating: 3.45/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F	Total
17	19	26	58	33	20	20	13	6	6	0	3	221

Section 2 – Rating: 3.49/4.00, Grade Adjusted Course Rating: 3.52/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F	Total
24	39	36	50	14	21	29	8	5	2	0	1	229

EMBA – MIS572 DataBase Management: A Business Intelligence Approach

Rating: ??/4.00, Grade Adjusted Course Rating: ??/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F	Total
3	1	3	0	0	0	0	0	0	0	0	0	7

Summer 2008

Marketing 360 – Principles of Marketing Study Abroad –

Business in China – 16 WSU students, 32 Nantong University Students

Section 1 – Rating: ??/4.00, Grade Adjusted Course Rating: ??/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
9	6	0	8	4	2	7	3	1	6	0	1	47

Spring 2008

MIS271 – Intermediate Business Programming

Section 1 – Rating: 3.64/4.00, Grade Adjusted Course Rating: 3.80/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
	4	4	2	1	0	0	1			1	13

MIS271 – Intermediate Business Programming

Section 1 – Rating: 3.72/4.00, Grade Adjusted Course Rating: 3.76/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
4	5	7	4	3	1	1	2	2	1		30

Fall 2007

MIS271 – Intermediate Business Programming

Section 1 – Rating: 3.67/4.00, Grade Adjusted Course Rating: 3.63/4.00

A	A-	B+	B	B-	C+	C	C-	D+	I	Total
2	3	1	3	1	1	2	1	0	2	16

MIS271 – Intermediate Business Programming

Section 2 – Rating: 3.76/4.00, Grade Adjusted Course Rating: 3.75/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
6	2	1	5	2	2	2	2	0	1	0	3	26

Spring 2007

MIS171 Introduction to Business Programming

Section 1 - Rating: 3.76/4.00 Grade Adjusted Course Rating: 3.79/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
5	2	5	5	5	1	2	3				28

MIS325 Enterprise Business Programming

Section 1 - Rating: 3.74/4.00 Grade Adjusted Course Rating: 3.87/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	Total
7	7	6	8	1			2		1	32

Fall 2006

MIS171 Introduction to Business Programming

Section 1 - Rating: 3.75/4.00 Grade Adjusted Course Rating: 3.88/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
4	6	7	2	5	1	3	1			2	31

MIS325 Enterprise Business Programming

Section 1 - Rating: 3.46/4.00 Grade Adjusted Course Rating: 3.47/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
3	6	3	5	4	2	3					26

Spring 2006

MIS325 Enterprise Business Programming

Section 1 - Rating: 3.73/4.00 Grade Adjusted Course Rating: 3.86/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
6	3	1	2		1	2			1	2	18

Section 2 (DDP) - Rating: 3.83/4.00 Grade Adjusted Course Rating: 3.83/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
4	5	4	3		1		1				1	19

Fall 2005

MIS325 Enterprise Business Programming

Section 1 - Rating: 3.72/4.00 Grade Adjusted Course Rating: 3.78/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
6	2	2	2	3	2	1	1	1	1	1	0	22

Section 2 - Rating: 3.74/4.00 Grade Adjusted Course Rating: 3.72/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	I	Total
5		4		1	2	1				1	1	15

Spring 2005

MIS325 Enterprise Business Programming

Section 1 - Rating: 3.66/4.00 Grade Adjusted Course Rating: 3.71/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
10	0	4	1	2	1	2	1	1	2	2	26

Section 2 - Rating: 3.84/4.00 Grade Adjusted Course Rating: 3.89/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
7	0	4	1	3	1	1	2	2	0	1	22

Fall 2004:

MIS425 Emerging Technologies – Enterprise Level Applications
Development using Visual Studio.NET

Section 1 - Rating: 3.60/4.00 Grade Adjusted Course Rating: 3.62/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
3	0	1	1	0	1	0	1	0	0	1	8

- Initial registration for this class was 10 people, 1 received incomplete, 1 withdrew
- All upper division courses suffered low enrollments this semester, due to dip in job market

Section 2 - Rating: 3.69/4.00 Grade Adjusted Course Rating: 3.71/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
4	0	2	0	2	0	0	0	0	0	2	10

- Initial registration for this class was 17 people, 2 received incompletes, 5 withdrew
- All upper division courses suffered low enrollments this semester, due to dip in job market

Summer 2004:

MIS153 Section 1 – Intro to Visual Basic Programming
Rating: 3.64/4.00 Grade Adjusted Course Rating: 3.73/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
4	3	0	3	2	0	1	1	0	1	1	16

- Initial registration for this class was 22 people, 1 received incomplete, 5 withdrew

Spring 2004:

MIS425 Section 1 Emerging Technologies – Enterprise Level Applications Development using Visual Studio.NET

Rating: 3.28/4.00 Grade Adjusted Course Rating: 3.42/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
7	2	1	3	2	0	5	2	0	0	2	24

- Initial registration for this class was 32 people, 0 received incompletes, 8 withdrew

MIS426 Section 1 Emerging Technologies – Data-Driven Internet Applications Development using Visual Studio.NET

Course Rating: 3.57/4.0 Grade Adjusted Course Rating: 3.62/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
9	0	0	1	4	5	0	0	0	2	0	21

- Initial registration for this class was 30 people, 1 received incomplete, 8 withdrew

Fall 2003:

MIS425 Section 1 Emerging Technologies – Enterprise Level Applications Development using Visual Studio.NET [new class preparation – adopted SQL Server DBMS]

Rating: 3.45/4.00 Grade Adjusted Course Rating: 3.56/4.00

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
3	4	0	4	4	2	0	1	0	1	0	19

- Initial registration for this class was 23 people, 0 received incomplete, 4 withdrew

MIS426 Section 2 Emerging Technologies – Data-Driven Internet Applications Development using Visual Studio.NET [new class preparation]

Course Rating: 3.41/4.0 Grade Adjusted Course Rating: 3.50/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
5	2	4	3	4	2	2	1	2	0	1	26

- Initial registration for this class was 28 people, 2 received incompletes, 0 withdrew

Summer 2003:

MIS153 Section 2 – Intro to Visual Basic Programming

[new class preparation]

Candidate 3.11/4.0, Dept. 2.87/4.0, College 2.37/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
4	4	3	3	2	1	2	2	1	2	0	24

- Initial registration for this class was 24 people, 0 received incompletes, 0 withdrew

Spring 2003:

MIS375 Section 2 - E-Commerce

Course Rating: Candidate 3.68/4.0, Dept. 3.10/4.0, College 2.84/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
5	5	5	11	3	7	0	3	1	0	1	41

- Initial registration for this class was 41 people, 0 received incomplete, 0 withdrew

MIS425 Section 1 – Emerging Topics: Advanced Visual Basic Programming

[new class preparation – painful switch to .NET IDE]

Course Rating: Candidate 2.45/4.0, Dept. 3.13/4.0, College 2.88/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
1	2	5	7	4	2	2	0	0	1	0	24

- Initial registration for this class was 26 people, 0 received incompletes, 2 withdrew

Fall 2002:

MIS375 Section 2 - E-Commerce

Course Rating: Candidate 3.32/4.0, Dept. 2.89/4.0, College 2.69/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
3	5	6	7	2	4	5	2	1	1	1	37

- Initial registration for this class was 38 people, 0 received incomplete, 1 withdrew

MIS375 Section 4 - E-Commerce

Course Rating: Candidate 2.53/4.0, Dept. 2.89/4.0, College 2.69/4.0

A	A-	B+	B	B-	C+	C	C-	D+	D	F	Total
1	3	3	5	5	3	4	0	0	2	1	27

- Initial registration for this class was 30 people, 0 received incomplete, 3 withdrew

Spring 2002:

MIS375 Section 2 - E-Commerce

Course Rating: Candidate 2.70/4.0, Dept. 2.81/4.0, College 2.80/4.0

MIS425 Section 1 – Emerging Topics: Advanced Visual Basic Programming

[new class preparation]

Course Rating: Candidate 2.80/4.0, Dept. 3.06/4.0, College 2.90/4.0

Fall 2001:

MIS375 Section 2 - E-Commerce **[new class preparation]**

Course Rating: Candidate 1.69/4.0, Dept. 2.58/4.0, College 2.71/4.0

MIS375 Section 4 - E-Commerce

Course Rating: Candidate 2.52/4.0, Dept. 2.58/4.0, College 2.71/4.0

INSTRUCTIONAL IMPROVEMENT:

Fall\Spring 2015 - Created new coursework for MIS557 and MKTG 555 focusing on Microsoft's BI stack, and Tableau. Based on Industry guidance, I wrote the equivalent of a textbook's content (and assignments) to use the industry standard T-SQL for Analytics. The packaging and delivery of this content is greatly preparing students for job placements. Also created SSIS, SSAS, and power BI content to build data warehouses.

Took week-long trainings on SAS in San Diego and Tableau in Seattle to improve course content and design, and ability to teach with these technologies. The result of this training was increased usage of Tableau software in Mktg 555 to complement and explain the use of T-SQL. Also I introduced SAS Visual Analytics in Mktg 555. This is the first time SAS is being taught in the MBA. In addition I completed agreements to put SAS statistical and analytics software and Tableau dashboarding software into the hands of all MBA students.

Fall\Spring 2014 – performed self-study to performed two MBA course preps MKTG555 and MIS557, and re-prepped MIS271 to include a more advanced review of T-SQL for analytics. Created over 10 new assignments and 10 new classroom exercises.

Fall\Spring 2013 – performing two MBA course preps BA514 and MIS557. I prepared in part by completing six Microsoft training programs. Self-learning data mining.

Fall\Spring 2012 – redesigned MIS325 returning it to a web programming course.

Fall\Spring 2011 – Adopted new textbook and new set of SAP tutorials for ERP/SCM course, expanded course offering to include the HEC-SIM ERP simulation game (both distribution and manufacturing modules). Improved MIS325 ERP content, completely rewrote DDP version of class. Completely re-wrote the MIS271 content, to reflect a course redesign. The course now covers systems development methodologies (using VB.NET) rather than BI analytics content (using VB.NET).

Fall\Spring 2010 – Mktg 360 content further updated. Completely re-wrote MIS325 to switch to using ERP concepts and SAP software. Evaluated then selected course textbook and other course readings, and proofed and improved several hands-on tutorials. Created considerable amount of Powerpoint content to explain how ERP systems work.

Fall\Spring 2009 – MIS 271 further updated to include business intelligence content (dashboards and gauges). Switched to Visual Studio 2009 and SQLServer 2008 which required a re-write of 40% of the class. Mktg 360 further updated.

Fall\Spring 2008 – MIS 271 further updated to include business intelligence content. Modules on dashboards, key performance indicators, publishing SQLServer reports and excel reports to Sharepoint Services, use of datacubes and Excel pivot tables.

In addition I prepared and delivered the principles of Marketing course.

Furthermore, I spent the summer and fall preparing and delivering a brand new business intelligence (BI) course, and Blackboard web site for the EMBA program. A herculean effort required to pull this off. Developed full set of exams, assignments, hands-on in-class exercises, and the web site. Content included data cubes, pivot tables, cross-tab reports, drill-down reports and charts, key performance indicators, and management dashboards using Excel and Sharepoint Services, SQLServer reporting, Excel Reporting, publishing reports using Sharepoint Services, data base and data cube generation.

Fall 2007 – To support departmental objectives and envisioned changes to the MIS major\minor, I reengineered MIS271 which is currently our first systems development course. The course evolved from an introductory C# syntax-based programming class to a course covering GUI-based data manipulation, analysis, reporting and visualization.

Fall 2006 – To support the departmental goal of reducing the number of programming classes to two, I developed and test-ran the new format and content for the proposed introductory programming course (currently MIS171). Initial results from student evaluation and my first-hand observation of their enthusiasm seem to support the proposed course format. The goal here was to include 5 weeks of MIS325 content without making the course seem daunting. (Dr. Joshi concurs with the changes).

The MIS325 course was incrementally improved to include stored procedures, more of an e-commerce focus, and the introduction of SQL Server reporting services (all innovations using original materials).

Dr. Joshi and I foresee the second programming course combining both MIS325 and MIS424 content, so condensing and streamlining the content of both the first and second programming courses will be an ongoing activity. When department management moves forward with the planned reduction in programming courses, I will work with Dr. Joshi to merge the MIS325/424 content.

Spring 2006 – Streamlined all materials, hosting them in a WebCT course space. Developed module overviews and additional materials that act to help organize and guide students through the course content. Continual refinement and expansion of course material to add more fun to the complex and challenging content.

Spring/Fall 2005 – Developed 2 modules on databased analysis and graphing within Visual Studio. Projects include in-depth scripts that can, for example, pull the top customer sales for 2 years, compute comparisons and graph results. As an extension, another new module was created which automatically loops the customer list, then generates and sends personalized e-mails (using SMTP server). This is an extension of the CRM focus that I am bringing to the class. In process of switching from Crystal Reports to SQLServer reporting services.

Fall 2004 - Turned course into set of 27 modules complete with sample programs, in-class activities, slideshow material and homework exercises. While the course prep is continual for this class, a major effort was performed to 'package' the large amount of content created for MIS425 – into 75-minute chunks

Spring 2004 - Developed many sample programs using both advanced features of ASP.NET, ADO.NET and SQLServer database management software. The level of knowledge and skills that students received from using these powerful state-of-the-art development tools was world-class. This was evidenced by many students excelling in the job-market.

Fall 2003 – Prepared and presented advanced data-driven website development class using state of the art tools and techniques (ASP.NET, ADO.NET, SQLServer, and VB.NET). First professor in the department to transition from MS-Access to the SQLServer database. SQLServer is a more powerful database used by virtually every Fortune 1000 corporation. Adopting this database for classroom use both empowers and prepares students for the job market.

Used an object-oriented programming approach throughout the course (for the first time) for both MIS425/426. Developed new course modules – component development, XML, and web-services (the last with the assistance of the Microsoft Academic Evangelist)

Spring 2003 – Converted MIS425 to Visual Studio.NET which required a complete new course prep. Migrated to SQL Server for database projects. Presented ASP.NET and ADO.NET. All of these conversions required considerable, and exhaustive, retooling efforts.

Fall 2002 – Provided MS-Access query and reporting sales analysis project to complement an enhanced web-database connectivity project. Improved and implemented a second ASP project introducing more in-depth topics.

Spring 2002 – Improved MIS425 class to include Data environments, reporting, and Visual Basic–based ASP web programming. Built website that includes graphical webpages with included programs (zip

files) for all class sessions. Students thus had easy access to all the programs used to teach the class. Many additional teaching aids and sample programs made available

Fall 2001 - Added modules to MIS375 that better explain PKI security and B2B applications. Built website with many links to relevant E-Commerce information. Created many study materials for the students to guide them through this important topic.

PROFESSIONAL DEVELOPMENT ACTIVITIES:

2015 – Attended SAS and Tableau training, resulting in these software packages being used in the MBA program and improving students' career preparation.

2011 – Self-taught on VB.NET and ASP.NET to improve course offerings. Attended a 4 day hands-on SAP training course in Chico California which covered BI concepts. Participated in an online SCM training module.

2010 – Self-taught on ERP and SCM concepts. Attended 4-day SAP training in Montreal to learn how to run the ERP-SIM, simulation game (which teaches distribution and production concepts using a hands-on game). Simulation game was subsequently added to the course.

2009 – Self-taught on ERP concepts, SAP technical applications. Also participated in two online SAP trainings hosted by SAP and Chico State University

2008 – Self-taught on many BI focused tools and MSFT technologies.

2007 - To support the MIS271course development I self-taught how to use Sharepoint Designer, Sharepoint Services, SQLServer Reporting Services, and new features of VB.NET and ASP.NET.

Fall 2004 Attended Mplus statistics training session in Alexandria Virginia. Learned how to utilize the Mplus software for advanced SEM statistical analysis including the following topics: multi-level models, latent interaction terms, inclusion of categorical and dichotomous variables.

Spring 2003 – Self-taught ASP.NET and object-oriented programming

Fall 2003 – Self-taught Visual Studio.NET, which includes VB.NET, ADO.NET, and ASP.NET. Self-Paid and attended two VS.Net seminars in Bellevue WA, and attended TechEd 2003 in Dallas TX.

Spring 2002 – Attended PSYCH512 statistics class, self-taught AMOS statistical software and ASP programming.

Fall 2002 – Attended PSCH513 (psychometrics) and 514 (SEM) classes presented by Dr. Craig Parks. Self-taught interaction analysis using continuous variables

PROFESSIONAL DEVELOPMENT PLANS:

Continue to polish current papers in portfolio, and improve skills for statistical analyses. Currently learning R. Specifically improve technically based analytical skills so that MIS557 and MKTG555 develop the analytical and professional skills of the participants.

PROFESSIONAL ASSOCIATIONS:

Association for Information Systems

KPMG Information Systems Doctoral Systems Association (faculty advisor)

WSU Chicano/a Latino/a Faculty Staff Association

Delta Sigma Pi (Faculty Advisor)