

Curriculum Vitae
Maryam Ghasemaghaei, Ph.D.
ghasemm@mcmaster.ca

Business Address

DeGroote School of Business
McMaster University
Hamilton, Ontario, Canada, L8S 4M4

Educational Background

PhD Date: 2016
 Area: Information Systems, School of Business
 Institution: McMaster University, Hamilton, Ontario, Canada
 Thesis: Online Product Recommendation Agent Design: The Role of
 Cognitive Age and Agent Comprehensiveness
 Supervisor: Dr. Khaled Hassanein

M.Sc. Date: 2009
 Area: Marketing
 Institution: University of Isfahan

B.Sc. Date: 2007
 Area: Industrial Management
 Institution: University of Isfahan

Current Status

- Assistant Professor, Information Systems, DeGroote School of Business, McMaster University

Areas of Interest

Research Big Data Analytics
 Human Computer Interaction
 Electronic Business

Teaching Management Information Systems
 Data Analytics
 Electronic Business
 Human Computer Interaction

Peer-Reviewed Journal Articles

Published

1. **M. Ghasemaghaei**, and K. Hassanein, (2016), “A Macro Model of Online Information Quality Perceptions: A Review and Synthesis of the Literature”, *Computers in Human Behavior*, 55, 972-991.
2. **M. Ghasemaghaei**, K. Hassanein, (2015), “Online Information Quality and Consumer Satisfaction: The Moderating Roles of Contextual Factors - A Meta-Analysis”, *Information & Management*, 52 (8), 965-981.
3. **M. Ghasemaghaei**, B. Ranjbarian and S. A. Monadjemi, (2011), “Key Motivators for Iranian E_Shopping: A Neural Networks Based Approach”, *Journal of Theoretical and Applied Information Technology*, 33 (1), 119-134.
4. Shahin, and **M. Ghasemaghaei**, (2010), “Service Poka Yoke”, *International Journal of Marketing Studies*, 2 (2), 190- 201.
5. **M. Ghasemaghaei**, B. Ranjbarian, and S.A. Monadjemi, (2009), “Effective Factors on Iranian Consumers Behaviour in Internet Shopping: A Soft Computing Approach”, *Journal of Computer Science*, 5 (3): 172-176.

Under Revision/Review

1. **M. Ghasemaghaei**, K. Hassanein, I. Benbasat, (2015) “Designing Online Product Recommendation Agents for Older Adults: The Roles of Cognitive Age and Agent Comprehensiveness”, *MIS Quarterly*, Revise & Resubmit (Second Round).
2. Doha, M. Ghasemaghaei, K. Hassanein, (2016), “Social Bundling: A Novel Method to Enhance Consumers' Intention to Purchase Online Bundles”, *Journal of Retailing and Consumer Services*, Submit.
3. **M. Ghasemaghaei**, K. Hassanein, and Turel, O, (2016). “Impacts of Data Analytics on Organizational Outcomes: A Resource Fit Perspective”, *Journal of Management Information Systems*, Submit.

Research in Progress

1. **M. Ghasemaghaei**, P. Eslami, and K. Hassanein, “Impacts of Review Length and Review Sentiment on Review Helpfulness: A Sentiment Mining Approach”.
2. **M. Ghasemaghaei**, S. Ebrahimi, and K. Hassanein, “The Influence of Data Analytics on Generating Valuable Firm Insights”.
3. S. Ebrahimi, **M. Ghasemaghaei**, and K. Hassanein, “The Role of Data Analytics on Firms Unethical Decision Makings”.
4. **M. Ghasemaghaei**, and K. Hassanein, “A Review of Online Information Quality in Information Systems Research: a Dynamic Model of Online Information Quality Perceptions and Impacts”.

Peer Reviewed Conference Proceedings Articles

1. **M. Ghasemaghaei**, S. Ebrahimi, K. Hassanein, (2016) “Generating Valuable Insights through Data Analytics: A Moderating Effects Model”, International Conference on Information Systems (ICIS), Dublin, USA.
2. S. Ebrahimi, **M. Ghasemaghaei**, K. Hassanein, (2016) “Understanding the Role of Data Analytics in Driving Unethical Managerial Decisions”, International Conference on Information Systems (ICIS), Dublin, USA.
3. **M. Ghasemaghaei**, P. Eslami, K. Deal, K. Hassanein, (2016), “Consumers Attitude toward Insurance Companies: A Sentiment Analysis of Online Consumer Reviews”, Americas Conference on Information Systems (AMCIS), San Diego, USA.
4. A. Doha, **M. Ghasemaghaei**, K. Hassanein, (2016), “Group Bundling versus Traditional Bundling in e-Commerce: A Field Experiment”, Hawaii International Conference on System Sciences (HICSS), Kauai, USA.
5. **M. Ghasemaghaei**, K. Hassanein, O. Turel, (2015), “Impacts of Big Data Analytics on Organizations: A Resource Fit Perspective”, Americas Conference on Information Systems (AMCIS), Puerto Rico, USA.
6. **M. Ghasemaghaei**, K. Hassanein, (2015), “Impact of Persuasion Processes on Consumer Attitude Towards Online Shopping: The Moderating Role of Product Involvement and Consumer Self-Efficacy”, Americas Conference on Information Systems (AMCIS), Puerto Rico, USA.
7. **M. Ghasemaghaei**, K. Hassanein, I. Benbasat, (2014), “Intention to Use Recommendation Agents for Online Shopping: The Role of Cognitive Age and Agent Complexity”, International Conference on Information Systems (ICIS), New Zealand.
8. **M. Ghasemaghaei**, (2014), “Understanding Intention to Use eCommerce Recommendation Agents: The Role of Cognitive Age and Agent Complexity”, International Conference on Information Systems (ICIS), Doctoral Consortium, New Zealand.
9. **M. Ghasemaghaei**, and K. Hassanein, (2013), “Online Information Quality and Consumer Satisfaction: The Moderating Role of Information Seeking Mode and Information Search Focus- A Meta-Analysis”, Administrative Sciences Association of Canada (ASAC), Calgary, Canada (***Recipient of the IS Division Honorable Mention Award***).
10. **M. Ghasemaghaei**, and K. Hassanein, (2013), “Consumers’ Satisfaction with Online Information Quality: The Moderating Role of Consumers Decision-Making Style, Gender and Product Involvement”, European Conference on Information Systems (ECIS), Utrecht, Netherlands.
11. **M. Ghasemaghaei**, N. Archer and K. Hassanein, (2012), “E-health Applications in Rural and Remote Areas for an Aging Society: Barriers and Solutions”, Advances in Health Informatics Conference, Toronto, Canada.
12. **M. Ghasemaghaei**, and A. Sanayei, (2008), “Web 3.0: The Evolutionary Stage of Web and its effect on E_Commerce”, 3rd International Conference on E_Commerce, Isfahan, Iran.
13. Shahin, and **M. Ghasemaghaei**, (2008), “Service Poka yoke”, International Management Conference, Tehran, Iran.

Courses Taught

- 2KA3 Information Systems in Business, Winter 2015, Winter 2016

Honors & Awards

- Robert Joyner Doctoral Student Publication Prize- 2015
- ICIS Doctoral Consortium Attendee - 2014
- Norm Archer Endowed Prize- 2014
- Recipient of the IS Division Honorable Mention Paper Award, ASAC- 2013
- Ranked 1st in my Master degree program
- Ranked 2nd in my Bachelor degree program

Certificates

- Management of Enterprise Data Analytics (University of Toronto, May 2016)
- Certified SAP Associate at “Integration of Business Processes in SAP ERP (TERP10)”, May 2015
- ARIS: What is BPM, September 2014
- ARIS: Before you start modeling, September 2014
- Principles and Practices of University Teaching (McMaster University Education 750), May 2014
- McMaster GMCA Mini MBA Lecture Series, March 2013

Academic Service

- Senator and Member of The Executive Committee, McMaster University Senate, 2014-2016
- Valedictorian Committee member, DeGroote School of Business, 2013-2016
- Vice-president, DeGroote Doctoral Students Association (DDSA) committee, 2013-2014
- Business faculty representative, McMaster Graduate Students Association, 2013-2014
- Academic Affairs Committee member, McMaster Graduate Students Association, 2013-2014

Referee: Peer-Reviewed Journals and Conferences

- MIS Quarterly (MISQ)
- Information Systems Frontiers (ISFI)
- Information Systems Management Journal (ISM)
- Journal of Research in International Business and Management (JRIBM)
- European Conference on Information Systems (ECIS)
- Hawaiian International Conference on System Sciences (HICSS)
- Americas Conference on Information Systems (AMCIS)
- International Conference on Information Systems (ICIS)
- Administrative Sciences Association of Canada (ASAC)
- International Conference on Information Resources Management (Conf-IRM)
- Pacific Asia Conference on Information Systems (PACIS)