

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

**BUSINESS ADDRESS**

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

**EDUCATIONAL BACKGROUND**

- |              |              |   |
|--------------|--------------|---|
| <b>PhD</b>   | 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 |
| <b>M.Sc.</b> | Date:        | 2009  |
|              | Area:        | Marketing   |
|              | Institution: | University of Isfahan   |
| <b>B.Sc.</b> | Date:        | 2007  |
|              | Area:        | Industrial Management   |
|              | Institution: | University of Isfahan   |

**CURRENT STATUS**

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

**PROFESSIONAL ORGANIZATIONS**

- Member of Business Technology Management (BTM) governing council
- Member of Association of Information Systems (AIS)

**SCHOLARLY AND PROFESSIONAL ACTIVITIES**

A. EXECUTIVE POSITIONS AT CONFERENCES:

- Associate Editor, Transforming Society with Digital Innovation Track, PACIS 2019, Xi'an, China.
- Session Chair, SIGDSA Symposium, ICIS 2018, San Francisco, USA
- Session Chair, SIG-HCI Workshop, ICIS 2017, Seoul, South Korea

**B. REFEREE FOR PEER REVIEWED JOURNALS, AND CONFERENCES:**

- MIS Quarterly (MISQ)
- Information Systems Research (ISR)
- European Journal of Information Systems (EJIS)
- Information Systems Frontiers (ISFI)
- Information Systems Management (ISM)
- Journal of Retailing and Consumer Services
- Journal of Research in International Business and Management (JRIBM)
- Internet Research
- 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)

**C. EXTERNAL GRANT REVIEWS:**

- SSHRC – Standard Research Grants / Insight Grants, January 2018 (1 grant application reviewed).

**D. INTERNAL GRANT REVIEWS:**

- Labarge Post-Doctoral Fellowship for Mobility in Aging, June 2018 (2 applications reviewed).
- McMaster Institute for Research on Aging Post-Doctoral Fellowship, June 2018 (1 application reviewed).

**E. STUDENT CASE COMPETITIONS JUDGE:**

- MBA Case competition judge, McMaster Annual Case Competition, 2017

**AREAS OF INTEREST**

**A. RESEARCH INTERESTS:**

- Big Data Analytics
- Human Computer Interaction

**B. TEACHING INTERESTS:**

- Management Information Systems
- Data Analytics
- Electronic Business

## 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 1<sup>st</sup> in my Master degree program
- Ranked 2<sup>nd</sup> in my Bachelor degree program

## COURSES TAUGHT

### A. UNDERGRADUATE COURSES:

- 2KA3 Information Systems in Business, Winter 2015, Winter 2016, Winter 2017, Winter 2018
- 3KE3 Management of Enterprise Data Analytics, Winter 2018

### B. GRADUATE COURSES:

- K650 Information Systems in Business, Winter 2017, Winter 2018
- K797 Independent Research Study, Summer 2018
- K719 Independent Research Project in Management Information, Fall 2018

## CONTRIBUTIONS TO TEACHING PRACTICE

### A. COURSE DEVELOPMENT:

- Information Systems in Business (K650), (Graduate course) McMaster University, 2017.
- Management of Enterprise Data Analytics (3KE3), (Undergraduate course) McMaster University, 2018.

## SUPERVISORSHIPS

### A. DOCTORAL:

- [1] Mohsen Javdan (co-supervision with Dr. Brian Detlor), Information Systems Area, DeGroote School of Business, McMaster University (In progress).

### B. RESEARCH ASSISTANT:

- [7] Oscar Zaranek, Winter 2019-Present  
[6] Moshur Howlader, Summer 2018-Fall 2018  
[5] Zeeshan Shahid, Spring 2018-Present  
[4] Sukaynah Ali T Al Haji, Spring 2018-Fall 2018  
[3] Shiva Gheblehverdi, Winter 2018-Summer 2018  
[2] Roshaya Rodness, Fall 2017-Present  
[1] Dr. Mohamed Mostafa Abouzahra, Fall 2017-Summer 2018

### C. DOCTORAL SUPERVISORY & DEFENCE COMMITTEES:

- [2] Mehmet Akgul, Information Systems Area, McMaster University (March 2018 – Present).
- [1] Maarif Sohail, Information Systems Area, McMaster University (March 2017 – Present).

### D. MASTER SUPERVISORY & DEFENCE COMMITTEES:

- [1] Sameen Ateeq, eHealth Area, McMaster University (January 2018 – December 2018).

## LIFETIME RESEARCH FUNDING

### A. RESEARCH GRANTS HELD:

- McMaster Arts Research Board Major Collaborative Project Seed Grant (\$12,512), 2019, “Enhancing Big Data Analytics Utilization: the Role of Executive Symbolism”, Role: PI, with François Neville as a Co-applicant.
- McMaster Arts Research Board Major Collaborative Project Seed Grant (\$10,053), 2019, “Gender Bias and the Successful Initiation of Organizational Strategic Changes”, Role: Co-applicant, with François Neville as a PI.
- DSB Faculty Incentive Grant (\$5,000), Published in FT50, 2019.
- Big Idea Grant, Faculty of Engineering, McMaster University (\$100,000), Role: Co-PI and Tohid Didar as a Principal Applicant, 2018
- NSERC Collaborative Research and Development Grants (CRD) (\$7,500,000), A. Emadi (PI), Co-Applicants: M. Ghasemaghahi, M. Narimani, M. Bakr, J. Bauman, J. Cotton, S. Habibi, M. Lawford, P. Mhaskar, Z. Motamed, N. Nedialkov, S. Razavi, S. Veldhuis, A. Wassying, F. Yan, 2018.
- McMaster Arts Research Board Major Collaborative Project Seed Grant (\$10,295), 2018, “The Impact of Big Data on Firm Data Diagnosticity: Mediating Role of Data Quality”, Role: PI, with Goran Calic as a Co-applicant.
- DSB Faculty Incentive Grant (\$2,500), Published in a journal on DSB’s list of 45 high quality journals, 2018.
- DSB Faculty Incentive Grant (\$2,500), Published in a journal on DSB’s list of 45 high quality journals, 2018.
- DSB Faculty Incentive Grant (\$2,500), Published in a journal on DSB’s list of 45 high quality journals, 2017.
- SSHRC Insight Development Grant (\$63,550), 2017, “Improving Firm Decision Making Performance: The Role of Data Analytics Competency”, Role: PI, with Khaled Hassanein as Co-applicant.
- McMaster Institute for Research on Aging (\$44,984), 2017, “Cognitive vs Chronological Age as Barriers to Using Wearable Activity Monitors in Older Persons”, Role: PI, with Manaf Zargoush (DSB), Stuart Phillips (Kinesiology), and Reza Samavi (Computing and Software) as Co-applicants.
- McMaster Arts Research Board (\$6,998), 2017, “Generating Valuable Business Insights through Big Data Analytics”, Role: PI
- McMaster Arts Research Board Conference Grant (\$3,499), 2017.

- McMaster Interdisciplinary Research Grant (\$25,500), 2017, “eHealth Adoption Issues in Low Resource Countries”, Role: Co-PI, with Norm Archer as a PI.
- McMaster Startup Funding (\$45,000), 2016.

## LIFETIME PUBLICATIONS

### A. PEER-REVIEWED BOOK CHAPTERS:

- [1] C. Goran, and **M. Ghasemaghaei**, (2018). “From Sustainability Constraints to Creative Action: Increasing Managerial Innovation by Simultaneously Solving Social and Commercial Needs”, Wiley.

### B. PEER-REVIEWED JOURNAL ARTICLES:

- [21] **M. Ghasemaghaei**, and C. Goran. “Does Big Data Enhance Firm Innovation Competency? The Mediating Role of Data-Driven Insights”, *Journal of Business Research*, Forthcoming.
- [20] **M. Ghasemaghaei**, and G. Calic (2019). “Can Big Data Improve Firm Decision Quality? The Role of Data Quality and Data Diagnosticity”, *Decision Support Systems*, 120, 38-49.
- [19] **M. Ghasemaghaei**, (2019). “Does Data Analytics Use Improve Firm Decision Making Quality? The Role of Knowledge Sharing and Data Analytics Competency”, *Decision Support Systems* , 120, 14-24.
- [18] **M. Ghasemaghaei**, (2019). “The Impact of In-Depth Online Recommendation Agents on Consumer Disorientation and Cognitive Absorption Perceptions”, *Behaviour & Information Technology*– Accepted.
- [17] **M. Ghasemaghaei**, (2019). “Are Firms Ready to Use Big Data Analytics to Create Value? The Role of Structural and Psychological Readiness”, *Enterprise Information Systems* – Accepted.
- [16] **M. Ghasemaghaei**, (2019). “The Role of Positive and Negative Valence Factors on the Impact of Bigness of Data on Big Data Analytics Usage”, *International Journal of Information Management*- Accepted.
- [15] **M. Ghasemaghaei**, K. Hassanein, I. Benbasat, (2019). “Assessing the Design Choices for Online Recommendation Agents for Older Adults: Older Does Not Always Mean Simpler Information Technology”, *MIS Quarterly*, 43(1), 329-346.
- [14] **M. Ghasemaghaei**, B. Kapoor, O. Turel. (2019). “Impact of Business Analytics Maturity Level of MBA programs on Salary and Job Placement: The Role of University Ranking”, *Communications of the Association for Information Systems*, Accepted.
- [13] **M. Ghasemaghaei**, K. Hassanein, (2019). “Dynamic Model of Online Information Quality Perceptions and Impacts: A Literature Review”, *Behaviour & Information Technology*, 38 (3), 302-317.
- [12] **M. Ghasemaghaei**, (2018). “Improving Organizational Performance through the Use of Big Data”, *Journal of Computer Information Systems*, Forthcoming.
- [11] P. Eslami, **M. Ghasemaghaei**, (2018). “Effects of Online Review Positiveness and Review Score Inconsistency on Sales: A Comparison by Product Involvement”, *Journal of Retailing and Consumer Services*, 45, 74-80.

- [10] P. Eslami, **M. Ghasemaghaei**, K. Hassanein (2018). "Which Online Reviews' Do Consumers Find Most Helpful? A Multimethod Investigation", *Decision Support Systems*, 113, 32-42.
- [9] **M. Ghasemaghaei**, P. Eslami, K. Deal, K. Hassanein, (2018). "Reviews' Length and Sentiment as Correlates of Online Reviews' Ratings", *Internet Research*, 28 (3), 544-563.
- [8] **M. Ghasemaghaei**, S. Ebrahimi, and K. Hassanein, (2018). "Data analytics competency for improving firm decision making performance", *Journal of Strategic Information Systems*, 27 (1), 101-113.
- [7] **M. Ghasemaghaei**, K. Hassanein, and Turel, O, (2017). "Impacts of Data Analytics on Organizational Outcomes: A Resource Fit Perspective", *Decision Support Systems*, 101, 95-105.
- [6] A. Doha. **M. Ghasemaghaei**, K. Hassanein, (2017). "Social Bundling: A Novel Method to Enhance Consumers' Intention to Purchase Online Bundles", *Journal of Retailing and Consumer Services*, 35, 106-117.
- [5] **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.
- [4] **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. Monadjemi, (2011). "Key Motivators for Iranian E\_Shopping: A Neural Networks Based Approach", *Journal of Theoretical and Applied Information Technology*, 33 (1), 119-134.
- [2] A. Shahin, and **M. Ghasemaghaei**, (2010). "Service Poka Yoke", *International Journal of Marketing Studies*, 2 (2), 190- 201.
- [1] **M. Ghasemaghaei**, B. Ranjbarian, and S. Monadjemi, (2009). "Effective Factors on Iranian Consumers Behaviour in Internet Shopping: A Soft Computing Approach", *Journal of Computer Science*, 5 (3): 172-176.

C. PEER REVIEWED CONFERENCE PROCEEDINGS ARTICLES:

- [22] M. Javdan, **M. Ghasemaghaei**, (2018). "Big Data Analytics Assimilation: The Role of Institutional Pressures", International Conference on Information Systems (ICIS), Pre-ICIS SIGDSA Workshop, San Francisco, USA.
- [21] G. Calic, **M. Ghasemaghaei**, A. Shevchenko, (2018). "From Sustainability Constraints to Creative Action: Increasing Managerial Innovativeness by Adopting Sustainability Constraints", 34th EGOS Colloquium, Tallinn, Estonia.
- [20] G. Calic, **M. Ghasemaghaei**, (2018). "From Sustainability Constraints to Creative Action: Increasing Managerial Innovation by Simultaneously Solving Social and Commercial Needs", Sustainability, Ethics & Entrepreneurship (SEE) Conference, Washington, USA.
- [19] **M. Ghasemaghaei**, (2017). "The Impact of Big Data on Firm Data Diagnosticity: Mediating Role of Data Quality", International Conference on Information Systems (ICIS), Seoul, South Korea.
- [18] **M. Ghasemaghaei**, M. Zargoush, P. Stuart, R. Samavi, (2017). "Cognitive vs Chronological Age as Barriers to Using Wearable Activity Monitors in Older Adults", International Conference on Information Systems (ICIS), SIG-HCI Workshop, Seoul, South Korea.

- [17] **M. Ghasemaghaei**, (2017). “The Effects of Operational and Cognitive Compatibilities on the Big Data Analytics Usage: Firm Distinctive Value Creation”, Twenty-third Americas Conference on Information Systems, Boston, USA.
- [16] **M. Ghasemaghaei**, (2017). “The Effects of Disorientation and Cognitive Absorption on Adoption of In-Depth Recommendation Agents: The Moderating Role of Age and Gender”, Twenty-third Americas Conference on Information Systems, Boston, USA.
- [15] P. Eslami, **M. Ghasemaghaei**, (2017). “Identifying the Conditions under Which Online Reviews Translate into Product Sales: A Sentiment Analysis Approach”, Twenty-third Americas Conference on Information Systems, Boston, USA.
- [14] **M. Ghasemaghaei**, (2017). “Under what Conditions Firms Can Successfully Implement ERP Systems? Combination of Qualitative and Quantitative Methods”, Administrative Sciences Association of Canada, Montreal, Canada.
- [13] **M. Ghasemaghaei**, S. Ebrahimi, K. Hassanein, (2016). “Generating Valuable Insights through Data Analytics: A Moderating Effects Model”, International Conference on Information Systems (ICIS), Dublin, Ireland.
- [12] 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, Ireland.
- [11] **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.
- [10] 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.
- [9] **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.
- [8] **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.
- [6] **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.
- [5] **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*).
- [4] **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.

- [3] **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.
- [2] **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.
- [1] Shahin, and **M. Ghasemaghaei**, (2008). “Service Poka yoke”, International Management Conference, Tehran, Iran.

## INVITED RESEARCH PRESENTATIONS AND SEMINARS

- [7] **M. Ghasemaghaei**, (2016). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, University of Windsor's Odette School of Business, Canada.
- [6] **M. Ghasemaghaei**, (2015). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, Marshall School of Business, University of Southern California, LA, USA.
- [5] **M. Ghasemaghaei**, (2015). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, The College of Computing and Digital Media (CDM), DePaul University, Chicago, USA.
- [4] **M. Ghasemaghaei**, (2015). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, Bryan School of Business & Economics, University of North Carolina at Greensboro, USA.
- [3] **M. Ghasemaghaei**, (2015). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, Jon M. Huntsman School of Business at Utah State University, Utah, USA.
- [2] **M. Ghasemaghaei**, (2015). “Online Product Recommendation Agents Design: The Role of Cognitive Age and Agent Comprehensiveness”, Louisiana State University's E. J. Ourso College of Business, Baton Rouge, USA.
- [1] **M. Ghasemaghaei**, (2014). “Intention to Use Recommendation Agents for Online Shopping: The Role of Cognitive Age and Agent Complexity”, HEC Montréal, Canada.

## 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), May 2014
- McMaster GMCA Mini MBA Lecture Series, March 2013

## ACADEMIC SERVICE

- U/G curriculum redesign committee, May 2019-Present.
- Giving talk to IS PhD students about “Roads to have a Successful Academic Career”, January 2019.



- Serving on University Library Advisory Council, 2018-2019.
- Faculty Advisor for EcoCAR Mobility Challenge, 2018-2022.
- McMaster Institute for Research on Aging Review Committee, McMaster University, 2018-Present
- Student Awards Committee, DeGroot School of Business, 2017-2020
- Graduate Curriculum and Policy Committee, DeGroot School of Business, 2017-2020
- Business Technology Management (BTM) governing council member, 2017-Present
- IS Research Seminar Organizer, DeGroot School of Business, 2017-Present
- IS Doctoral Consortium Organizer, DeGroot School of Business, 2017-Present
- Senator and Member of the Executive Committee, McMaster University, 2014-2016
- Valedictorian Committee member, DeGroot School of Business, 2013-2016
- Vice-president, DeGroot Doctoral Students Association (DDSA) committee, 2013-2014
- Business faculty representative, McMaster Graduate Students Association, 2013-2014
- Academic Affairs Committee, McMaster Graduate Students Association, 2013-2014