

Curriculum Vitae
Maryam Ghasemaghaei, Ph.D.
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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

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

Teaching Management Information Systems
 Data Analytics
 Human Computer Interaction

Peer-Reviewed Journal Articles

1. **M. Ghasemaghaei**, S. Ebrahimi, and K. Hassanein (2017). “Data analytics competency for improving firm decision making performance”, *Journal of Strategic Information Systems*, In Press.
2. **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.
3. 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.
4. **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.
5. **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.
6. **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.
7. A. Shahin, and **M. Ghasemaghaei**, (2010), “Service Poka Yoke”, *International Journal of Marketing Studies*, 2 (2), 190- 201.
8. **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.

Peer Reviewed Conference Proceedings Articles

1. **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.
2. **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.
3. **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.
4. **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.

5. 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.
6. **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.
7. **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.
8. 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.
9. **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.
11. **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.
12. **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.
13. **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.
14. **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.
15. **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*).
16. **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.

17. **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.
18. **M. Ghasemaghaei**, and A. Sanayei, (2008), “Web 3.0: The Evolutionary Stage of Web and its effect on E_Commerce”, 3rd International Conference on ECommerce, Iran.
19. Shahin, and **M. Ghasemaghaei**, (2008), “Service Poka yoke”, International Management Conference, Tehran, Iran.

Courses Taught

- 2KA3 Information Systems in Business, Winter 2015, Winter 2016, Winter 2017
- K650 Information Systems in Business, Winter 2017

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

- Student Awards Committee Since July 2017
- Graduate Curriculum and Policy Committee Since July 2017
- BTM governing council member since 2017
- Organizer of IS Research Seminars at DeGroot since July 1 2017
- MBA Case Competition judge 2017
- 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 member, McMaster Graduate Students Association, 2013-2014