

# Ryan T. Wright

## CURRICULUM VITAE

McIntire School of Commerce  
University of Virginia  
Charlottesville, VA 22903

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### EDUCATION

<b>Ph.D.</b>	Washington State University Degree Conferred in Business Administration Major -- Management Information Systems Chair -- <a href="#">Joseph S. Valacich</a>	2009
<b>M.B.A.</b>	The University of Montana Supporting Areas -- Technology Strategy and Management	2001
<b>B.S.</b>	The University of Montana Business Administration, Concentration in MIS	1999

### ACADEMIC EXPERIENCE

#### **University of Virginia**

Full Professor	2020 - Present
C. Coleman McGehee Professor	2018 - Present
Associate Professor with Tenure	2016 - 2020

#### **University of Massachusetts - Amherst**

Associate Professor with Tenure	2015 – 2016
Assistant Professor	2012 – 2015

#### **University of San Francisco**

Assistant Professor	2009 – 2012
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#### **University of Montana – Adjunct Instructor**

2001 – 2005

### ADMINISTRATIVE EXPERIENCE

#### **University of Virginia**

- Senior Associate Dean, Faculty and Research (May 2022 – Present)
- Associate Dean, Faculty and Research (May 2021 – May 2022)
- Area Coordinator, IT Faculty (19 faculty in the Area; May 2019 – May 2021)
- Associate Director, Center for Management of IT (Aug. 2018 – May 2021)
- Founder / Program Director, Certificate in Cybersecurity (Aug. 2018 – May 2021)
- M.S. in Business Analytics - Module 4 Coordinator (*Monetizing Data in an Era of Digital Transformation*), (2021)

#### **University of Massachusetts**

- Founding Faculty, Cybersecurity Research Institute (2013 – 2016)
- Core Faculty, MBA Program, Isenberg School of Management (2015 – 2016)

#### **University of San Francisco**

- Co-Director, Business School Honors Program (2010-2012)
- Founder / Director, [The Salesforce.com Pro Bono Student/Mentor Consulting Program](#) (2010 – 2012)

## PROFESSIONAL EXPERIENCE

**Montana World Trade Center/Rocky Mountain Global** – Digital Business Consultant 2002 – 2005

- [Grants and contracts](#) to develop e-business services for rural medium/small businesses.

**Kinetic Sports Interactive** – Chief Technology Officer / Co-Founder 1999 – 2002

- “Best New Sports Product Semi-Finalist” - [NASDAQ Product Awards](#) for [patented software](#).

**Amoco Oil (DBA Rainbo Oil)** – Cluster Area Manager 1993 – 1996

- Supervised district oil and gas retail operations.

### Consulting Engagements

- S&P Global
- State of Montana - Department of Commerce
- Salesforce.org
- State of Washington (Expert Witness)
- Others with non-disclosure agreements

## AWARDS

### Field-based Awards

- [Research Fellow](#), INTI International University, Malaysia (June 2023 to December 2025)
- [Sandra Slaughter Service Award](#), Association for Information Systems (AIS; Dec. 2020)
- [Faculty Founder Award](#), Doctoral Student College of the AIS (Dec 2020)
- [Reviewer Hall of Fame](#), Journal of the Association for Information Systems (Jan. 2020)
- [Best Reviewer](#), Journal of the Association for Information Systems (Dec. 2018)
- [Honorable Mention - Best Reviewer](#), Journal of the Association for Information Systems (Dec. 2017)
- [Best Paper Award](#), SIG-DIGIT, Annual Association for Information Systems – Special Interest Group on Adoption and Diffusion of Information Technology Workshop (Dec. 2013)
- [Best Paper Finalist](#), Hawaii International Conference on System Sciences (Jan. 2017)
- [Best Paper Finalist](#), SIG-HCI, 8<sup>th</sup> Annual Association for Information Systems – Special Interest Group on Human Computer Interaction Workshop (Dec. 2009)
- [ICIS Doctoral Consortium](#), International Conference on Information Systems (Dec. 2008)

### University-wide Awards

- [Excellence in Faculty Speaking](#), University of Virginia, Office of Lifelong Learning (2017, 2018)
- [Exceptional Merit Award](#), U. of Massachusetts (Dec. 2015)
- [Beta Alpha Psi](#), Business Fraternity, Faculty Fellow (May 2011)
- [The Innovation in Teaching with Technology Award](#), U. of San Francisco (USF; May 2010)
- [The Faculty Excellence Fellow](#), Greek Honor Society, U. of Montana (UMT; Faculty in any discipline chosen by the Greek Council: May 2003)

### School-wide Awards

- [The Research Excellence Award](#), Isenberg School of Management, UMass (May 2015)
- [The Outstanding Executive MBA Teacher Award](#), School of Management, USF (May 2012)
- [The John Miller Mission Support and Advocacy Award](#), School of Management, USF (May 2011)
- [The Outstanding Research Award](#), School of Management, USF (May 2010)
- [The Outstanding Graduate Research Award](#), College of Business, WSU (May 2009)
- [Outstanding Instructor Award](#), School of Business, UMT (May 2005)

## RESEARCH

### Grants and Funding (Involved in +\$3.5 million of funded research)

1. P.I., UVA Jefferson Trust Foundation. Side Hustle: Micro Business Courses. (\$150,000; 2021-22).
2. P.I., UVA Office of Research. Full Stack Cybersecurity: Integrating Analytics, Systems Responsiveness, and the Human. (\$60,000; 2018-2019).
3. P.I., UVA Office of the VP of IT Grant. Building Next Gen Cybersecurity Training. (\$180,000; 2017 – 2019).
4. P.I. @ UVA and UMass, NSF Program in Secure and Trustworthy Cyberspace (SaTC). Building the Human Firewall: Developing crowd sourced resistance to semantic security threats. (\$500,000; 2015-2017) Award# 1421580.
5. Senior Personnel, NSF Program. CyberCorps Scholarship for Service. (\$1,569,871; 2016-2020) Award# 1565521.
6. Senior Personnel, President's Science and Technology Fund. Institute for Cyber Security. (\$180,000; 2015-16).
7. Senior Personnel, The National Telecommunications and Information Administration. [Partnership for Economic Revitalization through Technology \(PERT\)](#) (\$952,330; 2000 – 2005).

### Refereed Journal Articles ([Google Scholar Citations](#) = 3772; H-index=21; i10 index=28)

1. Wright, R.T., Johnson, S.L., Kitchens, B. (2023) Phishing Susceptibility in Context: A Multi-level Information Processing Perspective on Deception Detection. MIS Quarterly 47(2), 803-832.
2. Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., ... & Wright, R.T. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. International Journal of Information Management, 71, 102642.
3. Wright, R.T., Saunders, C., Sarkar, S., Kankanhalli, A., Whitley, E.A., Tuunainen, V., Henriksen, H. Z. (2023) "The Scholarly Divide: Insights from the AIS Well-being Project", Communications of the Association for Information Systems. Forthcoming.
4. Jensen, M., Wright, R.T., Durcikova, A., Karumbaiah, S. (2022) Improving Phishing Reporting Using Security Gamification. Journal of Management Information Systems. 39(3), 793-823.
5. Nguyen, C., Jensen, M., Durcikova, A., Wright, R.T. (2021) A Comparison of Features in a Crowdsourced Phishing Warning System. Information Systems Journal. 31 (3) 473-513.
6. Jensen, M., Durcikova, A., Wright, R.T. (2021) Using Susceptibility Claims to Motivate Behaviour Change in IT Security. European Journal of Information Systems. 40(1) 27-45.
7. Xiao, X, Sarker, S., Wright, R.T., Sarker, S., Mariadoss, B. (2020) Commitment and Replacement of Existing SAAS - Delivered Applications: A Mixed-Method Investigation. MIS Quarterly. 44(4) 1811-1857.
8. Sun, H., Wright, R.T., Thatcher, J.B. (2019) Revisiting the Impact of System Use on Task Performance: An Exploitative-Explorative System Use Framework. Journal of the AIS, 20(4) 398-433.
9. Thatcher, J.B., Wright, R.T., Sun, H., Klein, R., Zagencyk, T. (2018) Mindfulness in Information Technology Use: Conceptual and Operational Definitions. MIS Quarterly 42 (3) 831-84
10. Jensen, M., Dinger, M., Wright, R.T., Thatcher, J. B. (2017) Training to Mitigate Phishing Attacks Using Mindfulness Techniques Training to Mitigate Phishing Attacks Using Mindfulness Techniques. Journal of Management Information Systems 34 (2) 597-626.
11. Wright, R.T., Robert, N., Wilson, D. (2017) The Role of Context in IT Assimilation: A Multi-Method Study of a SaaS Platform in the US Nonprofit Sector. European Journal of Information Systems 26 (5) 509-539.

12. Lankton, N., McKnight, D.H., Wright, R.T. Thatcher, J.B. (2016) Using Expectation Disconfirmation Theory and Polynomial Modeling to Understand Trust in Technology. Information Systems Research 27 (1) 197-213.
13. Wright, R.T., Jensen, M. Thatcher, J.B., Dinger, M. Marett, K. (2014) Influence Techniques in Phishing Attacks: An Examination of Vulnerability and Resistance. Information Systems Research 25(2) 385-400.
14. Carter, M., Wright, R.T., Thatcher, J.B., Klein, R. (2014) Understanding Online Customers' Ties to Merchants: The Moderating Influence of Trust on the Relationship between Switching Costs and E-Loyalty. European Journal of Information Systems 23(1) 185-204.
15. Topi, H., Conboy, K., Donnellan, B., Van Toorn, C., Venkataraman, R., Wright, R.T. (2014) Moving Towards the Next Generation of Graduate Degree Programs in Information Systems. Communications of the AIS 34 1-21.
16. Chin, W. W., Thatcher, J.B., Wright, R.T. (2012) Assessing Common Method Bias: Problems with the ULMC Technique. MIS Quarterly. 36(3) 1003-1019. \*\* Authors contributed equality and are listed alphabetically \*\*
17. Wright, R.T., Campbell, D., Thatcher, J.B., Roberts, N. (2012) Operationalizing Multidimensional Constructs in Structural Equation Modeling: Recommendations for IS Research. Communications of the AIS. 40 367-412.
18. Featherman, M.S., Wright, R.T., Thatcher, J.B., Zimmer, C., Pak, R. (2011) The Influence of Interactivity on E-Service Offerings: An Empirical Examination of Benefits and Risks. AIS Transactions on Human-Computer Interaction 3(1) 1-25.
19. Wright, R.T., Marett, K. (2010) The Influence of Experiential and Dispositional Factors in Phishing: An Empirical Investigation of the Deceived. Journal of Management Information Systems 27(1) 279-309.
20. Topi, H., Valacich, J.S., Wright, R.T., Kaiser, K.M., Nunamaker, J.F., Jr., Sipior, J.C., de Vreede, G.J., (2010) IS 2010: Curriculum Guidelines for Undergraduate Degree Programs in Information Systems Information Systems Undergraduate Model Curriculum. Communications of the AIS 26 359-428.
21. Wright, R.T., Chakraborty, S., Basoglu, K.A., Marett, K. (2010) Where Did They Go Right? Investigating Deception Cues in a Phishing Context. Group Decision and Negotiation 19(4) 391-416.
22. Campbell, D.E., Wright, R.T., Clay, P.F. (2010) Deconstructing and Operationalizing Interactivity: An Online Advertising Perspective. Journal of Information Technology Theory and Application 11(4) 29-53.
23. Clouse, S.F., Wright, R.T., Pike, R. (2010) Employee Information Privacy Concerns with Employer Held Data: A Comparison of Two Prevalent Privacy Models. Journal of Information Security and Privacy 6(3) 47- 71.
24. Topi, H., Valacich, J., Wright, R., Kaiser, K., Nunamaker, J., Jr., Sipior, J.C., de Vreede, G.J., (2008) Revising Undergraduate IS Model Curriculum: New Outcome Expectations. Communications of the AIS 23 591-602.
25. Campbell, D.E., Wright, R.T. (2008) Shut-up I Don't Care: Understanding the Role of Relevance and Interactivity on Customer Attitudes toward Repetitive Online Advertising. Journal of Electronic Commerce Research 9(1) 62-76.
26. Topi, H., Valacich, J., Kaiser, K., Nunamaker, J., Jr., Sipior, J., de Vreede, G.J., Wright, R.T. (2007). Revising the IS Model Curriculum: Rethinking the Approach and the Process. Communications of the AIS 20 728-740.

### **Case Studies, Editorials, Book Chapters, and Technical Notes**

27. Sanghvi, S., McPhearson, J., Wright, R.T. (2023) Emerging approaches for rebuilding trust in digital society. <https://www.fastcompany.com/90855531/emerging-approaches-for-rebuilding-trust-in-digital-society>
28. Sanghvi, S., McPhearson, J., Wright, R.T. (2023) Trust: An Imperative for Our Collective Future. <https://bah.dcatalog.com/v/V1-2023-Velocity-by-Booz-Allen/?page=24>
29. Wright, R.T., Thatcher, J.B. (2021) Phishing Tests Are Necessary. But They Don't Need to Be Evil. Harvard Business Review. <https://hbr.org/2021/04/phishing-tests-are-necessary-but-they-dont-need-to-be-evil>
30. Nelson, R.R., Wright, R.T. (2020) WillowTree: Project Management with a Product Mindset. Darden School of Business – University of Virginia. <https://hbsp.harvard.edu/product/UV8163-PDF-ENG>
31. Nelson, R.R., Wright, R.T. (2019) CarMax: Driving the Possible. Darden School of Business – University of Virginia. <https://hbsp.harvard.edu/product/UV7842-PDF-ENG>
32. Nelson, R.R., Wright, R.T. (2017) The Phoenix Project: Remediation of a Cybersecurity Crisis at the University of Virginia. Darden School of Business–University of Virginia. <https://hbsp.harvard.edu/product/UV7351-PDF-ENG>
33. Durcikova, A., Jensen, M., Miranda, S., Wright, R.T. (2015) Building the Human Firewall: Organization-wide Strategies to Combat Social Engineered Attacks. Oklahoma University and University of Massachusetts – Amherst. Funded by National Science Foundation. <https://www.ou.edu/cas/casr/research/building-the-human-firewall>
34. Allen, J.P., Wright, R.T. (2015) Information Systems Entrepreneurship: Building Interest in Technology through an Online Business Course for Undergraduates, MBAs, and Executives. <http://repository.usfca.edu/esib/20>
35. Wright, R.T., Wilson, D. (2014) Privacy, Accuracy and Accessibility of Digital Business. In Heikki Topi (ed.) Computing Handbook Set – Information Systems and Information Technology, Taylor and Francis. New York.
36. Valacich, J.S., Looney, C., Wright, R.T., Wilson, D. W. (2014) Mobile Computing. In Jay F. Nunamaker Jr., Nicholas C. Romano, & Robert O. Briggs (eds.) Advances in Management Information Systems: Topics of Collaboration Research, Vol. 19. M.E. Sharpe. Armonk, N.Y.
37. Chin, W.W., Thatcher, J.B., Wright, R.T., Steel, D. (2013) Controlling for Common Method Variance in PLS Analysis: The Measured Latent Marker Variable Approach. New Perspectives in Partial Least Squares and Related Methods, Springer. New York.
38. Shay, J. P., Wright, R.T. (2003) Using Case Methodology via Blackboard. Proceedings of the North American Case Research Association, Tampa Bay, FL.

### **Conference Papers, Presentations, and Proceedings**

39. Lamprecht, R., Eckhardt A., Wright, R.T. (2021) Bait the Hook to Suit the Phish, not the Phisherman: A Field Experiment on Security Networks of Teams to Withstand Spear Phishing. Workshop on Information Security and Privacy 2021. Austin, TX, Dec. 12.
40. Byrd, M., Kim, D., Schwartz, A., Jenkins, J., Kumar, M., Williams, P., Valacich, J., Wright, R.T. (2019) Understanding Unauthorized Access using Fine-Grained Human-Computer Interaction Data. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Munich, Germany, Dec. 16.
41. Benbasat, I., Kankanhalli, A., Wright, R.T. (2018) Panel on the Future of Adoption and Diffusion Research. Workshop for Adoption and Diffusion of Information Technology, San Francisco, CA. Dec. 12.

42. Agogo., D., Wright, R.T. (2018) Towards Understanding Trust in a Complex IT Ecosystem, IEEE Symposium on Privacy-Aware Computing, Washington, D.C. September 2018
43. Durcikova, A., Jensen, M.L., Wright, R.T. (2017) Combating Phishing Attacks: An Organization-Wide Knowledge Management Approach in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Screening Technologies, Kauai, HI, Jan 6-9.
44. Durcikova, A., Jensen, M.L., Wright, R.T. (2017) Combating Phishing Attacks: An Organization-Wide Knowledge Management Approach in the Proceedings of the Hawaii International Conference on System Sciences, Waikoloa, Big Island, Jan. 6-9 \*\*\* **Best Paper Nominee** \*\*\*.
45. Karumbaiah, S., Wright, R.T., Durcikova, A., Jensen, M. (2016) Phishing Training: A Preliminary Look at the Effects of Different Types of Training. Eighth Annual Workshop on Information Security and Privacy. Dublin, IE, Dec 10.
46. Wright, R.T., Durcikova, A., Miranda, S., Jensen, M.L., Bernecker, S., Kelly, K. (2016) The Building of an Organizational Framework for the Human Firewall in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Screening Technologies, Kauai, HI, Jan 4-6.
47. Agogo, D., Hess, T., Wright, R.T. (2015) Exploring the Effects of Mood and Computer Self-Efficacy on Computing Task Performance, Americas' Conference on Information Systems, Puerto Rico, Aug 13-15.
48. Durcikova, A., Jensen, M.L., Wright, R.T. (2015) Building the Human Firewall: Lessons from Organizational Anti-Phishing Initiatives, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Information Quality in Government and Business, Kauai, HI, Jan 6-10.
49. Wright, R.T., Marett, K., Thatcher, J.B. (2014) Extending Ecommerce Deception Theory. Proceedings of the International Conference on Information Systems, Auckland, NZ, Dec. 14-17.
50. Chin. W.W., Thatcher, J.B., Wright, R.T., Steele, D. (2014) Controlling for Common Method Variance in PLS Analysis: An Empirical Test of the Measured Latent Marker Variable Approach. Proceeding of the 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods, Paris, FR, May 26-28.
51. Carter, L., Thatcher, J.B., Wright, R. T. (2014) Social Media and Emergency Management: Exploring State and Local Tweets. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa, Big Island, Jan. 6-9.
52. Wright, R. T., Wilson, D. (2013) The Mediating Role of the Organization in Assimilation of Enterprise Systems: A Non-Profit Perspective. Proceedings of the SIG on Adoption and Diffusion of Information Technology. Milan, Italy, Dec 12 \*\*\* **Best Paper Award** \*\*\*.
53. Topi, H., Wright, R.T. (2013) Differentiating Information Systems and Information Technology as Fields of Study: An Evaluation of Model Curricula. Proceedings of the International Academy for Information Management / AIS SIG on Education, Milan, Italy, Dec. 10-12.
54. Valacich, J.S., Wright, R. T., Dimoka, A. (2013) Informing Design Choices Utilizing Behavioral, Neurophysiological, and Design Science Methods. Proceedings of the Hawaii International Conference on System Sciences, Wailea HI.

55. Jensen, M. L., Dinger, M., Wright, R. T., Thatcher, J.B. (2012) Training to Mitigate Threats from Customized Phishing Attacks, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Information Quality in Government and Business, Maui, HI, Jan 6-10.
56. Wright, R.T., Kuykendall, M., Matsukawa, J.S. (2012) Re-Conceptualizing the Information Systems Foundation Course. Proceeding of the International Academy for Information Management Conference / AIS SIG on Education, Orlando, FL, Dec 14-16.
57. Chin, W.W., Thatcher, J.B., Wright, R.T., Steele, D. (2012) Controlling for Common Method Variance in PLS Analyses: The Measured Latent Marker Variable Approach. Proceeding of the 7<sup>th</sup> International Conference on Partial Least Squares and Related Methods, Houston, TX, May 19- 22.
58. Valacich, J.S., Wright, R.T., Dimoka, A. (2012) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Wailea HI.
59. Topi, H., Conboy, K., Donnellan, B., Ramesh, V., Wright, R.T. (2011) Providing Distinctive Value through Masters Level Programs in Information Systems. Proceeding of the International Academy for Information Management / AIS SIG on Education, Shanghai, China, Dec. 2 – 4.
60. Valacich, J.S., Wells, J.D., Wright, R.T. (2011) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Kauai HI.
61. Alter, S., Wright, R.T. (2010) Validating Work System Principles for Use in Systems Analysis. Proceedings of the International Conference for Information Systems, St. Louis, MO, AIS eLibrary.
62. Wright, R.T. (2010) Assessing Online Consumer Motivation. Proceedings of the Southern Association for Information Systems Conference, AIS eLibrary, Atlanta, GA.
63. Thatcher, J.B., Leap T., Wright, R.T. (2010) Old Wine in New Bottles: Investigating Information Technology is Enable “Old Criminals” to access “New Victims” Panel. Proceedings of the Americas’ Conference on Information Systems, Lima, Peru.
64. Valacich, J.S., Wells, J.D., Wright, R.T. (2010) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Kauai HI.
65. Topi, H., Valacich, J.S., Wright, R.T. Kaiser, K.M., Nunamaker, J.F., Jr., Sipior, J.C., Wagner, C. Bjørn-Andersen, N. (2009) IS 2009 - Changing the Course for Undergraduate IS Model Curricula Panel. Proceedings of the International Conference on Information Systems, Phoenix, AZ, AIS Library.
66. Carter, M., Thatcher, J.B., Klein, R. Wright, R.T. (2009) Switching Costs and Loyalty: Understanding How Trust Moderates Online Consumer’s Ties to Merchants. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Phoenix, AZ, AIS Library \*\*\* **Best Paper Nominee** \*\*\*
67. Wright, R.T., Sarker, S. (2009) Evaluation of Factors Influencing Virtual Teams: An Initial Study. Proceedings of the Americans’ Conference on Information Systems, San Francisco, CA, AIS Library.
68. Marett, K., Wright, R.T. (2009) The Effectiveness of Deception Tactics in Phishing. Proceedings of the Americans’ Conference on Information Systems, San Francisco, CA, AIS Library.

69. Valacich, J.S., Wells, J.D., Wright, R. T. (2009) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa HI.
70. Wright, R. T. (2008) Online Consumer Motivation. International Conference on Information Systems Doctoral Consortium, Paris, FR.
71. Topi, H., Valacich, J.S., Wright, R.T. (2008) Undergraduate IS Curriculum Revision Process Panel. Proceedings of the Americas Conference on Information Systems, Toronto, Canada, AIS Library.
72. Wright, R.T. (2008) Website Tailoring: The Importance of Motivation in Tailoring Determinants. Americans' Conference on Information Systems Doctoral Consortium, Toronto, ON.
73. Valacich, J.S., Wells, J.D., Wright, R.T. (2008) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa HI.
74. Campbell, D.E., Wright, R.T. (2007) Measuring Interactivity: An Instrument Development and Initial Assessment of a Model of Interactivity. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Montreal, QB, AIS Library.
75. Wright, R.T., Valacich, J. V., Wells, J. D. (2007) Online Consumer Motivation Theory: A Task-Technology Fit Perspective of Website Tailoring. Journal of the Association of Information Systems Theory Development Workshop, Montreal, QB.
76. Wells, J. D., Wright, R.T., & Carignan, T. (2007) The Influence of Website Quality and Expectancy-Disconfirmation on Assessments of Service Quality: A Signaling Theory Perspective. Proceedings of the Americans' Conference on Information Systems, Keystone CO, AIS Library.
77. Wright, R.T., Marett, K. (2007) Why Did I Do That? Understanding Deceptive Communication in Phishing, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Deception Detection, Waikoloa HI.

### **Invited Research Seminars**

1. Desautels Faculty of Management, McGill University, April 2022
2. Bentley University, Jan. 2021
3. Fox School of Business, Temple University, Oct. 2020
4. Center for Software & IT Management, IIM Bangalore, July 2020
5. Carey School of Business, Arizona State University, Feb. 2020
6. Ivey School of Business, University of Western Ontario, Jan. 2020
7. Carson School of Business, Washington State University, October 2017
8. Ivey School of Business, University of Western Ontario, Jan. 2013
9. Sauder School of Business, University of British Columbia, Nov. 2013
10. Eller College of Business, University of Arizona, Sept 2011
11. College of Business and Behavior Science, Clemson University, March 2011
12. Carson College of Business, Washington State University, Oct. 2010

### **Keynotes**

1. Association for Financial Technology, La Jolle, CA, March 2022
2. Northern Virginia Technology Council, Virtual, September 2021
3. IS-PRO Conference, Charlottesville, VA, October 2017
4. Midwestern Association for Information Systems Conference, Milwaukee, WI, May 2016
5. Salesforce.org Foundation, San Francisco, CA, December 2011



### **Other Invited Presentations**

1. Panelist, Doctoral Student College Panel, Returning from COVID, March 2022.
2. Panelist, The Future of Higher Education in the Digital Economy, Lingnan Global Forum, Jan. 2022
3. Speaker, School of Business, University of Montana, Dec. 2021
4. Panelist, SIG Digital Innovation, Transformation, and Entrepreneurship Panel, Dec. 2020
5. Panelist, Mid-Career Consortium, AMCIS, Aug. 2020
6. Panelist, Job Market Panel - Doctoral Consortium, AMCIS, Aug. 2020
7. Panelist, AIS Webinar on the Job Market in the COVID Crisis, July 2020
8. Speaker, Knowledge Continuum, McIntire School of Commerce, 2017, 2018, 2019
9. Speaker / Panelist, Personifest, Austin, TX, April 2018
10. [Speaker](#), UVA ITS Lunch and Learn, January 2018
11. [Speaker](#), UVA Lifetime Learning Football Weekend Seminar, November 2017
12. Guest, Apropos of Something, 94.7 WPVC Charlottesville, October 2017
13. [Speaker](#), Alumni Weekend Seminar: Paranoia and Trust in the Cyberworld, University of Virginia, June 2017
14. [Speaker](#), COMMTalks, Spring Symposium, McIntire School of Commerce, April 2017.
15. Presenter, The Human Firewall, Virginia Research Symposium, April 2017
16. Speaker, The State of Information Security, UMass Faculty Senate, January 2016
17. Speaker, Cybersecurity and Privacy, Isenberg MBA Seminar Series, October 2015
18. Speaker, Positioning Yourself to be a Data Scientist, Institute for Social Science Research Workshop, June 2015
19. Speaker, Online Deception, INFORMS Chapter, University of Massachusetts, April 2014
20. Speaker, Social Enterprise Success in the Cloud, Salesforce.com Webinar Series, April 2012
21. Panelist, Managing your Ph.D. Student Career, Americas Conference for Information Systems, August 2011
22. Speaker. Wiley Research Exposition, Pullman, WA. April 2007

### **Major Mentions and Appearances**

1. European Parliament Research Report, "[General Purpose Artificial-Intelligence](#)" (March 2023)
2. Fast Company, "[Emerging approaches for rebuilding trust in digital society](#)" (March 2023)
3. Harvard Business Review, "[Phishing Tests are Necessary. But they Don't Need to be Evil](#)" (March 2021)
4. The Australian, "[Phish & tips: How to avoid hackers angling for data or funds](#)" (Nov. 2020)
5. Harvard Business Review, "[Boost Your Resistance to Phishing Attacks](#)" (Sept. – Oct. 2020; Print Issue)
6. Forbes, "[Reaching Zen in Cybersecurity](#)" (Sept. 2020)
7. Washington Post, "[How to Protect Your Data While Traveling](#)" (June 2016)
8. TEDx, "[Mindfulness Use of Technology](#)" (Oct. 2013)
9. Seattle Post-Intelligencer, "Who falls for phishing scams?" (Nov. 2007)

### **Other Media Interviews and Mentions**

10. Psychology Today, "[What Type of People Fall for Internet Scams?](#)" (June 2023)
11. Money Talks News, "[Russian Cyberattacks are Likely: Here's How to Protect Yourself](#)" (July 2022)
12. Wards Intelligence, "[Do Geopolitical Tensions Increase Cybersecurity Issues](#)", (April 2022)
13. Society for Human Resource Management, "[Design Phishing Tests for Teaching, Not Tricking](#)", (May 2021)
14. Hoxhunt, "[Positive, not punitive cybersecurity awareness training: Experts say, lighten up](#)" (May 2021)
15. Security Services, "[What 'lure' do you use to Phish?](#)" (April 2, 2021)
16. CMIT Webinar Moderator, "[A Conversation with Theresa Payton – Webinar](#)" (July 2020)
17. Tech Times, "[Once the Internet is Down Forever](#)" (Dec. 2019)
18. Gizmodo / UVA Today, "[What would it take to break the Internet](#)" (Oct. 2019)
19. UVA Today, "[How mindfulness can help prevent hacks, and four more cybersecurity tips](#)" (Sept. 2018)
20. 94.7 WPVC, Charlottesville: "[Cybersecurity –Nature vs. Nurture](#)" (Oct. 12, 2017)
21. UVA Today, "[McIntire Faculty Tackle Today's Big Questions in 10-Minute TED-Style Talks](#)" (May 2017)
22. UVA Today, "[How to \[Spring\] Break into the Tech Industry](#)" (March 2017)
23. UMass Cybersecurity Project, "[Phishing](#)" (April 2016)
24. UMass Campus News, "[Building the Human Firewall](#)" (Oct. 2015)

25. Isenberg School of Management, "[IT Security and Consumer Privacy: Cutting-Edge Perspectives](#)" (Oct. 2015)
26. Salesforce, "[Investing in the Mission](#)" (June 2012)
27. Oakland Tribune, "[Video Resumes can launch a job, college career](#)" (April 2010)
28. Association for Computing Machinery In Roads, "[IS 2010 is Ready and Available for Your Use!](#)", (March 2010)
29. AIS, "[Volunteer Spotlight: AIS/ ACM IS Undergraduate Model Curriculum](#)" (Oct. 2009)
30. Dividend, Washington State U. College of Business, "[Outstanding Research Award](#)", (May 2009)
31. Washington State Today, "[MIS courses bring the real-world to the virtual world](#)" (Jan. 2008)
32. Washington State Today, "[Skeptical nature may be the best phishing defense.](#)" (Nov. 2007)
33. Spokane Spokesman-Review, "Skepticism is better than Web smarts in preventing phishing attacks" (Nov. 2007)
34. Channel 8 News – Pullman, WA, "Protecting yourself from phishing scams." (April 26, 2007)

## **TEACHING**

**University of Virginia** (Aug. 2016 – Present) – Ave. Instructor rating: 4.7 / 5 = 94%

M.S. in Management of IT (MIT) – Networking and Cybersecurity  
M.S. in MIT – Product Management  
M.S. in Business Analytics – Customer Analytics  
M.S. in Accounting – Intro to Cybersecurity  
Undergraduate (UG) – Product and Project Management  
UG – Intro to Commerce (Large enrollment course)  
UG – Intro to Cybersecurity  
UG – Digital Safari  
UG – Digital Business and Web Analytics  
UG – Introduction to Commerce

**University of Massachusetts Amherst** (Aug. 2012 – Dec. 2016) - Ave. Instructor rating 4.8 / 5 = 96%

➤ Nominated by the students for the University Distinguished Teaching Award (Oct. 2013)  
➤ Nominated by the students for Isenberg Teaching Excellence Award (Feb. 2015)  
➤ TEDx faculty speaker from UMass (Nov. 2013)  
Ph.D. – MIS Reading Seminar I  
MBA – Rethinking Ecommerce  
MBA – Strategic Information Systems  
UG – Intro to Business Info Systems (Large enrollment course)  
UG – Project Management  
UG – Freshmen Seminar on Digital Business Models

**University of San Francisco – Assistant Professor** (Aug. 2009 – May 2012) - Ave. Instructor rating: 4.7 / 5 = 94%

➤ The Outstanding Executive MBA Teacher Award (May 2012)  
➤ The John Miller Mission Support and Advocacy Award (May 2011)  
➤ The Innovation in Teaching with Technology Award (May 2010)  
Executive MBA – Technology and Innovation  
MBA – Internet Business Applications  
Honors UG - Systems in Organizations  
UG - Systems in Organizations  
UG - Internet Business Application

**Washington State University – Ph.D. Student** (Aug. 2005 – Sept. 2008) - Ave. Instructor rating: 3.6 / 4 = 90%

UG - Web Technologies and Innovation  
UG - Introduction to MIS  
UG - Web Technologies and Innovation – Online  
UG - Intro to Business Programming – Online

**The University of Montana – Adjunct Instructor** (Aug. 2001 – May. 2005) - Ave. Instructor rating: 4.4 / 5 = 88%

➤ Outstanding Instructor Award, MIS Department (May 2005)  
➤ The Faculty Excellence Award, Greek Honor Society (May 2003)  
UG - Quantitative Business Applications  
UG - Fundamentals of Networking  
UG - Intro to Systems & Operations  
UG – Telecommunications and Networks

### **Technical Training**

SAP ERPsim (2014), Introduction to SAP using GBI (2013), Introduction to XML and MSFT .NET Platform (2004)  
Developing MSFT ASP.NET Web Applications (2004), Programming with MSFT Visual Basic .NET (2004),  
Programming with MSFT ADO.NET (2004), Implementing, Managing and Maintaining a MSFT Windows Server:

Network Services (2003), Implementing, Managing and Maintaining a MSFT Windows Server: Network Hosts (2003),  
Implementing MSFT Windows Professional and Server (2000)

**Certifications**

SAP ERPSim Instructor (2014); Microsoft Certified Professional (2002)

## **SERVICE**

### **Major External Service Roles**

- **Conference Co-Chair**, International Conference on Information Systems (ICIS) in Austin, TX (2021)
- **Chair**, Association for Information Systems (AIS) Membership Conduct Committee (2019 – Present)
- **Vice President for Membership and Chapters**, AIS (Elected Term 2015 – 2018; reappointed 2019)
- **ICIS Representative**, AIS Council (2023)
- **Chair**, ICIS Executive Committee (2023)
- **Member**, ICIS Executive Committee (2020 – 2024)
- **Conference Co-Chair**, IEEE International Conference on Intelligence and Security Informatics (2020)
- **Chair**, AIS Special Interest Group on Adoption and Diffusion of IT (2018)
- **Member**, IS2010: [AIS / Association for Computing Machinery \(ACM\) Joint Information Systems Undergraduate Model Curriculum Task Force](#) (2007 - 2010)

### **Other Editorial Service**

- Associate Editor, MIS Quarterly (2018 – 2021)
- Associate Editor, European Journal of Information Systems (2011 - 2017)
- Associate Editor, Information and Management (2014 – 2016)
- Associate Editor, Social Media and Collaboration Track at the ICIS (2015)
- Associate Editor, Adoption and Diffusion of Innovation Track at the ICIS (2012 - 2014)
- Editorial Board, Journal of the Association for Information Systems (2015 – 2019)
- Track Chair, Adoption and Diffusion of IT Track, Americas Conference for Information Systems (2017, 2020)
- Mentor, MISQ Author Workshop (2017, 2020)
- Mentor, MISQ Reviewer Workshop (2018, 2019, 2020)
- Mini Track Chair, IS Education, Americas Conference for Information Systems (2018)
- Mini Track Chair, Human Computer Interaction at the Hawaii International Conference on System Sciences (2009 - 2013)

### **Promotion and Tenure Letters**

- Promotion to Full R1 (2023)
- Promotion and Tenure Top 25 B-School (2023)
- Promotion and Tenure R1 (2023)
- Promotion and Tenure R1 (2021)
- University Chair R1 (2020)
- Promotion and Tenure R1 (2019)

### **Other Service to the Discipline (Association for Information Systems; AIS)**

- Member, [College of Senior Scholars](#), Association for Information Systems (Dec. 2021)
- Mentor, Doctoral Student Corner ICIS/AMCIS (2016-2021)
- Mentor, Junior Faculty Consortium, AMCIS (2021)
- Reviewer, AACSB Management Curriculum for A Digital Era ([MaCuDE](#); 2020)
- Member, AIS Task Force for COVID Conference Redesign (2020 – 2021)
- Member, AIS Diversity and Inclusion Committee (2017 – Present)
- **Chair**, AIS Membership Wellbeing Project (2020 – 2021)
- External Reviewer, Candidate for Promotion and Tenure, R1 School (2019)
- **Chair**, Association for Information Systems (AIS) Committee for Early Career Award (2019)
- **Co-Chair**, ICIS Ancillary Meeting and Events (2017)
- **Workshop Chair**, [AIS SIGADIT Workshop](#), Dublin, Ireland (2016)
- **Co-Chair**, Taskforce on AIS Placement (2016)
- External Reviewer, Candidate for Promotion and Tenure (2016)
- Program **Chair**, [AIS SIGADIT Workshop](#), Fort Worth, Texas (2015)
- Member, AIS Renovation of Placement Committee (2016)
- Member, [AIS Membership Committee](#) (2009 - 2015)
- Member, [Social Media Taskforce](#), AIS Publication and Content Management Initiative (2012 – 2013)

- **Co-Chair** Placement, Americas' Conference for Information Systems Conference (2012)
- Mini-Track Chair, Human Computer Interactions HICSS (2008-2013)

### **Student Mentoring**

#### *Doctoral Students*

- Robert Lamprecht, University of Innsbruck (2022)
- Daniel Pienta, Clemson University (Graduated May 2019)
  - Dissertation Committee Member
- David Agogo, University of Massachusetts (Graduated May 2017)
  - Dissertation Committee Member
- Xiao Xiao, Washington State University (Graduated July 2013)
  - Dissertation Committee Member

#### *Undergraduate/Masters Students*

- Michael Crawford, University of Massachusetts (2015) - Independent study on Design Thinking
- Patrick McDonald, University of Massachusetts (2014) - Independent study on Tech Entrepreneurship
- Kyle White, University of Massachusetts (2013) - Honors thesis project on Project Management
- Michael Kuykendall, University of San Francisco (2012) - Independent study on Salesforce.com

### **Service to the University**

#### *University of Virginia*

- Co-Chair, Entrepreneurship University Professor Search (2023)
- Committee Member, Strategic Research Infrastructure Initiative Steering Committee (2022)
- Committee Member, Dean Search McIntire School of Commerce (2019-2020)
- Committee Member, Cybersecurity Cluster Faculty IT Area Searches (2018, 2019, 2020, 2021)
- Speaker, Pre-Football Game Lifetime Learning Panelist on Cybersecurity (Nov 2018)
- Speaker, Alumni Weekend Seminar: Cybersecurity (June 2018)
- Project Lead/Primary Investigator, CyberBadge Education Program (2017 - 2020)

#### *University of Massachusetts*

- Organizer, New England Cybersecurity Day (<http://nesd.cs.umass.edu/>) (2015)
- Founding Member, Cyber Security Research Institute Committee (2014 - 2016)

#### *University of San Francisco*

- Member, Distinguished University Research Award Committee (2011)
- Member, The Innovation in Teaching with Technology Award Committee (2011 & 2012)

### **Service to the School & Department**

#### *University of Virginia – McIntire School of Commerce*

- Member, Executive Committee, McIntire School of Commerce Foundation (2021 - )
- Co-Chair, Chief Diversity Officer Search, McIntire School of Commerce (2022)
- Member, Chief of Staff Search, McIntire School of Commerce (2022)
- Chair, Organizational Initiative on MyMcIntire Portal (2020)
- Chair, Diversity Action Committee (2021 - )
- Committee Member, Working Group for the Future of Grad/Exec Teaching (2021)
- Board Member / Advisor, Enactus Student Group (2017 – 2020)
- Member, MS MIT Admissions Committee (2017-2019)
- Chair, Tenure-Track Search Committee (2019)
- Member, Tenure-Track Search Committee (2017, 2018)
- Program Director and Founder, McIntire Cybersecurity Certificate (2017 – 2021)
- Associate Director, Center for Management of IT (2018 – present)
- Chair, Tenure and Promotion Case (2018)
- Committee Member, MSMIT Admissions (2017 – 2019)

- Committee Member, Reappointment Case (2017)

#### *University of Massachusetts – Isenberg School of Business*

- Member, Tenure Track Search Committee (2016)
- Faculty Advisor, MBA Practicum Team Springfield Cybersecurity Market Analysis (2015)
- Chair, Full-Time Lecturer Search Committee, Operations and Information Management Department (2015)
- Member, Graduate Strategy Committee for the Operations and Information Management Department (2015)
- Lead Developer / Lead Instructor, Open Access MBA Course Initiative (2013 – 2014)
- Advisor, Operations and Information Management Club (2013 – 2015)
- Faculty Lead, Annual Bose Case Competition (2014 – 2015)
- Member, Isenberg's Institutional Review Board (2012 – 2015)
- Coordinator, CIO Professor for a Day Program with Society for Information Management (2013 – 2016)
- Member, Online Course Committee (MOOC; 2012 - 2013)

#### *University of San Francisco – School of Management*

- Faculty Member, Delta Sigma Pi (2011 - 2012)
- Advisor, MBA Entrepreneurship Club (2011 - 2012)
- Member, Faculty Research Award Committee (2010)
- Member, Accounting Faculty Search Committee (2010)
- Chair, Task Force on Technology with Teaching (2009 – 2010)
- Member, MBA Curriculum Review Taskforce (2010)

#### **Service to the Community**

- Invited Contributor, [U.S. Census Bureau / MIT Big Data Workshop on Location Confidentially](#) (2015)
- Board of Advisors – *Dynamic Deeds* (2011– 2012)
- Board of Advisors - *Ion Solutions* (2002–2005)
- Faculty Advisor, *Sigma Phi Epsilon* - University of Montana Chapter (2001 – 2005)
- Assistant Coach – *University of Massachusetts – Amherst Women's Hockey Team* (2015 – 2016)
- Head Coach – *Washington State University Men's Hockey Team* (2008 – 2009)
- Assistant Coach – *Washington State University Men's Hockey Team* (2007 – 2008)
- Assistant Coach – *Missoula High School Hockey Team* (2002 – 2005)
- Head Coach – *University of Montana Women's Hockey Team* (2001 – 2003)

#### **Peer Review**

##### *Journals:*

Management Information Systems Quarterly, Information Systems Research, Management Science, Journal of Management Information Systems, Journal of the Association for Information Systems, European Journal of Information Systems, Organizational Behavior and Human Decision Processes, Information Systems Journal, Journal of Strategic Information Systems, Decision Science Journal, The DATA BASE for Advances in Information Systems, Communications of the Association for Information Systems, International Journal of Electronic Commerce, AIS Transactions of Human Computer Interaction, AIS Transactions of Replication Research, IT and People, ACM Transactions of Management Information Systems, Journal of Information Technology Theory and Application, Journal of Organizational Computing and Electronic Commerce

##### *Conferences and Workshops:*

International Conference in Information Systems, Hawaii International Conference on System Sciences, European Conference on Information Systems, Americas' Conference on Information Systems, Special Interest Group – Adoption and Diffusion of IT (SIG-DIGIT) Workshop, Special Interest Group – Human Computer Interaction (SIG-HCI) Workshop, Academy of Management Meeting, Southern Association for Information Systems Conference, Wirtschaftsinformatik Conference, IEEE Transactions on Information Forensics & Security, IEEE International Conference on Intelligence and Security Informatics (ISI).

##### *Grants / Program Reviews:*

- Panelist, National Science Foundation – Secure and Trustworthy Cyberspace (SaTC)
- Panelist, Canadian Foundation for Innovation
- Panelist, Centre of Excellence Programme proposals, Government of Finland
- Reviewer, Canadian Research Chairs