

RAQUEL BENBUNAN-FICH

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Google Scholar Link: <http://scholar.google.com/citations?user=ZjMEEo0AAAAJ>

Education

- Ph.D. in Management Information Systems (1997) [Rutgers University](#) Major: Management Information Systems; Minor: Organization Management. GPA: 4.0 out of 4.0
- Master in Business Administration (1989) [IESA](#) (Institute of Higher Studies in Administration); Caracas, Venezuela. GPA: 4.76 out of 5.0. Ranked 2nd among 91 students.
- Computer Engineering (1986) *Cum Laude* [Universidad Simon Bolivar](#), Edo. Miranda, [Venezuela](#). Major: Information Systems and Operations Research

Courses Taught

- **Undergraduate Level:** Introduction to Information Systems and Technology, Spreadsheet Applications for Business, Systems Analysis and Design
- **MBA Level:** Introduction to MIS
- **Doctoral Level:** Information Systems Research, Quantitative Research Methods, Research in Virtual Teams, Systems Analysis, Design and Evaluation
- **Executive Education:** MIS

Research Interests

- User behavior with Information Technology (multitasking, connectivity)
- Social Computing Applications (social bookmarking, collaborative tagging systems)
- Virtual Teams, Virtual Collaboration and Virtual Learning Environments
- Usability evaluation of web-based systems and e-commerce

Publications

1. Journal Articles (Refereed)

- Mamonov, S.; Koufaris, M. and Benbunan-Fich, R. "The role of sense of community in the sustainability of social network sites." *International Journal of Electronic Commerce*, Forthcoming.
- Mamonov, S. and Benbunan-Fich, R. "An empirical investigation of privacy breach perceptions among smartphone application users." *Computers in Human Behavior*, 49, 2015, 427-436.
- Adler, R. and Benbunan-Fich, R. "The Effects of Task Difficulty and Multitasking on Performance," *Interacting with Computers*, 27, 4, 2015, 430-439.
- Mavlanova, T.; Koufaris, M.; Benbunan-Fich, R. and Lang, G. "The Effect of Positive and Negative Signals on Perceived Deceptiveness of Websites in Online Markets," *Journal of Theoretical and Applied Electronic Commerce Research*, 10, 1, 2015, 19-34.
- Altschuller, S. and Benbunan-Fich, R. "The Pursuit of Trust in Ad-hoc Virtual Teams: How much Electronic Portrayal is Too Much?" *European Journal of Information Systems*, 22, 3, 2013, 619-636.
- Adler, R. and Benbunan-Fich, R. "Self-Interruptions in Discretionary Multitasking," *Computers in Human Behavior*, 29, 4, July 2013, 1441-1449.
- Benbunan-Fich, R. and Koufaris, M. "Public Contributions to Private Collective Systems: The case of Social Bookmarking," *Internet Research*, 23, 2, 2013, 183-203.

- Benbunan-Fich, R. "The Ethics and Etiquette of Multitasking in the workplace," *IEEE- Technology and Society*, 31, 3, Fall 2012, 15-19.
- Mavlanova, T.; Benbunan-Fich, R. And Koufaris, M. "Signaling Theory and Information Asymmetry in Online Commerce," *Information & Management*, 49, 5, July 2012, 240-247.
- Adler, R.F. and Benbunan-Fich, R. "Juggling on a high wire: Multitasking effects on performance," *International Journal of Human-Computer Studies*, 70, 2, February 2012, 156-168.
- Richardson, K. and Benbunan-Fich, R. "Examining the Antecedents of Work Connectivity Behavior during Non-Work Time," *Information and Organization*, 21, 3, November 2011, 142-160.
- Benbunan-Fich, R., Adler, R. and Mavlanova, T. "Measuring Multitasking Behavior with Activity-Based Metrics," *ACM Transactions on Computer-Human Interaction*, 18, 2, June 2011.
- Ocker, R., Huang, H., Benbunan-Fich, R. and Hiltz, S.R. "Leadership Dynamics in Partially Distributed Teams: an Exploratory Study of the Effects of Configuration and Distance," *Group Decision and Negotiation*, 20, 3, May 2011, 273-292.
- Jain, R., Benbunan-Fich, R. and Mohan, K. "Assessing Green IT Initiatives Using the Balanced Scorecard," *IT Professional*, 13, 1, January/February 2011, 26-32.
- Mavlanova, T. and Benbunan-Fich, R. "Counterfeit Products on the Internet: The role of seller and product level information" *International Journal of Electronic Commerce*, 15, 2, Winter 2010-2011, 79-104.
- Altschuller, S. and Benbunan-Fich, R. "Voluntary and Involuntary Disclosures in Decision-Making Virtual Teams," *Communications of the IIMA*, 10, 2, 2010, 15-28.
- Altschuller, S. and Benbunan-Fich, R. "Trust, Performance and the Communication Process in Ad-hoc Decision Making Virtual Teams," *Journal of Computer-Mediated Communication*, 16, 1, October 2010, 17-47.
- Benbunan-Fich, R. "Is Self-Reported-Learning a Proxy Metric for Learning? Perspectives from the Information Systems Literature," *Academy of Management Learning and Education*, 9, 2, June 2010, 321-328.
- Benbunan-Fich, R. and Koufaris, M. "An Empirical Examination of the Sustainability of Social Bookmarking Websites," *Information Systems and E-Business Management*, 8, 2, March 2010, 131-148.
- Lang, G. and Benbunan-Fich R. "The Use of Social Media in Disaster Situations: Framework and Cases," *International Journal of Information Systems for Crisis Response Management (IJISCRAM)*, 2, 1, 2010, 11-23.
- Arajji, R., Benbunan-Fich, R. and Koufaris, M. "Exploring contributions of public resources in social bookmarking systems," *Decision Support Systems*, 47, 3, June 2009, pp. 245-253.
- Altschuller, S. and Benbunan-Fich, R. "Is music downloading the new prohibition?: What students reveal through an ethical dilemma," *Ethics and Information Technology*, 11, 1, March 2009, 49-56.
- Mohan, K., Kumar, N. and Benbunan-Fich, R. "Examining Communication Media Selection and Information Processing in Software Development," *IEEE Transactions on Professional Communication*, 52, 1, March 2009, 17-39.
- Benbunan-Fich, R. and Truman, G. "Multitasking with Laptops during Meetings," *Communications of the ACM*, 52, 2, February 2009, 139-141.
- Altschuller, S. and Benbunan-Fich, R. "In search of trust for newly formed disaster recovery virtual teams." *International Journal of Technology, Policy and Management*, Vol. 8, N. 4, December 2008, 383-400.
- Gallivan, M. and Benbunan-Fich, R. "Exploring the Relationship between Gender and Career Outcomes for Social Scientists: Implications for Research on IS Scholarship," *Information Technology & People*, Vol. 21, N. 2, June 2008, 178-204.
- Benbunan-Fich, R. and Koufaris, M. "Motivations and contribution behavior in Social Bookmarking Systems," *Electronic Markets*, Vol. 18, N.2, May 2008, 150-160.
- Benbunan-Fich, R. and Benbunan, A. "Understanding User Behavior with New Mobile Applications," *Journal of Strategic Information Systems*, Vol. 16, N. 4, December 2007, 393-412.

- Arbaugh, J.B. and Benbunan-Fich, R. "The importance of participant interaction in online environments," *Decision Support Systems*, Vol. 43, N. 3, April 2007, 853-865.
- Gallivan, M.J. and Benbunan-Fich, R. "Analysing IS Research Productivity: An inclusive approach to global IS scholarship," *European Journal of Information Systems*, Vol. 16, February 2007, pp. 36-53.
- Arbaugh, J.B. and Benbunan-Fich, R. "An investigation of epistemological and social dimensions of teaching in online learning environments," *Academy of Management Learning and Education*, Vol. 5, N. 4, December 2006, pp. 435-447.
- Benbunan-Fich, R. and Arbaugh, J.B. "Separating the effects of knowledge construction and group collaboration," *Information and Management*, Vol. 43, N. 6, September 2006, pp. 778-793.
- Benbunan-Fich, R. and Mohan, K. "Research publications in Systems Development during 2000-2004," *Communications of the AIS*, Vol. 17, Article 18, March 2006, pp. 373-390.
- Benbunan-Fich, R. "The Influence of Information Technology in the recent US presidential elections," unreviewed feature article in *IEEE Technology and Society*, Vol. 25, N. 1, Spring 2006, pp. 6-9.
- Benbunan-Fich, R. and Altschuller, S. "Web presence transformations in the 1990s: An analysis of press releases," *IEEE Transactions on Professional Communication*, Vol. 48, N. 2, June 2005, 131-146.
- Benbunan-Fich, R. and Fich, E. "Measuring the value of redesigning a web presence," *Journal of Electronic Commerce in Organizations*, Vol. 3, N. 1, Jan-March 2005, 35-52.
- Gallivan, M. and Benbunan-Fich, R. "A Framework for Analyzing Levels of Analysis Issues in Studies of E-collaboration" *IEEE Transactions on Professional Communication*, Vol. 48, N. 1, March 2005, 87-104.
- Arbaugh, J.B. and Benbunan-Fich, R. "In defense of using quantitative approaches to research networked management learning," *Management Learning*, Vol. 35, N. 2, June 2004, 117-124.
- Benbunan-Fich, R. and Fich, E. "Effects of web traffic announcements on firm value," *International Journal of Electronic Commerce*, Vol. 8, N. 4, Summer 2004, 161-181.
- Benbunan-Fich, R. and Hiltz, S. R. "Mediators of the effectiveness of online courses," *IEEE Transactions on Professional Communication*. Vol. 46, N. 4, December 2003, 298-312.
- Benbunan-Fich, R. and Springstead, C. "From levers to clicks: A voting technology decision," *Case Research Journal*. Vol. 23 (1), Winter 2003, 87-108.
- Benbunan-Fich, R. and Stoeber, W. "Using Information Technology to promote multi-cultural case teaching: A pedagogical framework." *Journal of Teaching in International Business*. Vol. 14, N. 2/3, 2003, 13-27.
- Benbunan-Fich, R.; Hiltz, S. R. and Turoff, M. "A comparative content analysis of face-to-face vs. asynchronous group decision making." *Decision Support Systems*. Vol. 34, N. 4, March 2003, 457-469.
- Benbunan-Fich, R. "Improving education and training with Information Technology" *Communications of the ACM*. Vol. 45 (6), June 2002, 94-99.
- Benbunan-Fich, R. and Gallivan, M. "AmericanGreetings.com." *Case Research Journal*. Vol. 22, N.2, Spring 2002, 85-100.
- Benbunan-Fich, R. "Using protocol analysis to evaluate the usability of a commercial web site" *Information & Management*. Vol. 39, N. 2, December 2001, 151-163.
- Benbunan-Fich, R.; Lozada, H.; Pirog, S.; Priluck, R. and Wisenblit, J. "Integrating Information Technology into the Marketing Curriculum: A Pragmatic Paradigm." *Journal of Marketing Education*. Vol. 23, N. 1, April 2001, 5-15. Best paper of the year award.
- Hiltz, S.R.; Coppola, N.; Rotter, N.; Turoff, M. and Benbunan-Fich, R. "Measuring the Importance of Collaborative Learning for the Effectiveness of ALN: A Multi-Measure, Multi-Method Approach." *Journal of Asynchronous Learning Networks*, Vol. 4. Issue 2, 2000. [Available Online](#).
- Benbunan-Fich, R. and Hiltz, S.R. "Effects of Asynchronous Learning Networks: A Field Experiment." *Group Decision and Negotiation*, 8, September 1999, 409-426.

- Benbunan-Fich, R. "Electronic greetings vs. paper cards: Managerial challenges and entrepreneurial opportunities," *Journal of Applied Management and Entrepreneurship*, 5(1), September 1999, 119-134.
- Benbunan-Fich, R. "Assessing Learning Effectiveness of Asynchronous Computer-Mediated Communications in the Classroom," *Journal of Computer Information Systems*, Vol. XXXIX, n. 4, Summer 1999, 82-97.
- Benbunan-Fich, R. and Hiltz, S.R. "Educational Applications of Computer-Mediated Communications: Solving Case Studies through Asynchronous Learning Networks." *Journal of Computer-Mediated Communication*, 4(3), March 1999. [Available Online](#).
- Benbunan-Fich, R., "Guidelines for Teaching Computer Ethics using Case Scenarios", *ACM SIGCAS*, 28 (3), September 1998, 20-24.

2. Book Chapters

- Benbunan-Fich, R. and Koufaris, M. "Contributions to Social Bookmarking Systems: Integration of Three Empirical Studies." In White, King and Tsang Editors, *Social Media Tools and Platforms in Learning Environments: Present and Future*, Springer, 2011, pp. 311-323.
- Benbunan-Fich, R. and Fich, E. "Firm value effects of web site redesign." In Khosrow-Pour, M. Editor, *Utilizing and Managing Commerce and Services Online*, Idea Group Publishers, 2007, pp. 20-41.
- Benbunan-Fich, R. and Arbaugh, J.B. "Gender Differences in Online courses" In Eileen Trauth, Editor, *Encyclopedia of Gender and IT*, Idea Group Publishers, 2006.
- Benbunan-Fich, R.; Hiltz, R. and Harasim, L. "The online interaction learning model: An integrated theoretical framework for learning networks." In Hiltz and Goldman Editors: **Learning Together Online: Research on Asynchronous Learning Networks**. Lawrence Erlbaum Publishers, NJ, 2005, pp. 19-37.
- Arbaugh, J.B. and Benbunan-Fich, R. "Contextual factors that influence ALN effectiveness." In Hiltz and Goldman Editors: **Learning Together Online: Research on Asynchronous Learning Networks**. Lawrence Erlbaum Publishers, NJ, 2005, pp.123-144.
- Hiltz, S.R.; Arbaugh, J.B., Benbunan-Fich, R. and Shea, P. "ALN Research: What we know and what we need to know about contextual influences." In Bourne and Moore Editors: *Elements of Quality of Online Education*. Vol. 5, Sloan-C Series, 2004, 109-124.
- Benbunan-Fich, R. and L. Stelzer "Computer-assisted learning of Information Systems: Matching pedagogy with technology." In Eli Cohen, Editor, *Challenges of Information Technology Education in the 21st Century*, Idea Group Publishers, 2002. pp 85-99.

3. Conference Proceedings (Refereed)

- Mamonov, S. and Benbunan-Fich, R. "To give or not to give? An exploratory study of user beliefs influencing adoption of Facebook gifts," *Proceedings of the 48th Hawaii International Conference on System Sciences HICSS-48*, January 2015. *** Best paper award in the Digital and Social Media track.
- Samuel, J.; Holowczak, R.; Benbunan-Fich, R. and Levine, I. "Automating Discovery of Dominance in Synchronous Computer-Mediated Communication," *Proceedings of the 47th Hawaii International Conference on System Sciences HICSS-47*, January 2014.
- Mamonov, S. and Benbunan-Fich, R. "Factors Affecting Perceptions of Privacy Breach among Smartphone Application Users," *Proceedings of the 47th Hawaii International Conference on System Sciences HICSS-47*, January 2014.
- Benbunan-Fich, R.; Chen, C-W.; Jain, R. and Mohan, K. "Evaluating consumer's willingness to pay for Environmentally Sustainable ICT products," *SIGGreen Pre-ICIS 2013 Workshop*, (<http://siggreen2013.wordpress.com/>), December 2013, Milan, Italy.

- Benbunan-Fich, R. "Developing a Theory of Multitasking Behavior," *International Conference on Information Systems (ICIS)*, December 2012, Orlando, FL.
- Benbunan-Fich, R. "Measurement of Multitasking with Focus Shift Analysis," *International Conference on Information Systems (ICIS)*, December 2012, Orlando, FL.
- Benbunan-Fich, R. "An Entropy Index for Multitasking Behavior," *International Conference on Information Systems (ICIS)*, December 2011, Shanghai, China.
- Adler, R. F. and Benbunan-Fich, R., "A Typology of Positive and Negative Self-Interruptions in Voluntary Multitasking," *AMCIS 2011 Proceedings*. Paper 64, August 2011, Detroit, MI.
- Mavlanova, T.; Koufaris, M.; and Benbunan-Fich, R., "Website Signal Perceptions and Seller Quality Identification," *AMCIS 2011 Proceedings*. Paper 147, August 2011, Detroit, MI.
- Altschuller, S. and Benbunan-Fich, R. "Revelations in Decision Making: A Content Analysis of Ad hoc Virtual Team Communication," *Proceedings of the International Information Management Association (IIMA)*, October 2010, Utrecht, The Netherlands.
- Mavlanova, T. and Benbunan-Fich, R. "What Does Your Online Pharmacy Signal? A Comparative Analysis of Website Trust Features," *Proceedings of the 43rd Hawaii International Conference on System Sciences HICSS-43*, January 2010. Nominated as best paper in mini-track.
- Benbunan-Fich, R.; Adler, R. and Mavlanova, T. "Developing New Metrics for Computer-Based Multitasking Behavior," *International Conference on Information Systems (ICIS)*, December 2009, Phoenix, AZ.
- Benbunan-Fich, R. "11870.com: Tagging Site or Social Recommendation System?" *Proceedings of the Americas Conference on Information Systems (AMCIS)*, August 2009, San Francisco, CA.
- Benbunan-Fich, R.; Adler, R. and Mavlanova, T. "Patterns of Home Computer Usage among College Students: An exploratory study." *Proceedings of the Americas Conference on Information Systems (AMCIS)*, August 2009, San Francisco, CA.
- Mavlanova, T. and Benbunan-Fich, R. "The Effect of Product Presentation and Website Trust Features on the Perception of Counterfeit Deception." *Proceedings of the Americas Conference on Information Systems (AMCIS)*, August 2009, San Francisco, CA.
- Benbunan-Fich, R.; Adler, R. and Mavlanova, T. "Towards New Metrics for Multitasking Behavior," Extended abstract in *Proceedings of CHI 2009*, April 4 – 9, 2009, Boston, MA.
- Mavlanova, T., Benbunan-Fich, R. and Kumar, N. "Deception Tactics and Counterfeit Deception in Online Environments," Research-in-Progress presentation at the *International Conference on Information Systems (ICIS)*, December 2008, Paris, France.
- Altschuller, S. and Benbunan-Fich, R. "Antecedents to Trust in Ad-Hoc Emergency Response Virtual Teams," *Information Systems for Crisis Response and Management (ISCRAM)*, May 2008, Washington, DC.
- Benbunan-Fich, R. and Koufaris, M. "Understanding the sustainability of social bookmarking systems." *6th Workshop on eBusiness (Web 2007)*, December 9th, 2007, Montreal, Canada.
- Altschuller, S. and Benbunan-Fich, R. "Investigating the Effects of Electronic Self-Portrayal on Trust in Virtual Teams," Research-in-Progress presentation at the *International Conference on Information Systems (ICIS)*, December 2007, Montreal, Canada.
- Altschuller, S. and Benbunan-Fich, R. "Impacts of Electronic Self-Portrayal on Newly Formed Virtual Teams," presented at the *Symposium "The Network Nation and Beyond: A Festschrift in honor of Roxanne Hiltz and Murray Turoff"* held at the New Jersey Institute of Technology (NJIT), Newark, NJ, on Oct. 12-13, 2007.
- Arbaugh, J.B. and Benbunan-Fich, R. "Examining the influence of participant interaction modes in web-based learning environments," *Proceedings of the Academy of Management*, August 11-16, 2006, Atlanta, Georgia.
- Benbunan-Fich, R., Hiltz, S.R. and Ocker, R. "Leadership and Virtual Distance in Virtual Teams: A Research Review and Agenda." *Group Decision and Negotiation Conference*, June 2006, Germany.
- Gallivan, M. and Benbunan-Fich, R. "Examining the Relationship between Gender and Research Productivity of IS Faculty." *Proceedings of SIGMIS-CPR Conference*, April 2006, Claremont, CA.

- Benbunan-Fich, R. and Hampton-Sosa, W. "Investments in Web technologies and firm value effects." *Proceedings of AMCIS*, August 2004, New York, NY.
- Arbaugh, J.B. and Benbunan-Fich, R. "Testing the applicability of learning theories to Web-based MBA courses." *Proceedings of the 2003 Academy of Management Meeting*, Seattle, WA, August 2003, 6 pages. Selected as Best Paper in Management Education.
- Benbunan-Fich, R. and Hiltz, S.R. "Correlates of effectiveness of learning networks: The effects of course level, course type and gender on outcomes." *Proceedings of the 35th Hawaii International Conference on System Sciences HICSS-35*, January 2002.
- Benbunan-Fich, R. and Springstead, C. "Punch cards, levers or clicks? A voting technology decision." *Proceedings of the North American Case Research Association (NACRA)*, October 4-6, 2001, Memphis, TN.
- Benbunan-Fich, R.; Hiltz, S.R. and Turoff, M. "A Comparative Content Analysis of Face-to-Face vs. ALN-Mediated Teamwork." *Proceedings of the 34th Hawaii International Conference on System Sciences HICSS-34*, January 2001.
- Benbunan-Fich, R. and Gallivan, M. "The threat of electronic products: The case of AmericanGreetings.com." *Proceedings of the North American Case Research Association (NACRA)*, October 12-14, 2000, San Antonio, TX.
- Benbunan-Fich, R. "Metaphors of Information Technology in Management Education." *Proceedings of the Eastern Academy of Management, 37th Annual Meeting*, May 10-13, 2000, Danvers, MA.
- Benbunan-Fich, R. "The Role of Information Technology in Higher Education." *Proceedings of the Center for Catholic Studies*. Seton Hall University, Summer 1999, pp. 8-11.
- Benbunan-Fich, R. "Methods for evaluating the usability of web-based systems", *Proceedings of the Americas Conferences on Information Systems*, August 1999, pp. 868-870.
- Benbunan-Fich, R. "[Leveraging Management Education with Information Technology](#) *" *Proceedings of the EAM (Eastern Academy of Management) Annual Meeting*, 1999, pp. 223-226 (* winner of the outstanding Management Education and Development paper).
- Benbunan-Fich, R. and Hiltz, S.R. "Learning Effects of Asynchronous Learning Networks: A Comparison of Groups and Individuals solving Ethical Case Scenarios." *Proceedings of the Thirtieth Annual Hawaii International Conference on System Sciences HICSS-31*, January 1998.
- Benbunan-Fich, R. and Hiltz, S.R. "Evaluating the Importance of Collaborative Learning in Asynchronous Learning Networks (ALN's)." *Third International Conference on ALN*, New York, October 1997.
- Benbunan-Fich, R. "An Interaction Meta-Model for Groupware Theory and Research." *Proceedings of the Thirtieth Annual Hawaii International Conference on System Sciences HICSS-30*, January 1997.
- Benbunan-Fich, R. "Information Technology in Organizations: Tool, Machine or Weapon?" *Proceedings of the Association of Management Conference*, V.13, N. 1, 1995, pp. 147-154.

4. Dissertation

Benbunan-Fich, R. (1997). *Effects of computer-mediated communication systems on learning, performance and satisfaction: A comparison of groups and individuals solving ethical scenarios*. Ph.D. Dissertation, Rutgers University, Newark, NJ. UMI Dissertation Services # 9729583.

5. Book Reviews

- "Online and Blended Business Education for the 21st Century: Current research and future directions" *Academy of Management Learning and Education*, Vol. 11 N. 4, December 2012, 748-750.
- "Blended learning in Higher Education" *Academy of Management Learning and Education*, Vol. 7, N. 1, March 2008, 135-137.

- "Internet Business Models and Strategies: Text and Cases" *The Mid-Atlantic Journal of Business*, 36(4), December 2000, 229-231.
- "The Business of e-Commerce: From Corporate Strategy to Technology" *The Mid-Atlantic Journal of Business*, 36 (2 & 3), June & September 2000, 143-144.
- "Cases in Electronic Commerce." *The Mid-Atlantic Journal of Business*, 36(1), March 2000, 69-70.
- "Computing Calamities: Lessons learned from products, projects and companies that failed". *The Mid-Atlantic Journal of Business*, 35(2 & 3), June & September 1999, 143-144.
- "BLUR: The Speed of Change in the Connected Economy." *The Mid-Atlantic Journal of Business*, 34(3), December 1998, 295-297.

6. Publications in Spanish

- Astorga, P. and Benbunan-Fich, R. "Information Systems in Local Governments" (in Spanish). In J. Kelly comp. *La Gerencia Municipal*. Caracas: Ediciones IESA, 1993.
- Benbunan-Fich, R. "History of telecommunications in Venezuela" (in Spanish). In A. Frances, *Alo Venezuela*. Caracas: Ediciones IESA, 1993.
- Benbunan-Fich, R. and Betancourt, N. "Marketing in Inflationary Context" (in Spanish). In A. Frances and L. Davalos, comps. *Inflacion: Economia, Empresa y Sociedad*. Caracas: Ediciones IESA, 1991.
- Benbunan-Fich, R. and DiTrollo, S. "The Local Gasoline Market" (in Spanish). Caso de Estudio IESA (IESA's Case Study), N. 89-2, Caracas: Ediciones IESA, 1989.
- Betancourt, N. and Benbunan-Fich, R. "The Mayonnaise War" (in Spanish). Caso de Estudio IESA (IESA's Case Study), N. 89-1, Caracas: Ediciones IESA, 1989

Honors & Awards

- 2014 Abraham J. Briloff Prize in Ethics for the paper "The Ethics of Online Experimentation with Unsuspecting users." Awarded on March 27, 2015
- 2015 Best paper award in the Digital and Social Media Track of HICSS.
- 2013 Baruch College's Presidential Excellence Award for Faculty Service.
- 2011 Sidney Lirtzman Award for Outstanding Teaching, Research and Service at the Zicklin School of Business, Baruch College.
- Baruch College Teaching Excellence Award, Beta Gamma Sigma, April 16th, 2010.
- Faculty Scholarship and Creative Achievement Award, Baruch College (3/26/12, 3/31/11, 3/25/10, 3/26/09, 3/20/08, 3/15/07, 3/16/06, 3/17/05, 3/4/04, 5/6/03).
- PSC-CUNY Research Grants (2002, 2003, 2004, 2005, 2006, 2008, 2009, 2010).
- Received the Eugene Lang Fellowship for Junior Faculty Research in 2004-2005.
- "Testing the applicability of learning theories to Web-based MBA courses" was selected as the Best Paper in Management Education at the 2003 Academy of Management Meeting, Seattle, WA, August 2003.
- "Integrating Information Technology into the Marketing Curriculum: A Pragmatic Paradigm" received the outstanding paper of the year 2001 award at the Journal of Marketing Education.
- 2001: Faculty Excellence Award in Research at the Stillman School of Business, Seton Hall University
- 1999: *Award-winning research paper* "Leveraging Management Education with Information Technology" at the Eastern Academy of Management (EAM) Annual Conference
- 1997-1998: *Outstanding Undergraduate Faculty at NYU-Stern* (Member of Club Six)
- 1992-1994: Fulbright scholar

- *Award-Winning Case Study*: "The Mayonnaise War" a case study (in Spanish) was awarded the first prize as the best case study by CLADEA (Council of Latin American Schools of Business) in their 1989 annual contest.
- *Cum Laude* graduate in Computer Engineering

Presentations

- Panelist in "Mobile Devices in the Classroom". Panel organized by Borough of Manhattan Community College on 11/30/11.
- "New Metrics for Computer-Based Multitasking Behavior" was presented in the Ph.D. seminar "Research at CUNY" in the CUNY Graduate Center on March 9th, 2010.
- "Developing New Metrics for Computer-Based Multitasking Behavior" was presented at the Information Systems Research Workshop of Baruch College on Nov. 5th, 2009.
- "11870.com: Tagging Site or Social Recommendation System?" was presented at the New Jersey Institute of Technology (NJIT) Research Seminar on April 29, 2009.
- "Contributions of Public Resources in Social Bookmarking Systems," co-authored with R. Arakji and M. Koufaris, was presented at the Instituto de Empresa, Madrid, Spain on Nov. 26, 2008 and at the Universidad Carlos III, Madrid, Spain on Nov. 27, 2008.
- "Impacts of Electronic Self-Portrayal on Newly Formed Virtual Teams," co-authored with S. Altschuller, was presented at the Symposium "The Network Nation and Beyond: A Festschrift in honor of Roxanne Hiltz and Murray Turoff" at NJIT on Oct. 12-13, 2007.
- "Productivity and Impact of Gerry DeSanctis Scholarship," co-authored with M. Gallivan, was presented at the Conference Celebrating the Life and Scholarship of Gerry DeSanctis, Fuqua School of Business at Duke University, Chapel Hill NC, on March 3-5, 2006.
- Discussant of the paper "Being there vs. Being wired: The effect of collocation on social capital in distributed teams," by Priscilla Arling and Mani Subramani, presented at the Twenty-Sixth International Conference on Information Systems (ICIS), held in Las Vegas NV, on December 11-14, 2005.
- Presentation at the NJIT Research Seminar. November 8th, 2004.
- Presentation at the Information Systems Research Workshop (ISRW), Zicklin School of Business, Baruch College, CUNY. October 21st, 2004.
- Presentation at the Information Systems Research Workshop (ISRW), Zicklin School of Business, Baruch College, CUNY. October 9th, 2003.
- "Creative Destruction: Examining the influence of e-commerce on information products." New York Innovation Research Network (NYIRN) Seminar, New York University, Stern School of Business. May 31-June 1, 2002.
- Presentation at the Georgia State University, Robinson College of Business, Research Seminar on 4/19/02.
- 2000, "A Framework for Driving Computerized Learning Support Decisions." Professional development workshop at the 60th annual meeting of the Academy of Management, August 6, Toronto, Canada.
- 1999, "Information Technology in the Greeting Card Industry". Presented at the Second FDU Regional Business Symposium, Madison, NJ. April 23.
- 1997, "[Supporting Collaborative Learning in Asynchronous Learning Networks](#)". Invited Keynote Address for the UNESCO/ Open University Symposium on Virtual Learning Environments and the role of the Teacher, with S.R. Hiltz, England, April 28, 1997.
- 1997, "[Evaluating the importance of Collaborative Learning in ALN's](#)" with S.R. Hiltz,. ASEE/IEEE Frontiers in Education Conference.

Professional Experience

- 2006-present **Zicklin School of Business, Baruch College, CUNY, Associate Professor**
- 2001-2005 **Zicklin School of Business, Baruch College, CUNY, Assistant Professor**
- 1998-2001 **Stillman School of Business, Seton Hall University, Assistant Professor**
- 1997-1998 **Stern School of Business, New York University, Visiting Assistant Professor**
- 1997 **NJIT, Research Associate** in the Virtual Classroom® Research Project funded by a grant from the Alfred P. Sloan Foundation
- 1989-1992 **IESA, Researcher in Information Systems and Marketing** Research Projects: Information Systems in Venezuelan public sector; Current uses of Information Technology in private and public Venezuelan organizations; Development of a system dynamics model of a Venezuelan airline; Preparation of several case studies
- 1987 **Venezuelan Pillsbury, Systems Analyst** – Programming and documentation of the Invoicing System
- 1986-1987 **Banco Consolidado, Systems Analyst** – Design and programming of the Letter of Credit System

Professional Activities

- Senior Associate Editor, *European Journal of Information Systems*, since January 2013.
- Associate Editor, Theme Track (East Meets West), *International Conference on Information Systems (ICIS)* 2011.
- Associate Editor, *European Journal of Information Systems*, Jan 2009 – Dec 2012.
- Associate Editor, Breakthrough Ideas track, *International Conference on Information Systems (ICIS)* 2009 and 2010.
- Associate Editor, Human Behavior and IT track, *International Conference on Information Systems (ICIS)* 2008.
- Chair of the Social Computing Applications session at the Workshop on eBusiness (pre-ICIS workshop 2007, 2008, 2009).
- Member of the Editorial Board of the *Academy of Management Learning and Education*.
- Member of the Board of Reviewers of *IEEE Transactions on Professional Communication*.
- Member of the Editorial Board of the *International Journal of E-Collaboration*
- Member of the International Board of Editors of the *Journal of IT Education*
- Ad-hoc reviewer for the following journals: *Academy of Management Learning and Education*, *Decision Support Systems*, *IEEE Transactions on Professional Communication*, *Information and Management*, *Information Systems Research (ISR)*, *Information Technology and People*, *International Journal of Electronic Commerce (IJEC)*, *Journal of the Association of Information Systems (JAIS)*, *Journal of Computer-Mediated Communication*, *Journal of Management Information Systems (JMIS)*, *Journal of Systems and Information Technology*, *Management Learning*, *Management Information Systems Quarterly (MISQ)* and *Small Group Research*
- Reviewer for numerous conferences in the field, including: ICIS, HICSS, AMCIS, PACIS, EAM and NACRA.

Advising

- Dissertation Advisor of Shoshana Altschuller (completed August 2007), Viju Raghupathi (completed May 2011), Rachel F. Adler (completed Spring 2012) and Tamilla Mavlanova (completed Spring 2012).
- Dissertation committee member of the following students from Baruch/CUNY Graduate Center: Rhoda Joseph, Ilan Levine, Jerald Hughes, Katherine McPadden, Guido Lang, and Stanislav Mamonov.

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- External Dissertation Committee Member of the following NJIT students: Jeffrey Saltz, Richard Egan and Maria Plummer.