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Assistant Professor
Department of Computer Information Systems & Business Analytics
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College of Business
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EDUCATION

PHD, BUSINESS INFORMATION SYSTEMS
MISSISSIPPI STATE UNIVERSITY
CONFERRED: DECEMBER 2009

MASTER OF SCIENCES IN MANAGEMENT INFORMATION SYSTEMS
NORTHERN ILLINOIS UNIVERSITY
CONFERRED: MAY 2004

B.S. IN INTERNATIONAL MARKETING MANAGEMENT
GUANGDONG UNIVERSITY OF FOREIGN STUDIES
CONFERRED: JULY 2000

ACADEMIC INTERESTS

RESEARCH

Cross-Cultural/Globalization	Information Systems Security
Technology Assessment and Adoption	Social Networking and Computing
Electronic/Mobile Commerce	Ubiquitous Computing Technology

TEACHING

Computer Security	Database Management
Electronic Commerce	Systems Analysis and Design
Business Telecommunications	IT Innovation
Internet Applications	Management Information Systems

SCHOLARLY PUBLICATIONS

PEER-REVIEWED JOURNALS

Shim JP, **Guo C** and French AM (2015) Big Data and Analytics: Issues, Solutions, and ROI. *Communications of the Association for Information Systems* Conditionally Accepted.

French AM, **Guo C** and Shim JP (2014) Current Status, Issues, and Future of Bring Your Own Device (BYOD). *Communications of the Association for Information Systems*: Vol. 35, Article 10.

Shim JP, Dekleva S, French AM and **Guo C** (2013) Social Networking and Social Media in the United States, South Korea, and China. *Communications of the Association for Information Systems*: Vol. 33, Article 28.

Loveless DJ, Berkeley V, Tanaka K, Zha S, Crawford D and **Guo C** (2013) Cross-Disciplinary Collaboration to Engage Diverse Researchers. *Journal of Faculty Development*, Vol. 27, No. 2.

Guo C and Hu X (2012) Rogue Insiders, Signature Loopholes, and Fraud Rings: Lessons Learned by a Chinese B2B Mogul. *International Journal of Accounting Information Management*, Vol. 20(4), pp. 348 - 362.

Shim JP, Dekleva S, **Guo C** and Mittleman D (2011) Twitter, Google, iPhone/iPad, and Facebook (TGIF) and Smart Technology Environments: How Well Do Educators Communicate with Students via TGIF? *Communications of the AIS*, Vol 29(35), pp. 657-672.

Guo C, Shim JP and Otondo R (2010) Social Network Services in China: An Integrated Model of Centrality, Trust, and Technology Acceptance. *Journal of Global Information Technology Management*, Vol 13(2).

Guo C (2010) The Psychological Influences of Threat on B2C E-Commerce Adoption: An Extended Study and Explanatory Framework. *Journal of Promotion Management*, Vol 6(3).

Shim JP, **Guo C** (2009) Weblog Technology for Instruction, Learning, and Information Delivery. *Decision Science Journal of Innovative Education*, Vol 7(1).

Yu J, **Guo C** (2008) The Effects of Global Strategy on Local IT Manager and IT Management: A Focus on Factors Affecting Conflicts Management. *Journal of Organizational Culture, Communications and Conflict*, Vol 12(2).

Yu J, **Guo C** and Kim M (2008) Developing a User Centered Model for Ubiquitous Healthcare System Implementation: An Empirical Study. *International Journal of Health Information Systems and Informatics*, Vol 3(3).

CURRENT RESEARCH

Guo C, Luo X, Gurung A, Warkentin M, Shim JP (2015) Understanding Cross-Cultural Perceptions of Mobile SNS: An Imposed Etic Approach with Schwartz Polar Dimensions. Revised and Resubmit, 3rd round. *European Journal of Information Systems*.

Shim JP, Simkin M, **Guo C**. (2015) The Ins and Outs of Fake Reviews. Target Outlet: *Harvard Business Review*. To be submitted.

Guo C, Warkentin M, Luo X and Xie F (2015) Chinese and US Online Gaming Environments and Futures. *Journal of Computer Games and Communications*. To be submitted.

BOOKS

Doss AD, **Guo C** and Lee J. (2011) *The Business of Criminal Justice: A Guide for Theory and Practice*. Taylor & Francis Group, ISBN: 978-1-4398-6605-4. Boca Raton, FL USA.

BOOK CHAPTERS

Yu J, **Guo C** and Kim M (2009) Towards a Conceptual Framework of Adopting Ubiquitous Technology in Chronic Health Care. *Advances in Healthcare Information Systems and Informatics*. IGI Global, ISBN: 1599046903. Hershey, PA USA.

GRANTS/CONSULTING CONTRACTS

Consultant, Research Competitiveness Program (RCP), The American Association for the Advancement of Sciences (AAAS), Washington D.C. 2015.

HortonWorks Open Source Industrial Training Grant, James Madison University & State of Virginia, 2015.

Consultant, Excelsior College, Standard Setting for Academic Assessment Program, Albany, NY 2015.

BYOD Research Grant, College of Business, James Madison University, 2014.

Tier I & II: 4VA Cyber Security Grant, State of Virginia, 2013.

Center for Entrepreneurship Research Grant: The Impacts of Loss from Data Breach to SME Brand Values, College of Business, James Madison University, 2012.

Madison Research Fellow, James Madison University, 2012.

Grant recipient of IS Security Curriculum Development, College of Business, James Madison University, 2012

Research Grant: A Cross-Cultural Study of Mobile SNS, College of Business, James Madison University, 2011.

Research Grant: “Social Behavior in Computer Information Systems: A Study of Motivations of Social Computing,” University of West Alabama, Livingston, AL. October, 2009.

Research Grant: “Investigating User End RFID Penetration in Food Industry,” University of West Alabama, Livingston, AL. October, 2008.

CONFERENCE PROCEEDINGS

Schmit M, French A, **Guo C** and Shim JP. “An Exploratory Study on BYOD in Class: Opportunities and Concerns” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2015, Puerto Rico.

Shim JP, **Guo C**, and French A. “Big Data: Solutions and Challenges” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2014, Savannah, GA.

Shim JP, **Guo C**, Welke RJ, French A, and Mittleman D. “BYOD: The Past, Present and Future” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2013, Chicago, IL.

Loveless DJ, Sturm DC, **Guo C**, Tanaka K, Zha S, and Berkeley EV. “Negotiating diversity: Cross-disciplinary perspectives” Paper presentation at the annual conference of The American Education Research Association (AERA) 2013, San Francisco, CA.

Guo C, Shim, Luo X, and Gurung A. “Validating Perception and Use of Mobile Social Network Service: A Cross-Cultural Comparison Study” 2012 SIG GlobDev Proceedings, Pre-ICIS, December 15th, 2012, Orlando, FL.

Yu J and **Guo C**. “Determinants of Purchasing Shareware” *Proceedings of The 11th Workshop on E-Business (WEB 2012)*, Pre-ICIS, December 15th, 2012, Orlando, FL.

Shim JP, **Guo C**, French A, and Dekleva S. “Social Media Around the World” Invited Panel Discussion, *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2012, Seattle, WA.

Guo C, Shim JP, and Yu J. “Ubiquitous Banking – Going Beyond Mobile Banking” *Proceedings of Pre-ICIS MISQE/SIM Academic Workshop*, Pre-ICIS, December 2011, Shanghai, China.

Shim JP, Dekleva S, **Guo C**, and Mittleman D. “Twitter, Google, iPhone/iPad, and Facebook (TGIF) and Smart Technology Environments” Invited Panel Discussion, *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2011, Detroit, MI.

Kim M, **Guo C**, and Yu J. “Investigating Service Quality Factors of Korean Mobile Telecommunication Industry: An Integrated Approach” *Proceedings of the 42nd Annual Meeting of Decision Science Institute*, Special Session Presentation, November 2011, Boston, MA.

Guo C, Shim JP, Luo X, and Gurung A. “Validating Perception and Use of Mobile Social Network Service: A Cross-Cultural Comparison Study” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2011, Detroit, MI.

Guo C and Shim JP. “Adopting Social Network Services: An Integrated Model” *Proceedings of the 41st Annual Meeting of Decision Science Institute*, November 2010, San Diego, CA.

Doss DA and **Guo C**. “The Arizona-Mexican Border: Analyzing Border Crossing Data and Reported Cyber-Crime Incidents between 2001 and 2009” *Proceedings of the 41st Annual Meeting of Decision Science Institute*, November 2010, San Diego, CA.

Shim JP, Pearson JM, Schmidt M, Sharman R, Landry BL and **Guo C**. Invited Panel Session: Current Status and Issues in Chinese Wireless/Mobile Communications and Virtual Networks, *National Decision Sciences Institute Meeting*, November 2009, New Orleans, LA.

Yu J, **Guo C** and Shim JP. “Adoption of RFID for Enhanced Food Safety Management: A Qualitative and Explorative Approach” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2009, San Francisco, CA.

Guo C and Yu J. “Socializing Online in Various Cultural Contexts: A Cross Nation Study of Social Network Service Development” *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2009, San Francisco, CA.

Guo C and Yu J. “The Impacts of User-Generated Video Content to the Internet and Telecommunication Business” *Proceedings of the 39th Annual Meeting of Decision Science Institute*, November 2008, Baltimore, MD.

Yu J and **Guo C**. “Wearable Computing as Next Interaction Technology and Its Value for Virtual Team” *Proceedings of the 39th Annual Meeting of Decision Science Institute*, November 2008, Baltimore, MD.

Yu J and **Guo C**. “The Effects of Global Strategy on Local IT Manager and IT Management: A Focus on Factors Affecting Conflicts Management” *Proceedings and Distinguished Award Winner of the Allied Academies 2008 International Conference*, April 2008, Tunica, MS.

Yu J and **Guo C**. “Investigating and Predicting Technology Acceptance of Ubiquitous Banking Services: A Customer Perspective” *Proceedings of the Allied Academies 2008 International Conference*, April 2008, Tunica, MS.

Warkentin M, French A and **Guo C**. “Investigating the Antecedents of E-Commerce Non-Adoption and Rejection: An Empirical Analysis” *Proceedings of the 38th Annual Meeting of Decision Science Institute*, November 2007, Phoenix, AZ.

Yu J, **Guo C** and Kim M. "Applying the Unified Theory of Acceptance and Use of Technology to Ubiquitous Healthcare System Adoption" *Proceedings of the 38th Annual Meeting of Decision Science Institute*, November 2007, Phoenix, AZ.

Shim JP, **Guo C** and Yu J. "RFID Application in Food Industry: A Case Study of Korean Food Safety Information System Project" *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2007, Keystone, CO.

Warkentin M, **Guo C**, Luo X and Xie F. "An Assessment of U.S. and Chinese Online Game Environment and Futures" *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2007, Keystone, CO.

Warkentin M, French A and **Guo C**. "An Empirical Analysis of Antecedents of E-Commerce Non-Adoption and Rejection" *Proceedings of the Fifth Workshop on eBusiness WEB2006, the AIS SIGeBIZ pre-ICIS Workshop*, December 2006, Milwaukee, WI.

Shim JP and **Guo C**. "Weblogs: Technology for Instruction and Learning" *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 2006, Acapulco, Mexico.

AWARDS

- College of Business Significant Contributions Recognition Award, James Madison University 2014
- Madison Research Fellow, James Madison University 2011
- Distinguished Research Award of 2008 Spring Allied Academies International Conference, Tunica, MS, April 2008
- Distinguished Doctoral Student Research Award, College of Business & Industry, Mississippi State University, April 2008
- Research Assistant of the Year Award Nominee, 2007 – 2008, Mississippi State University, April 2008
- Scholarship, International Business Strategy Program, College of Business & Industry, Mississippi State University, November 2006
- Scholarship, International Business Strategy Program, College of Business & Industry, Mississippi State University, November 2005.

HONOR/PROFESSIONAL AFFILIATIONS

Member, BETA GAMMA SIGMA Honor Society
Member, PHI KAPPA PHI Honor Society
Member, Association of Information Systems (AIS)
Member, Decision Sciences Institute (DSI)
Member, INFORMS
Member, Internet Society (ISOC)

ACADEMIC EMPLOYMENT EXPERIENCE

James Madison University
Assistant Professor of Computer Information Systems

August 2010 – Present

Courses Taught

- COB 204 Management Information Systems
- CIS 330 Database Design & Application
- CIS 425 Cybersecurity
- CIS 463 Business Intelligence
- MBA 685 Ethics and Information Systems

The University of West Alabama
Assistant Professor of Computer Information Systems

August 2008 – July 2010

Courses Taught

- CS 470 Systems Analysis & Design
- CS 330 Electronic and Ubiquitous Commerce
- CS 350 Web Application Development I
- CS 351 Web Application Development II
- CS 390 Information Systems Security
- CS 380 Network and Telecommunications

Mississippi State University
Instructor/Teaching Assistance of Business Information Systems

August 2005 – May 2008

Courses Taught

- BIS 4793 E-Commerce Seminar
- BIS 1012 Introduction to Business Computer Systems
- BIS 3233 Management Information Systems (substitute instructor)
- BIS 8315 MBA in Business Telecommunications (teaching assistant)
- MBA with Concentration in MIS (teaching assistant)

SERVICES

University Services

- University Assessment Program Template Panelist, James Madison University 2015
- Member of Diversity Committee, College of Business, James Madison University 2013 - 2015
- Chair, Scholarship & Award Committee, Department of CIS & BSAN, James Madison University 2012 -2015
- Search Chair, Department of CIS & BSAN, James Madison University 2015
- Advisor, The Summer Honor Institute at James Madison University 2015
- CyberCity Coordinator, CyberCity Program, James Madison University, 2011 - 2015

- Co-Chair of 2011 High-Performance Technologies (HPTi) Problem Solving Competition
- Committee Member, College of Business Research & Grant, University of West Alabama, 2008
- Committee Member, College of Business Accreditation, University of West Alabama, 2008

Academic Services

- Reviewer, Communications of the ACM 2015
- Reviewer, AMCIS/ICIS/HICSS/DSI Conferences 2006 - 2015
- Track/Session Chair of Mobile SNS, AMCIS, Savannah, GA, 2014
- Editorial Board Member, International Journal of Green Computing and Sustainability 2014
- Editorial Board Member, Journal of Computer Games and Communication 2014
- Editor for the Elsevier Editorial System (EES) for International Journal of Information Management 2013
- Track Co-Chair, AMCIS 2013 Chicago
- Invited Reviewer, International Journal of Accounting Information Management (IJAIM), 2013
- Invited Reviewer, European Journal of Information Systems (EJIS), 2010 - 2013
- Ad Hoc Reviewer, The International Journal of Electronic Markets
- The Editorial Manager of Online Submission and Peer Review Tracking System for Electronic Markets - The International Journal on Networked Business, 2011
- Co-Chair of 2011 High-Performance Technologies (HPTi) Problem Solving Competition
- Program Committee Member, Joint Conference on eServices and Business Intelligence, Chengdu, China, May 2010
- Ad Hoc Reviewer, Journal of Global IT Management, September, 2009
- Session Chair, ICT Issues in Great China Region II, the 15th Americas Conference on Information Systems (AMCIS), San Francisco, CA, August 2009
- Editorial Review Board, Academy of Information and Management Sciences Journal, 2009
- Editorial Review Board, International Journal of Healthcare Information Systems and Informatics, 2008
- Committee Member, College of Business Research & Grant, University of West Alabama, 2008
- Committee Member, College of Business Accreditation, University of West Alabama, 2008
- Session Chair, the 39th Annual Meeting of Decision Science Institute, November 2008
- Ad Hoc Reviewer, Information System Management Journal, 2008
- Session Chair, Online Social Network Study, the 38th Annual Meeting of Decision Science Institute, November 2007

INDUSTRIAL EMPLOYMENT EXPERIENCE

Systems Administrator at ServiCom LLC, Chicago, IL 2004 – 2005

- Reported to the general manager and provided technical support.
- Provided customer service in troubleshooting mobile applications and handheld computing devices.
- Worked with Motorola associates in testing, implementing, and troubleshooting commercial mobile applications.

Network Security Analyst at Experience Learning Center, Sycamore, IL 2004

- Installed/Administered Network Operating Systems and implemented systems consisting of various software and hardware technologies.
- Designed and managed systems security configurations in a multi-platform computing environment.
- Setup and managed Microsoft Active Directory.

.NET Developer - Northern Illinois University College of Business 2003

- Developed and maintained e-commerce applications using SQL Server/Visual Basic.NET/ASP.NET/XML.
- Developed good communication skills with non-IT-background clients.
- Obtained valuable experience in multi-tasking in a teamwork environment.
- Configured Terminal Service/IIS/FTP Server/.NET Framework.

Systems Specialist at Philips Advance Transformer Co., Chicago, IL 2003

- Implemented systems disaster recovery.
- Deployed systems upgrade, hardware drivers, applications and OS patches.
- Provided 2nd tier technical supports to more than 200 corporate PC users.
- Administrated/Configured Network Operating Systems, Domain Controller, application server and DC user/group policy settings.

Administrative Assistant at Fiyta Holdings Ltd., Shenzhen, China 2000 - 2001

- Developed an e-catalog project for the Basel Fair, Switzerland. The result led to savings of outsourcing cost in the range of \$2,000.00 – \$3,000.00.
- Maintained the inventory database system.
- Developed VBA in Microsoft Windows to support managerial decisions.

LANGUAGES

English, Chinese Mandarin, Chinese Cantonese

REFERENCES

JP Shim, Ph.D.
Professor of CIS

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Robinson College of Business
Georgia State University
Office 924, Downtown Campus
Atlanta, GA 30302-4015
Phone: (404) 413-7370
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Merrill Warkentin, Ph.D.

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Department of Management & Information Systems
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Robert Otondo, Ph.D.

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Department of Management & Information Systems
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