



- Honorary Member, International Council of E-Commerce Consultants (EC-Council)

### ***Employment History***

2011 – present	Acting Director, MBA Programs DeGroote School of Business, McMaster University
2011 – present	Acting Chair, Information Systems Area DeGroote School of Business, McMaster University
2010 – present	Professor of Information Systems DeGroote School of Business, McMaster University
2004 – 2010	Associate Dean DeGroote School of Business, McMaster University
2007 – 2008	Acting MBA Director DeGroote School of Business, McMaster University
2003 – 2010	Associate Professor of Information Systems DeGroote School of Business, McMaster University
2002 - 2005	Director, McMaster eBusiness Research Centre (MeRC)
2001- 2002	Director, McMaster eBusiness Program
1998 – 2003	Assistant Professor of Information Systems DeGroote School of Business, McMaster University
1998 - 2004	Information Technology Consultant Basadur Applied Creativity, Ancaster, Ontario
1997 - 1998	Part-Time Instructor DeGroote School of Business, McMaster University

### ***Scholarly and Professional Activities***

#### **Executive Positions for Conferences**

- Co-Chair, International Conference on Information Systems (ICIS) Women's Breakfast (2007 – 2009)
- MIS Camp Counsellor, International Conference on Information Systems (ICIS) Junior Faculty Consortium (2009)
- Vice Chair for Sponsorship, AIS SIGHCI (Special Interest Group in Human-Computer Interaction) pre-ICIS Workshop (2009-2010)
- Program Chair, Human Computer Interaction Track, 2009 World Congress on Privacy, Security, Trust and the Management of e-Business (Saint John, NB)

- Exhibit Co-Chair, Americas Conference on Information Systems (AMCIS) 2008
- Conference Co-Chair, 8<sup>th</sup> World Congress on the Management of Electronic Business (2007) (Toronto, ON)
- Program Chair, 7<sup>th</sup> World Congress on the Management of Electronic Business (2006) (Halifax, NS)
- Program Chair, B2C E-Commerce Track, 2006 International Conference on Electronic Commerce (2006) (Fredericton, NB)
- Co-Chair MeRC Industry-Academia Brokerage Session, 2006 International Conference on Electronic Commerce (2006) (Fredericton, NB)
- Director, World Congress on the Management of Electronic Business (1999 - 2005) (Hamilton, ON)

### **Editorial Boards**

- Information & Management (I&M), Member of the Board of Editors (2011 – present)
- AIS Transactions on Human-Computer Interaction (AIS THCI), Editorial Board Member (2008 – present)
- Electronic Markets (EM), Editorial Board Member (2008 – present)
- International Journal of Electronic Business (IJEB), Editorial Board Member (2007 – present)
- Managing Service Quality (MSQ), Editorial Advisory Board Member (2007 – present)
- International Journal of Technology Marketing (IJTMKT), Editorial Board Member (2004 – present)
- International Journal of Cases on Electronic Commerce (IJCEC), Editorial Advisory Board Member (2003-2007)

### **Guest Editor**

- International Journal of Electronic Business
  - Volume 7, Number 3, 2009
  - Volume 4, Number 4, 2007
  - Volume 3, Number 6, 2005
  - Volume 3, Number 1, 2005
  - Volume 2, Number 6, 2004
- Quarterly Journal of Electronic Commerce
  - Volume 3, Number 3, 2002
- Internet Research
  - Volume 11, Number 4, 2001
  - Volume 10, Number 5, 2000

### **Book Editor**

- *Advances in Electronic Business: Vol. 4 - Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing (2009), ISBN: 978-1-60566-366-1

### **Associate Editor and Program Committee Membership**

- Program Committee Member, The Ninth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2010
- Associate Editor, European Conference on Information Systems (ECIS) 2010, HCI Track

- Program Committee Member, International Conference on e-Business (ICE-B 2010)
- Associate Editor, International Conference on Information Systems (ICIS) 2009, HCI Track
- Program Committee Member, The Eight Annual Workshop on HCI Research in MIS (Pre-ICIS) 2009
- Associate Editor, European Conference on Information Systems (ECIS) 2009, HCI Track
- Program Committee Member, International Conference on e-Business (ICE-B 2009)
- Associate Editor, International Conference on Information Systems (ICIS) 2008, HCI Track
- Program Committee Member, The Seventh Annual Workshop on HCI Research in MIS (Pre-ICIS) 2008
- Associate Editor, European Conference on Information Systems (ECIS) 2008, HCI Track
- Program Committee Member, International Conference on e-Business (ICE-B 2008)
- Associate Editor, International Conference on Information Systems (ICIS) 2007, HCI Track
- Program Committee Member, The Sixth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2007
- Track Chair, International Conference on Mobile Business 2007 (ICMB2007) 2007
- Program Committee Member, 2007 Information Resources Management Association (IRMA) International Conference
- Program Committee Member, International Conference on e-Business (ICE-B 2007)
- Program Committee Member, Joint iTrust and PST Conferences on Privacy, Trust Management and Security (iTrust PST'2007)
- Program Committee Member, International Conference on Electronic Commerce (ICEC 2007)
- Program Committee Member, The Fifth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2006
- Associate Editor, European Conference on Information Systems (ECIS) 2006, HCI Track
- Associate Editor, International Conference on Information Systems (ICIS) 2006, HCI Track
- Program Committee Member, Fourth Annual Conference on Privacy, Security and Trust (PST'2006)
- Associate Editor, International Conference on Information Systems (ICIS) 2005, HCI Track
- Program Committee Member, Third Annual Conference on Privacy, Security and Trust (PST'2005)
- Program Committee Member, 2005 Information Resources Management Association (IRMA) International Conference
- Program Committee Member, European Mobile Government Conference (EURO mGov) 2005
- Program Committee Member, The Fourth Annual Workshop on HCI Research in MIS (Pre-ICIS) 2005
- Program Committee Member, The Third Annual Workshop on HCI Research in MIS (Pre-ICIS) 2004
- Program Committee Member, International Workshop on Theory Building and Formal Methods in Electronic/Mobile Commerce 2004

- Program Committee Member, International Workshop on Mobile Commerce Technologies & Applications (MCTA) 2003
- Program Committee Member, International Conference on Electronic Commerce Research (ICECR6) 2003
- Associate Editor, European Conference on Information Systems (ECIS) 2003

**Referee: Peer-Reviewed Journals and Conferences (alphabetical)**

- Americas Conference on Information Systems (AMCIS)
- ASAC Information Systems Track Papers
- ASAC/IFSAM Joint Conference
- Behaviour & Information Technology Journal (BIT)
- Bled eCommerce Conference
- Communications of the ACM (CACM)
- Conference on Privacy, Security and Trust (PST)
- Decision Sciences
- Decision Support Systems
- Electronic Commerce Research Journal
- European Conference on Information Systems (ECIS)
- Electronic Markets Journal (EM)
- European Journal of Information Systems (EJIS)
- Group Decision and Negotiation Journal
- Hawaii International Conference on System Sciences (HICSS)
- IEEE Transactions on Engineering Management
- Information Resources Management Association (IRMA) International Conference
- Informing Science + Information Technology Education Joint Conference
- Information Systems Journal (ISJ)
- Information Systems Research (ISR)
- International Conference on Electronic Conference (ICEC)
- International Conference on Information Systems (ICIS)
- International Conference on Mobile Business (m>Business)
- International Journal of Cases on Electronic Commerce
- International Journal of Electronic Commerce (IJEC)
- International Journal of Human-Computer Studies
- International Journal of Mobile Communications (IJMC)
- Journal of Association for Information Systems (JAIS)
- Journal of Decision Systems
- MIS Quarterly
- Pacific-Asia Conference on Information Systems (PACIS)
- World Congress on the Management of Electronic Business

**Referee: Other**

- External Referee for Tenure & Promotion Cases:
  - Cases for tenure and promotion to Associate Professor: 4
  - Cases for promotion to Full Professor: 1
- Grant Application Reviewer for:
  - Natural Science and Engineering Research Council of Canada (NSERC)

- Social Sciences and Humanities Research Council of Canada (SSHRC)
- National Research Foundation, United Arab Emirates
- National University of Singapore
- Association of Universities and Colleges of Canada (AUCC): Course reviewer (Management Information Systems; Human Computer Interaction) for Al-Ahram Canadian University's proposed undergraduate business curriculum
- Schneider, G.P. (2003), *Electronic Commerce: Fourth Edition*, 13 chapters reviewed
- Laudon, Laudon and Brabston (2002), *Management Information Systems: Organization and Technology in the Networked Enterprise, First Canadian Edition*, 15 chapters reviewed
- Schneider, G.P. (2002), *Electronic Commerce: Third Edition*, 13 chapters reviewed

### **Program Reviews**

- Program Reviewer for the Campus Alberta Quality Council, Athabasca University's Doctor of Business Administration degree (2008)
- Program Reviewer for McMaster University, Women's Studies programs (2008)

### **Student Case Competitions**

- Co-Director: McMaster eCase Competition (2001 - 2004)
- Coach: 2003 eCase@Mac Competition (placed first and third)
  - 2002 UNBSJ eCommerce Case Competition (placed third)
  - 2002 eCase@Mac Competition (placed second)
  - 2002 MBA Games Competition (placed first)
  - 2001 UNBSJ eCommerce Case Competition (placed second)

### ***Areas of Interest***

**Research**     Electronic Business  
                          Human Computer Interaction  
                          Trust and Privacy  
                          Mobile Commerce  
                          Identity Theft

**Teaching**     Management Information Systems  
                          Electronic Business  
                          Human Computer Interaction

**Consulting**    Electronic Business  
                          Web Site Engineering and Usability Assessment

### ***Honours***

- Best Publication of 2009 Award -- Awarded by the Information Systems Senior Scholars Committee
- *MIS Quarterly* Best Paper of 2009 Award
- 2010 Faculty Research Excellence Award, DeGroot School of Business
- Best Paper Award Nominee, 9<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop 2010
- Best Paper Award Finalist, European Conference on Information Systems 2010 (ECIS)

2010

- 2010 Most Cited Paper Award for *Interacting with Computers* for all journal articles published between the years 2007-2009.
- Basu Teaching Award 2008 Nominee (awarded by the MBA Association for the best professor in the MBA program)
- Best Paper Award Nominee, European Conference on Information Systems 2007 (ECIS 2007)
- Best Paper Award Recipient, European Applied Research Conference 2006
- Best Paper Award Nominee, Fifth Pre-ICIS HCI Research in MIS Workshop 2006
- Best Paper Award Nominee, Fourth Pre-ICIS HCI Research in MIS Workshop 2005
- Outstanding Paper Award Recipient, 17<sup>th</sup> Bled eCommerce Conference 2004
- Best Paper Award Nominee, Third Pre-ICIS HCI Research in MIS Workshop 2004
- Basu Teaching Award 2002 Recipient (awarded by the MBA Association for the best professor in the MBA program)

## ***Courses Taught***

### **Graduate**

- MBA K603 Information Systems Management  
Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall 2005, Winter 2005, Fall 2004, Winter 2004, Fall 2003, Fall 2002
- MBA K732 Human Computer Interaction  
Fall 2003, Fall 2001
- MBA K728 eBusiness Case Studies  
Fall 2001
- MBA S727 Telecommunication Networks and Their Business Applications  
Fall 1999
- MBA S601 Information Systems in Management  
Winter 2002, Fall 2001, Winter 2001, Fall 2000, Winter 2000, Fall 1999, Winter 1999, Fall 1998, Fall 1997
- Q776 Ph.D. Seminar Course I  
Fall 2005, Winter 2003, Fall 2001, Summer 2000
- Q777 Ph.D. Seminar Course II  
Winter 2006, Summer 2003, Winter 2002, Fall 2000

### **Undergraduate**

- Commerce 4QX3 Issues in eBusiness  
Winter 2004
- Commerce 4QX3 Usability in eCommerce  
Fall 2001
- Commerce 4QE3 Telecommunication and Electronic Commerce  
Fall 1999
- Commerce 2QB3 Information Systems in Management  
Winter 1999, Winter 1998, Winter 1996

### **Other: Executive Training**

- InfoTech Leader Program

Winter 2003, Fall 2002, Summer 2002, Winter 2002, Fall 2001: Two day workshops entitled “*Introduction to Electronic Commerce*”

- Hatch Beddows Consulting  
Winter 2001: Four sessions entitled “*The New Economy*”

## ***Supervisorships***

### **Undergraduate**

- Yaksich, Myles, “Evaluation and Design of Interface for Online Social Networks”, NSERC USRA Research Project (Summer 2009)
- Ziolkowski, Natalia, “Understanding and Stratifying Mobile Users”, NSERC USRA Research Project (Summer 2007)
- Cho, Edward, “Building Trust Through Interface Design”, Information Systems Independent Study Project 4SY3 (Winter 2002)
- Gupta, Tarun, “Assessing Web Usability”, Information Systems Independent Study Project 4SY3 (Fall 2001)
- Yongzheng, Mao, Laurent Chan, Jun Zhu, “Personal Web Agent”, Computer Science Project, co-supervision with N. Archer (1999).

### **Masters**

- Goel, Rohit, “Deploying Technology in the Classroom”, eBusiness Independent Study Project K729 (Fall 2009)
- Yuen, Donald, “User Acceptance of Mobile Payment Systems”, eBusiness Independent Study Project K729 (Winter 2008)
- Bastedo, Laila, “Selection Framework for Learning Management Systems”, eBusiness Independent Study Project K729 (Fall 2007)
- Weshler, Jason, “The Implementation and Use of Mobile Decision Support Systems in Healthcare”, eBusiness Independent Study Project K729 (Fall 2003)
- al Sabouba, Ayesha, “Adoption of Online Purchasing”, eBusiness Independent Study Project K729 (Summer 2003).
- Nichols, Ruth, “Customizable User Interfaces with Skins”, Department of Computing and Software, co-supervisor with S. Peohلمان and G. Rockwell (2003).
- Drossos, Alex, “Wireless Portable Devices in Cancer Care Ontario: A Research and Pilot Program Report”, eBusiness Independent Study Project K729 (Fall 2002).
- Johnston, Mary, “eLearning and Trust Issues”, Information Systems Project S729 (Summer 2001).
- Lillevik, Anders, “Information Retrieval”, Information Systems Project S729 (Summer 2001).
- Djelalian, Lucy, “The Issue of Trust and Privacy in eCommerce”, Information Systems Project S729 (Winter 2001).
- Orr, Ramsay, “An Investigation of Piracy Issues on the Internet”, eCommerce Independent Study Project K729 (Winter 2001).
- Puskaric, Daniel, “Web Service Providers: Industry Study”, Information Systems Project S729 (Fall 2000)
- Durrant, Russ, Hovesen, Kim, Martin, Garrett, “Web-based Negotiation Support Systems”, Managing Innovation and Innovative Organizations Project P725 (Winter 2000)

- Kancharla, Sagar, Sethi, Harvinder, “Internet: A Complement or an Imminent Doom for ERP”, Information Systems Project S729 (Winter 2000)
- Brown, Allen, “Convergence or Divergence? An Examination of the 3G Standards Debate”, Information Systems Project S729 (Fall 1999)
- Salsberg, Paul, “Internet Advertising and Small Business: Problems and Solutions”, Information Systems Project S729 (Winter 1999)
- Mann, Ravi, “Supplier Integration”, Information Systems Project S729 (Winter 1999)
- Warren, Robert, “Business Implications of Electronic Commerce”, Information Systems Project S629 (Fall 1998)

### **Doctoral**

- Owen, Ken, Supervisor (in progress).
- Sepehr, Sepandar, Supervisor (in progress).
- Mojdeh, Sana, Supervisor (in progress).
- Wagner, Nicole, “The Impact of Age on Web Site Usability”, Co-Supervisor with Dr. Khaled Hassanein, successfully defended November 2010.
- Breward, Michael, “Factors Influencing Consumer Attitudes Towards Biometric Identity Authentication Technology Within the Canadian Banking Industry”, Supervisor, successfully defended September 2009.
- Coursaris, Constantinos (2006), “Contextual Mobile Usability: The Impact of Distractions on User Performance, Satisfaction, and Adoption of Mobile Devices for Wireless Data Services”, Co-Supervisor with Dr. Khaled Hassanein, successfully defended April 2006.
- McLaren, Tim (2004). “Information System Capabilities and Emergent Competitive Strategies: A Multiple Case Study Investigation of Supply Chain Management Information Systems”, Co-Supervisor with Dr. Yufei Yuan, successfully defended May 2004.
- Wang, Fang (2004). “Electronic Retailing: An Analysis of Web Impact and Relationship Marketing Opportunities”, Supervisor, successfully defended March 2004.

### **Supervisory Committees**

- Browne, Kevin, “Mobile Device User Interface Design”, Ph.D., Faculty of Engineering, Supervisory Committee Member (in progress).
- Laugesen, John, “The Role of Interactivity in Mobile eHealth Applications”, Ph.D. Supervisory Committee Member (in progress).
- Assadi, Vahid, “Patient Health Record Systems”, Ph.D. Supervisory Committee Member (in progress).
- Zhao, Li, “Sharing Knowledge in Virtual Communities: Factors Affecting A Member’s Intention to Share”, Ph.D. Supervisory Committee Member (completed November 2010).
- Ruhi, Umar, “Socio-Technical Determinants of Member Participation in Virtual Communities: An Exploratory Mixed Methods Investigation”, Ph.D. Supervisory Committee Member (completed November 2010).
- Ganguly, Boudhayan, “The Effects of Website design on Purchase Intention in B2C online shopping: The Mediating role of Trust and the Moderating role of Culture”, Ph.D. External Advisory Member, Indian Institute of Management – Lucknow (completed March 2010).

- Turel, Ofir, “Predictors of Disputants Intentions to use Online Dispute Resolution Services: The Roles of Justice and Trust”, Ph.D. Supervisory Committee Member (completed November 2006).
- Bliemel, Michael, “A Multiple Method Investigation of e-Health Consumer Information and Communication Interfaces”, Ph.D. Supervisory Committee Member (completed April 2006).
- Serenko, Alexander, “User Adoption of Interface Agents for Electronic Mail”, Ph.D. Supervisory Committee Member (completed May 2005).
- Wang, Shan, “Buyer-Supplier Relationships and the Adoption of Electronic Marketplaces”, Ph.D. Supervisory Committee Member (completed October 2004).
- Li, Xiaoqing, “A Modeling Technique to Assess Buddy-Agents Membership for Multi-Agent Systems”, Ph.D. Supervisory Committee Member (completed July 2003).
- Sproule, Susan, “Software Agents in E-Commerce: A Decision Support Systems Approach”, Ph.D. Supervisory Committee Member (completed April 2003).
- Copertari, Luis, “Time, Cost, and Performance Tradeoffs in Project Management”, Ph.D. Supervisory Committee Member (completed April 2002).
- Du, Mei, “The Effectiveness of Multimedia Communication in Web-based Online Negotiation”, M.Sc. Supervisory Committee Member, Electrical and Computing Engineering (completed Summer 2001).

### **External Examiner**

- McNeish, Joanne, “Consumers’ Resistance to Discontinuing a Familiar Technology: The Paper Bill”, PhD Thesis, Sprott School of Business, Carleton University (2010).
- Knight, Peter, “Determinants of Marketer Satisfaction with the Choice of Electronic Marketplace Type”, PhD Thesis, Sprott School of Business, Carleton University (2008).
- Srikumar, Krishnamoorthy, “An Agent Based Personalized Recommender for E-Commerce”, PhD Thesis, Indian Institute of Management Lucknow, India (2004).

### ***Research Funding***

- [10] Social Science and Humanities Research Council of Canada (SSHRC), “Modeling Utilitarian and Hedonic Consumption Behaviour in Online Shopping”, 2009-2012 (\$68,800) (Co-Applicant with D. Cyr)
- [9] Natural Science and Engineering Research Council of Canada (NSERC), “Evaluation and Design of Interfaces for Online Social Networks”, 2008-2013 (\$93,500)
- [8] Social Science and Humanities Research Council of Canada (SSHRC), “Designing Usable Web and Mobile Interfaces for Older Adults”, 2008-2011 (\$105,125) (Co-Applicant with K. Hassanein)
- [7] ORDCF and Private Sector Consortium, “Management Approaches to Combating ID Theft”, 2006-2007 (\$259,232) (Group Project, Principal Investigator: Y. Yuan. Co-Investigators: K. Hassanein, M. Head, V. Kumar, U. Kumar, S. Ji.) (K. Hassanein and M. Head subproject entitled “User Acceptance of Biometrics Across Financial Transactions”: \$55,589)

- [6] Natural Science and Engineering Research Council of Canada (NSERC), “Evaluation and Design of Interfaces for Mobile Commerce”, 2003-2008 (\$90,000)
- [5] Natural Science and Engineering Research Council of Canada (NSERC) Equipment Grant: “Usability Lab for e-Business Research”, 2003, (\$38,219) (Group Project, Principal Investigator: Dr. Y. Yuan, McMaster University).
- [4] McMaster Arts Research Board Grant, “Wireless Privacy: Threats and Solutions for Canadian Consumers”, 2002 (\$6,050) with K. Hassanein
- [3] Social Sciences and Humanities Research Council of Canada (SSHRC), “Managing Web Information Overload: Model and Tool Development”, 2001-2004 (\$81,130)
- [2] Natural Sciences and Engineering Research Council of Canada (NSERC), “Personalized Directories for Electronic Commerce”, 1999- 2003 (\$40,320).
- [1] Management of Innovation and New Technology Research Centre, School of Business, McMaster University, “Measuring and Reporting Innovation Capabilities”, 1998-1999 (\$18,000) with M. Basadur and P. Pringle.

### ***Lifetime Publications***

#### **Peer-Reviewed Journal Articles**

- [29] McLaren, T., Head, M., Yuan, Y., Chan, Y. (to appear). “A Multi-level Model for Measuring Fit Between a Firm’s Competitive Strategies and Information Systems Capabilities”, *MIS Quarterly*, accepted for publication October 2010.
- [28] Ganguly, B., Dash, S., Cyr, D., Head, M. (2010). “The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture”, *International Journal of Electronic Business*, 8(4/5), 302-330
- [27] Wagner, N., Hassanein, K., Head, M. (2010). “Computer Use by Older Adults: A Multidisciplinary Review”, *Computers in Human Behavior*, 26(5), 870-882.
- [26] Cyr, D., Head, M., Larios, H. (2010). “Colour Appeal in Website Design within and across Cultures: A Multi-method Evaluation”, *International Journal of Human-Computer Studies (IJHCS)*, 68(1-2), 1-21.
- [25] Cyr D., Head, M., Ivanov, A. (2009). “Perceived Interactivity leading to E-loyalty: Development of a Model for Cognitive-Affective User Responses”, *International Journal of Human-Computer Studies (IJHCS)*, 67(10), 850–869.
- [24] Cyr, D., Head, M., Larios, H., Pan, B. (2009). “Exploring Human Images in Website Design: A Multi-Method Approach”, *MIS Quarterly*, 33(3), September, 539-566 (***MIS Quarterly Best Paper of 2009 Award & Best Information Systems Publication of 2009 Award***).

- [23] Hassanein, K., Head, M., Chunhua, J., (2009). "A Cross-Cultural Comparison of the Impact of Social Presence on Website Trust, Usefulness and Enjoyment", *International Journal of Electronic Business*, 7(6), 625-641.
- [22] Coursaris, C., Hassanein, K., Head, M. (2008). "Mobile Technology and the Value Chain: Participants, Activities, and Value Creation", *International Journal of Business Science & Applied Management*, 3(3), 14-30.
- [21] Wagner, N., Hassanein, K., Head, M. (2008). "Who is responsible for E-Learning Success in Higher Education? A Stakeholders' Analysis", *Educational Technology & Society Journal*, 11(3), 26-36.
- [20] Hassanein, K., Head, M. (2007). "Manipulating Social Presence through the Web Interface and its Impact on Attitude towards Online Shopping", *International Journal of Human-Computer Studies (IJHCS)*, 65(8), 689-708.
- [19] Wang, F., Head, M. (2007). "How can the Web Help Build Customer Relationships? An Empirical Study on E-Tailing", *Information & Management*, 44(2), 115-129.
- [18] Cyr, D., Hassanein, K., Head, M., Ivanov, A. (2007). "The Role of Social Presence in Establishing Loyalty in e-Service Environments". *Interacting with Computers*, 19(1), 43-56. **(2010 Most Cited Paper Award for Interacting with Computers for all journal articles published between the years 2007-2009)**
- [17] Cyr, D., Head, M., Ivanov, A. (2006). "Design Aesthetics Leading to m-Loyalty in Mobile Commerce", *Information & Management*, 43(8), 950-963.
- [16] Hassanein, K., Head, M. (2005/6). "The Impact of Infusing Social Presence in the Web Interface: An Investigation Across Different Products". *International Journal of Electronic Commerce (IJEC)*, 10(2), Winter, 31-55.
- [15] Wang, F., Head, M. (2005). "Consumer Relationship Marketing on the Internet: An Overview and Clarification of Concepts", *Innovative Marketing*, 2005(1), 55-68.
- [14] McLaren, T., Head, M., Yuan, Y. (2004). "Supply Chain Management Information Systems Capabilities: An Exploratory Study of Electronics Manufacturers", *Information Systems and eBusiness Management*, 2(2), 207-222.
- [13] McLaren, T., Head, M., Yuan, Y. (2004). "Using Competitive Strategy Patterns to Determine Ideal Supply Chain Management Information Systems Capabilities", *International Journal of Internet and Enterprise Management*, 2(1), 45-61.
- [12] Yuan, Y., Head, M., and Du, M. (2003). "The Effects of Multimedia Communication on Web-Based Negotiation", *Group Decision and Negotiation*, 12(2), 89-109.

- [11] Coursaris, C., Hassanein, K., and Head, M. (2003). "m-Commerce in Canada: An Interaction Framework for Wireless Privacy", *Canadian Journal of Administrative Sciences*, 20(1), 54-73.
- [10] Head, M., and Hassanein, K. (2002). "Trust in e-Commerce: Evaluating the Impact of Third-Party Seals", *Quarterly Journal of Electronic Commerce*, 3(3), 307-325.
- [9] McLaren, T., Head, M., Yuan, Y. (2002). "Supply Chain Collaboration Alternatives: Understanding the Expected Costs and Benefits", *Internet Research: Electronic Networking Applications and Policy*, 12(4), 348-364.
- [8] Wang, F., Head, M., Archer, N. (2002). "E-tailing: An Analysis of Web Impacts on the Retail Market", *Journal of Business Strategies*, 19(1), pp. 73-93.
- [7] Basadur, M., Head, M. (2001). "Team Performance and Satisfaction: A Link to Cognitive Style Within a Process Framework", *Journal of Creative Behavior*, 35(4), pp. 227-248.
- [6] Wang, F., Head, M. (2001). "A Model for Web-based Information Systems in E-tailing", *Internet Research: Electronic Networking Applications and Policy*, 11(4), pp.310-321.
- [5] Head, M., Yuan, Y. (2001). "Privacy Protection in Electronic Commerce: A Theoretical Framework", *Human Systems Management*, 20, pp.149-160.
- [4] Head, M., Archer, N., and Yuan, Y. (2000). "World Wide Web Navigation Aid", *International Journal of Human Computer Studies*, 53(2), pp. 301-330.
- [3] Wang, F., Head, M., and Archer, N. (2000). "A Relationship Building Model for the Web Retail Marketplace", *Internet Research: Electronic Networking Applications and Policy*, 10(5), pp. 374-384.
- [2] Archer, N.P., Head, M., Wollersheim, J.P. and Yuan, Y. (1996). "Investigation of Voice and Text Output Modes with Abstraction in a Computer Interface", *Interacting with Computers*, 8(4), pp. 323-345.
- [1] Archer, N.P., Head, M., and Yuan, Y. (1996). "Patterns in Information Search for Decision Making: The Effects of Information Abstraction", *International Journal of Human-Computer Studies*, 45, pp. 599-616.

### **Books**

- [1] *Advances in Electronic Business: Vol. 4 - Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing (2009), ISBN: 978-1-60566-366-1

### **Peer-Reviewed Book Chapters**

- [3] Cyr, D., Head, M., Ivanov, A. (2009). "Perceptions of Mobile Device Website Design: Culture, Gender and Age Comparisons", in *Advances in Electronic Business: Vol. 4 –*

*Mobile and Ubiquitous Commerce*, M. Head and E. Li (Eds.), Hershey PA: IGI Global Publishing, pp.173-200.

- [2] McLaren, T., Head, M., Yuan, Y. (2004). “Costs and Benefits in Supply Chain Collaboration”, in *Advances in Electronic Business: Vol. 1 – Collaborative Commerce*, T. C. Du and E. Li (Eds.), Hershey PA: Idea Group Publishing, pp. 258-284.
- [1] Coursaris, C., Hassanein, K., Head, M. (2004). “Understanding the Mobile Consumer”, in *Wireless Communications and Mobile Commerce*, S. Nansi (Ed.), Singapore & Hershey PA: Idea Group Publishing, pp. 132-165.

### **Peer-Reviewed Conference Proceedings**

- [42] Wagner, N., Hassanein, K., Head, M. (2010). “Understanding Web Site Satisfaction for Older Adults”, Proceedings of the *9<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, St. Louis, December (*nominated for best paper award*).
- [41] Hassanein, K., Head, M., Wang, F. (2010). “Understanding Student Satisfaction with Mobile Learning: The Role of Internal and External Facilitators”, Proceedings of the *9<sup>th</sup> International Conference on Mobile Business (ICMB 2010)*, Athens, Greece, June.
- [40] Head, M., Ziolkowski, N. (2010). “Understanding Student Attitudes of Mobile Phone Applications and Tools: A Study Using Conjoint, Cluster and SEM Analyses”, Proceedings of the *18<sup>th</sup> European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa, June (*best paper award finalist*).
- [39] Ganguly, B., Dash, S., Cyr, D., Head, M. (2009). “The Effects of Website design on Purchase Intention in B2C online shopping: The Mediating role of Trust and the Moderating role of Culture”, Proceedings of the *International Conference on Information Systems and Engineering*, India, December.
- [38] Breward, M., Head, M., Hassanein, K. (2009). “Consumer Acceptance of Biometrics for Identity Verification in Financial Transactions”, Proceedings of the *17<sup>th</sup> European Conference on Information Systems (ECIS 2009)*, Verona, Italy, June.
- [37] Cyr, D., Head, M. (2008). “Hedonic and Utilitarian Outcomes of Website Social Presence: The Impacts of Framing and Time Constraints”, Proceedings of the *7<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Paris, France, December.
- [36] Breward, M., Head, M., Hassanein, K. (2008). “An Exploratory Study of Attitudes Towards Biometric Verification in Financial Transaction: Is there a Generational Gap?”, Proceedings of the *13<sup>th</sup> Asia Pacific Region of Decision Sciences Institute Conference (APDSI08)*, Brisbane, Australia, July.
- [35] Breward, M., Hassanein, K., Head, M. (2008). “Consumer Acceptance of Biometrics for Identity Verification in Financial Transactions: A Theoretical Model”, Proceedings of the

- 5<sup>th</sup> International Conference on Information Technology and Applications (ICITA)*, Cairns, Australia, June.
- [34] Cyr, D., Head, M., Larios, H. (2008). “Colour Appeal in Website Design within and across Cultures: A Multi-method Evaluation”, Proceedings of the *Administrative Sciences Association of Canada (ASAC) Conference*, Halifax, May.
- [33] Cyr, D., Head, M., Ivanov, A. (2007). “Perceived Interactivity Leading to E-Loyalty: An Empirical Investigation of Web-Poll Design”, Proceedings of the *6<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Montreal, December.
- [32] Wagner, N., Hassanein, K., Head, M. (2007). “Computer Interaction for Older Users: A Meta-Analysis”, Proceedings of the *13th Americas Conference on Information Systems (AMCIS)*, Colorado, August.
- [31] Coursaris, C., Hassanein, K., Head, M., Bontis, N. (2007). “The Impact of Distractions on the Usability and the Adoption of Mobile Devices for Wireless Data Services”, Proceedings of the *15th European Conference on Information Systems (ECIS 2007)*, St. Gallen, Switzerland, June (***nominated for best paper award***).
- [30] Hassanein, K., Head, M., Ju, C. (2007). “The Impact of Social Presence on the Experiences of Online Shoppers: A Cross-Cultural Study”, Proceedings of the *9th International Conference on Enterprise Information Systems (ICEIS 2007)*, Madeira – Portugal, June.
- [29] Cyr, D., Head, M., Larios, H., Pan, B. (2006). “Exploring Human Images in Website Design across Cultures: A Multi-Method Approach”, Proceedings of the *5<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Milwaukee, December (***nominated for best paper award***).
- [28] Cyr, D., Hassanein, K., Head, M., Ivanov, A. (2006). “Social Presence and e-Loyalty: An Empirical Study and a Gender Comparison”, Proceedings of the *7th World Congress on the Management of Electronic Business*, Halifax, Nova Scotia, July.
- [27] Coursaris, C., Hassanein, K., Head, M. (2006). “Mobile Technologies and the Value Chain: Participants, Activities and Value Creation”, Proceedings of the *International Conference on Mobile Business (ICMB 2006)*, Copenhagen, Denmark, June.
- [26] Wagner, N., Hassanein, K., Head, M. (2006). “E-learning in Higher Education: A Stakeholders' Analysis”, Proceedings of *Information Technology Interfaces (ITI) 2006: E-Learning Opportunities and Challenges*, Cavtat, Croatia, June.
- [25] Cyr, D., Head, M., Ivanov, A. (2006). “Exploring Website Design and Mobility for Culture, Age, and Gender”, Proceedings of the *2006 Applied Business Research Conference*, Florence, Italy, June (***recipient of the best paper award***).

- [24] Cyr, D., Head, M., Ivanov, A. (2005). "Website Design and Mobility: Culture, Age and Gender Comparisons", Proceedings of the *4<sup>th</sup> Pre-ICIS HCI Research in MIS Workshop*, Las Vegas, December (***nominated for best paper award***).
- [23] Hassanein, K., Head, M. (2004). "Instilling Social Presence through the Web Interface", Proceedings of the *3<sup>rd</sup> Pre-ICIS HCI Research in MIS Workshop*, Washington, D.C., December (***nominated for best paper award***).
- [22] McLaren, T., Head, M., Yuan, Y. (2004). "Strategic Fit of Supply Chain Management Information Systems: A Measurement Model", Proceedings of the *International Conference on Information Systems 2004 (ICIS 2004)*, Washington, DC, December.
- [21] Hassanein, K., Head, M. (2004). "Building Online Trust through Socially Rich Web Interfaces", Proceedings of the *Second Annual Conference on Privacy, Security and Trust (PST 2004)*, Fredericton, New Brunswick, October.
- [20] Hassanein, K., Head, M. (2004). "The Influence of Product Type on Online Trust", Proceedings of the *17<sup>th</sup> Bled eCommerce Conference*, Bled, Slovenia, June (***recipient of most outstanding paper award***).
- [19] Olnick Kutzschan, A., Head, M. (2004). "Online Consumer Intentions to Purchase Product Types", Proceedings of the *5<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [18] McLaren, T., Head, M., Yuan, Y. (2004). "Information System Capabilities and Emergent Competitive Strategies: Modeling Strategic Fit", Proceedings of the *5<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [17] McLaren, T., Head, M., Yuan, Y. (2003). "Supply Chain Information Systems Capabilities: Learning from the Electronics Manufacturing Industry", Proceedings of the *First Annual Symposium on Supply Chain Management: Supply Chain Transformation in the eBusiness Environment: Issues, Solutions, and the Future*, Toronto, November.
- [16] Hassanein, K., Head, M. (2003). "The Impact of Product Type on Website Adoption Constructs", Proceedings of the *Sixth International Conference on Electronic Commerce Research (ICECR6)*, Dallas, Texas, October, pp. 416-424.
- [15] Head, M., Hassanein, K., Cho, E. (2003). "Establishing eTrust through Humanized Website Design", Proceedings of the *16<sup>th</sup> Bled eCommerce Conference*, Bled, Slovenia, June.
- [14] Hassanein, K., Head, M. (2003). "Ubiquitous Usability: Exploring Mobile Interfaces within the Context of a Theoretical Model", Proceedings of the Ubiquitous Mobile Information and Collaboration Systems Workshop (UMICS 2003), *The 15th Conference On Advanced Information Systems Engineering (CAiSE)*, Velden, Austria, June.

- [13] Wang, F., Head, M. (2003). "A Model for Consumers' Relational Behavior in the Web Environment", Proceedings of *ASAC (Administrative Sciences Association of Canada) Conference 2003*, Halifax, Nova Scotia, June.
- [12] McLaren, T., Head, M., and Yuan, Y. (2003). "Measuring the Strategic Fit of Supply Chain Coordination Systems", Proceedings of the *4<sup>th</sup> World Congress on the Management of Electronic Business*, Hamilton, Ontario, January.
- [11] Hassanein, K., and Head, M. (2002). "The Impact of Humanized Website Design on Establishing e-Commerce Trust: A Comparative Study across Different Product Types", Proceedings of the *Fifth International Conference on Electronic Commerce Research (ICECR5)*, Montreal, Quebec, October.
- [10] Head, M., and Hassanein, K. (2002). "Web Site Usability for eBusiness Success: Dimensions, Guidelines and Evaluation Methods", Proceedings of the *Hawaii International Conference on Business*, Honolulu, Hawaii, June.
- [9] McLaren, T., Head, M., and Yuan, Y. (2002). "Beyond EDI: A Framework for Understanding Supply Chain Collaboration Alternatives", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [8] Nichols, R., Head, M., and Poehlman, K. (2002). "Customizable User Interfaces and their Impact on eCommerce", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [7] Wang, F., and Head, M. (2002). "Relationship Marketing: Application in the Online Business-to-Consumer Environment", Proceedings of the *3<sup>rd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [6] Head, M., Yuan, Y., and Archer, N. (2001). "Building Trust in E-Commerce: A Theoretical Framework", Proceedings of the *2<sup>nd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [5] Wang, F., and Head, M. (2001). "Designing Web-based Information Systems for E-commerce", Proceedings of the *2<sup>nd</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [4] Wang, F., Head, M., and Archer, N. (2000). "Relationship Marketing in the Web Retail Marketplace", Proceedings of the *1<sup>st</sup> World Congress on the Management of Electronic Commerce*, Hamilton, Ontario, January.
- [3] Head, M., Archer, N., and Yuan, Y. (1999). "World Wide Web Information Retrieval Support Through User Histories", Proceedings of the *WWW8 Conference*, Toronto, Ontario, pp. 58-60.
- [2] Archer, N., and Head, M. (1997). "A Framework for Evaluating World Wide Web

Directories”, Proceedings of the *Global Networking '97 Joint Conference*, Volume II, pp. 374-381 Calgary, Alberta, June.

- [1] Head, M., and Archer, N. (1997). “A World Wide Web Navigation Aid”, Proceedings of the *ASAC (Administrative Sciences Association of Canada) Conference 1997*, St. John's, Newfoundland.

### **Not Peer-Reviewed**

- [8] Head, M. (2007). “Who is Stalking Your Business: How to Avoid Being the Victim of a Digital Crime of the Century”, *Biz Magazine*, Winter, pp. 11-12.
- [7] Head, M. (2004). Supplemental author for *Management Information Systems: Organization and Technology in the Networked Enterprise, Second Canadian Edition*, by Laudon, Laudon and Brabston, Prentice Hall Publishing.
- [6] Head, M. (2002). “Web Site Strategy”, *Panorama Magazine*, July, pp. 15.
- [5] Archer, N., Head, M. (2002). “Report on Canadian MBA programs in eBusiness/eCommerce”, *15<sup>th</sup> Bled Electronic Commerce Conference*, Bled, Slovenia, June.
- [4] Head, M. (2002). Supplemental author for *Management Information Systems: Organization and Technology in the Networked Enterprise, First Canadian Edition*, by Laudon, Laudon and Brabston, Prentice Hall Publishing.
- [3] Head, M. (2002). “Stop Considering the Web as a Profit Centre”, *Biz Magazine*, Spring, pp. 17.
- [2] Head, M. (2001). “Principles of Web Search, Web Design, and Implementation”, *Electronic Commerce for Small to Medium Sized Enterprises*, Online Course, TVOntario’s Lifelong Learning Challenge.
- [1] Head, M. (2000). “Trust is a Must in E-Commerce”, *Hamilton Spectator*, July 27, pp. R6.

### ***Workshops and Panels***

- [6] Head, M. (2010), Panellist, “Women in IT: Empowering Women to Study Information Systems and Succeed in IS Careers”, (Eileen Salo, Chair), *18<sup>th</sup> European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa, June.
- [5] Head, M. (2009), Panellist, “Women in Technology”, Hosted by the *DeGroot Women in Management Association*, Hamilton, November.

- [4] Head, M. (2009), Panellist, “Do the eyes have it? Consumer Acceptance of Potentially Intrusive Identity Authentication Mechanisms”, (Roger Clarke, Chair), *22<sup>nd</sup> Bled eConference*, Bled, Slovenia, June.
- [3] Head, M. (2004). “Identity Theft and Management: Business, Legal & Technical Perspectives”, Workshop at *CASCON 2004*, M. Head: workshop chair and presenter. Toronto, Ontario, October.
- [2] Head, M. (2003). “Mobile Commerce: A Business Perspective”, Workshop at *CASCON 2003*, M. Head: workshop chair and presenter. IBM Technical Report: TR-74.193. Toronto, Ontario, October.
- [1] Hassanein, K. and Head, M. (2002). “Inquiry Through Case-Based Learning”, Pre-Conference Workshop, *STLHE 2002: Fostering the Spirit of Inquiry*, Hamilton, Ontario, June.

### ***Presentations, Seminars, Invited Talks***

- [47] Head, M. (2010). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, McMaster Alumni Speaker Series, Hamilton, October.
- [46] Head, M. (2010). “Usability for eHealth Applications”, Invited Presentation, eHealth Speaker Series, Hamilton, September.
- [45] Head, M. (2009). “Building Trust on the Internet”, Invited Presentation, *Canadian Association of Movers 2009 Annual Conference*, Toronto, November.
- [44] Head, M. (2009). “Identity Theft: Understanding and Fighting the Crime of the Century”, Keynote Presentation, *Probus Women's Club of Burlington*, Burlington, September.
- [43] Head, M. (2009). “Identity Theft: Fighting the Crime of the Century”, Keynote Presentation, *North Burlington Women's Probus Club*, Burlington, March.
- [42] Cyr, D., Head, M., Larios, H., Pan, B. (2009). “Exploring Human Images in Website Design Across Cultures: A Multi-Method Approach”, Invited Research Presentation, *Simon Fraser University, MIS Group Research Series*, Vancouver, March (presented by D. Cyr).
- [41] Bastedo, L., Hassanein, K., Head, M. (2008). “A Proposed Theoretical Model of Students' Attitude Towards Learning Management Systems”, Presentation at the *13<sup>th</sup> Asia Pacific Region of Decision Sciences Institute Conference (APDSI08)*, Brisbane, Australia, July.
- [40] Head, M. (2008). “Identity Theft: Fighting the Crime of the Century”, Keynote Presentation, *Retired Teachers of Ontario Annual Meeting*, Hamilton, May.

- [39] Head, M. (2008). "Identity Theft: How YOU can help fight the Crime of the Century", *Inspiring from Within: McMaster University Employee Conference*, Hamilton, February.
- [38] Head, M. (2007). "Identity Theft: How to Protect Yourself and Your Business", *Burlington Downtown Business Security Seminar*, Burlington, November.
- [37] Head, M. (2007). "Identity Theft: Should you be Concerned?", Keynote Presentation, *Dundas Valley Sunrise Rotary Club Seminar*, Dundas, April.
- [36] Head, M. (2007). "Usability of Mobile Devices". Keynote Presentation, *University of Ontario Institute of Technology (UOIT) Women in IT Research Seminar Series*, Oshawa, March.
- [35] Head, M. (2006). "Identity Theft: Who is Stealing You?" Keynote Presentation, *Central Burlington Women's Probus Club*, Burlington, October.
- [34] Head, M. (2006). "Identity Theft: When Bad Things Happen to Your Good Name", Keynote Presentation, *Rotary Club of Burlington Central Seminar*, Burlington, October.
- [33] Head, M. (2006). "Mobile Usability", Keynote presentation, *Ottawa Wireless Cluster Lecture Series*, Ottawa, October (with K. Hassanein).
- [32] Head, M. (2006). "Identity Theft: Who is Stealing You?" Keynote presentation, *Dundee Wealth Management Education Seminar*, Toronto, June.
- [31] Cyr, D. and Head, M. (2006). "Website Design and Mobility: Culture, Gender and Age Comparisons", Invited Research Presentation, *Simon Fraser University, MIS Group Research Series*, Vancouver, April (presented by D. Cyr).
- [30] Head, M. (2006). "Catch Me If You Can - Identity Theft a \$50 Billion Problem", Keynote Presentation, *The Grand & Toy & Mastermind Solutions Inc. Executive Luncheon Speaker Series*, Toronto, March.
- [29] Head, M. (2005). "Identity Theft: How it Affects Your Business", Keynote presentation, *DeGroot Alumni Luncheon*, Hamilton, October.
- [28] Head, M. (2005). "The Power of Websites to Build Small Business Growth", Keynote presentation, *Hamilton Connectivity Seminar*, Hamilton, October.
- [27] Head, M. (2005). "Identity Theft: Who is Stealing You?", Keynote presentation, *Canadian Information Processing Golden Horseshoe (CIPS GH) Event*, Hamilton, June.
- [26] Head, M. (2005). "Identity Theft: When Bad Things Happen to your Good Name", Keynote presentation, *McMaster University Alumni Event*, San Francisco, May.

- [25] Head, M. (2005). "Identity Theft: When Bad Things Happen to your Good Name", Keynote presentation, *All Canadian Universities Event*, Miami, Florida, April.
- [24] Head, M. (2005). "Identity Theft: When Bad Things Happen to your Good Name and How it Affects Your Business", Keynote presentation, *Halton Lunch Series*, Hamilton, Ontario, March.
- [23] Head, M. (2005). "Identity Theft: When Bad Things Happen to your Good Name", Keynote presentation, *Science in the City*, Hamilton, Ontario, February.
- [22] Head, M. (2005). "Identity Theft: The Crime of the Century", Keynote presentation, Keynote presentation, *The Hamilton Club Breakfast Series*, Hamilton, Ontario, January.
- [21] Head, M. (2004). "Identity Theft and Solutions Research for the Future", Keynote presentation, *13th CACR Information Security Workshop & 5th Annual Privacy and Security Workshop: "Privacy and Security: Seeking the Middle Path"*, Toronto, Ontario, October.
- [20] Head, M. (2004). "Trust Through Humanized Design", Keynote presentation, *Sixth Annual International Workshop on Internationalisation of Products and Systems (IWIPS 2004)*, Vancouver, British Columbia, July.
- [19] Head, M. (2004). "Culture, Trust and Design Innovation", Panel Discussant, *Sixth Annual International Workshop on Internationalisation of Products and Systems (IWIPS 2004)*, Vancouver, British Columbia, July.
- [18] Head, M. (2004). "Choosing a Career in Information Technology", *Grade 8 Girls Career Conference*, Mississauga, Ontario, May.
- [17] Head, M. (2004). "Women in Information Technology", *Women in Leadership Conference*, Hamilton, Ontario, February.
- [16] Hassanein, K. and Head, M. (2003). "Instilling Online Trust Through Humanized Website Design", *University of Texas (Austin) Research Seminar*, Austin, Texas, October.
- [15] Head, M. (2003). "Online and Offline Curriculum Integration", *eBusiness Research Centre Director's Forum*, Plano, Texas, October.
- [14] Head, M. (2003). "Understanding the Online Consumer: An Examination of Trust and Relationship Building Tools", *IBM Centre for Advanced Studies (CAS) Seminar*, Toronto, Ontario, July.
- [13] Hassanein, K., and Head, M. (2003). "Engendering eTrust Through Humanized Website Design", *Evolaris Business Symposium*, Graz, Austria, June.

- [12] Head, M. (2002). "Fundraising Opportunities and Challenges for Research Centres", *eBusiness Research Centre Director's Forum*, Philadelphia, Pennsylvania, November.
- [11] Hassanein, K., and Head, M. (2002). "Education Link: eBusiness@McMaster", *Hamilton Wired Summit II: Building on our IT Culture*, Hamilton, Ontario, May.
- [10] Head, M. (2000). "Preparing Students to be Leaders in the New Electronic Economy", Keynote speaker, *McMaster Alumni Series*, Toronto, Ontario, November.
- [9] Head, M. (2000). "Electronic Commerce at McMaster", *Hamilton E-Commerce Summit*, Hamilton, Ontario, October.
- [8] Head, M. (1998). "World Wide Web Navigation Aid", *CASCON, IBM*, Toronto, Ontario, October.
- [7] Head, M. (1998). "Frameworks for Web-based Electronic Commerce", *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, July.
- [6] Head, M. (1998). "A World Wide Web Navigation Aid Investigation Within a Research Framework", *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, February.
- [5] Head, M. (1998). "World Wide Web Navigation: A Research Framework and Tool", *University of Illinois Seminar Series*, Springfield, Illinois, April.
- [4] Head, M. (1998). "Facilitating Web Navigation", *University of Northern Michigan Seminar Series*, Marquette, Michigan, May.
- [3] Head, M. (1997). "Finding Information on the Web", *ASAC '97 Symposium*, St. John's, Newfoundland, May.
- [2] Head, M. (1996). "Current Research and Future Direction in Web Navigation", *ASAC '96 Doctoral Consortium*, Montreal, Quebec, May.
- [1] Archer, N., Head, M. (1996). "Interface Support for Information Search in Decision Making", *School of Business Seminar Series*, McMaster University, Hamilton, Ontario, October.

## ***Administrative Responsibilities***

### **Administrative Appointments**

- Associate Dean, DeGroot School of Business (2004 – 2010)
- Acting Director, MBA Program, DeGroot School of Business (2007 – 2008)
- Director, McMaster eBusiness Research Centre (2002 – 2005)
- Faculty Director, World Congress on the Management of Electronic Business (1999-2007)

- eCase Competition Director (2001 – 2004)
- Director, eBusiness MBA Specialization (2001 – 2002)

### **University Committees**

- Member, University Committee on Teaching and Learning (2009 – present)
- Member, Joint Intellectual Property Board (2009 – present)
- Member, Provost's Task Force on Evaluation, Accountability and Measurement (2008 – 2011)
- Member, Provost's Task Force on Teaching and Learning (2007 – 2011)
- Member, Ad Hoc Selection Committee for Director of the Xerox Centre for Engineering Entrepreneurship and Innovation (2009)
- Member, Ad Hoc Selection Committee for Associate Vice-President, Research (2008-2009)
- Member, University Prize Committee (2006 – 2010)
- Centre for Engineering Entrepreneurship and Innovation (CEEI) Advisory Board Member (2005 – present)
- Member, Arts Research Board (2004 – 2010)
- Member, Ad Hoc Selection Committee for a Vice-President (Research and International Affairs) (2005-2006)
- Member, Centre for Health Economics and Policy Analysis Director Selection Committee (2005)
- Member, School of Business Dean Selection Committee (2003 – 2004)
- Member, Librarians' Levels & Promotions Committee (2001 – 2003)
- Member, Arts Library Committee (1999 - 2000)

### **Faculty Committees**

- Member of Faculty Council (2004 – 2010)
- Chair of the Graduate Curriculum & Policy Committee (2004 – 2010)
- Chair, DeGroot Research Committee (2004 – 2010)
- Chair, Dean's Advisory Committee on Research (2005 – 2010)
- Co-Chair, Academic and Financial Planning Committee (2007 - 2009)
- Member, Burlington Campus Learning Space Design Committee (2007 – 2009)
- Member, Resource Renewal Committee (2007 - 2008)
- Co-chair of the DeGroot School of Business Strategic Planning Task Force (2004)
- Member of the Graduate Admissions & Study Committee (1998 - 2000; 2004 - 2010)
- Consultant for the Faculty Tenure & Promotion Committee (2004 – 2009)
- Member of the MBA Admission Advisory Committee (2004 – 2010)
- Member of Board of Directors for ORNEC (Ontario Research Network for Electronic Commerce) (2002 – 2003)
- Information Systems Faculty Advisor for undergraduate and graduate students (2000 - 2007)
- Faculty Advisor to the E-Commerce Society (2000 - 2006)
- Member, Innovation Research Centre Operating Committee (2000 - 2002)
- Member, School of Business Hearings Committee (1999 - 2003)
- Member, Web Advisory Group (1998 - 2006)
- School of Business SAP coordinator (1999 - 2001)

- Member, Management Science/Information Systems Area Chair Selection Committee (1999, 2001, 2002)
- Member, Dean's Computing Advisory Committee (1999 - 2000)
- Member, Joint Industrial Advisory Council and Operating Committee for the Engineering and Management Programme (1999 - 2000)