

MOEZ LIMAYEM, PHD

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ACADEMIC ADMINISTRATION EXPERIENCE

Dean

University of South Florida Muma College of Business

Tampa, Florida, United States, 2012 – Present

Responsible for establishing long-range goals, strategic planning, and detailed administrative and fiscal management for an AACSB-accredited business school serving 5,800 students. Serve as senior executive for the business school, which includes 97 faculty, 11 adjuncts, 82 full-time staff, and 60 student and temporary employees. Primary duties include:

- **Strategic Planning** – Lead and provide long-range vision and specific strategies to achieve its goals. Provide detailed administrative oversight and financial provisions to ensure the excellence of the USF Muma College of Business. Oversee its teaching, research programs, both disciplinary and interdisciplinary. Measure impact and the college's performance and effectiveness using key metrics established by state and university leadership. Work with the provost, president, and other deans to plan university-wide funding priorities and goals and execute college-level plans. Work closely with the university's senior officers and colleagues to develop and promote cross-university strategic initiatives.
- **Faculty Appointments and Scholarship** – Serve as academic leader of the USF Muma College of Business and lead faculty recruitment, appointment, retention, promotion, and tenure. Ensure diversity of its faculty and staff not only in terms of race and ethnicity, but also in terms of gender, areas of expertise, and research backgrounds. Foster a research culture and maintain the highest standards of scholarship among the faculty. Handle onboarding of new faculty (both regular rank and non-regular rank) to educate them on university policies and procedures and work with associate deans and department chairs to develop annual recruiting plans for the Muma College of Business, with the approval of the provost.
- **Budgetary and Administrative Oversight** – Oversee \$24 million budget and ensure that the college follows appropriate operational and financial procedures and protocols. In addition to budgetary oversight, the other principal areas of administrative responsibility include the allocation of academic facilities and building operations, planning for future academic facility needs, overseeing non-faculty staffing decisions, and operation and financial management of all Muma College of Business centers, including the USF Small Business Development Center, the USF Center for Entrepreneurship, and newly created centers such as the Center for Analytics and Creativity.
- **Fundraising and Stewardship** – Interact with constituents at all levels, including regional, national, and international groups, focusing primarily on alumni relations and stewardship with regional and national business leaders. Build relationships with the USF Board of Trustees and the USF Foundation Board of Directors. Articulate the development needs of the Muma College of Business in conjunction with the long-range plans of the college and the university. Work with the provost, president, and other to determine university-wide funding priorities and goals and cooperate with university and the college-level development staff to execute those plans.
- **Educational Leadership** – Lead the USF Muma College of Business student community. Develop and implement curriculum changes to keep educational programs relevant and timely. Evaluate and enhance "beyond-the-books" programming to provide educational and professional development opportunities for students. Establish career placement goals and oversee career and employer relations programs and services at the college level.

- **External Visibility and Community Engagement** – Promote the Muma College of Business among prospective students, recruiters, media, business organizations, and alumni. Represent the college as part of AACSB accreditation review teams and represent the college at various functions led by community and civic organizations.
- **Global Engagement** – Build partnership with global institutions, launch overseas programs, and recruit international students.

Major Accomplishments to date:

The USF Muma College of Business has received several naming gifts in the past four years, significant investments by donors who want to invest in this forward-thinking business school:

- In 2014, the college received a \$25 million gift from Pam and Les Muma, the single largest individual gift in USF's history. The landmark gift was ear-marked to bolster faculty engagement in the business community and to help students become better prepared for the workplace. It also established the Muma Leadership Program, designed to help place students on a professional development track from their first moments at USF and launch new initiatives such as a faculty externship program.
- In 2015, retired Raymond James executive Lynn Pippenger, whose total giving to the USF Muma College of Business exceeds \$21 million made a new gift of \$10 million. Intended to help USF address a projected shortfall of accountants, the gift will also help prepare more students to earn additional accounting credentials beyond Certified Public Accountant, such as Certified Internal Auditor or Certified Management Auditor. Additional scholarships have been created for accounting majors and the school will provide stipends for students who participate in internships. The gift also supports the school's infrastructure.
- Also in 2015, a \$10.85 million gift from Barron Gift Collier III and his wife, Dana, named a unit of the business school that focuses on student success and career preparedness programs. The gift created the Collier Student Success Center at USF's Muma College of Business. An additional gift of \$180,000 expanded the college's Corporate Mentor Program.
- In 2016, Naples entrepreneurs Frank and Ellen Daveler donated \$2.9 million to the Muma College of Business to spearhead a state-wide effort to educate entrepreneurs. The estate and cash gift established the Frank & Ellen Daveler Entrepreneurship Program to help undergraduate students launch prosperous and sustaining businesses. The Davelers, accomplished entrepreneurs in the aerospace, engineering, and scientific instrument manufacturing arenas, chose to make the gift to USF because of its proven history of graduating successful students and entrepreneurs.

The college's emphasis on student success is more than a catchphrase and has focused on metrics to identify areas where more can be done to help students graduate on time and find jobs. The results:

- The college has seen a significant increase in the number of first-time-in-college students who graduate in a timely fashion – a nine percent increase in our four- and six-year graduation rates over the last five years.
- The USF chapter of accounting honor society Beta Alpha Psi has been consistently recognized for excellence at a national level: it has earned the superior designation from its international organization for nearly 40 years and is one of only two schools to have received the KPMG Gold Award from Beta Alpha Psi for five years running.
- USF's American Marketing Association chapter has been in the top six nationwide for the last three years. USF has received a superior (or better) ranking since 2009.
- USF is striving for 100 percent job placement and has started with some key programs as it works toward that goal. Its dual-degree MBA-MS in Sport & Entertainment Management boasts 100 percent job placement for its first two graduating classes and expects to hit that mark soon for its third class. The Corporate Mentor Program has reported 100 percent job placement for each of the past four semesters. Students in its Student Managed Investment Fund have reported 100 percent job (or graduate school) placement and are earning salaries that are

more than 50 percent higher than the salaries other finance graduates report. The Business Honors Program has had 100 percent job placement for the last three years.

- Nearly 350 businesses have been launched by students or graduates from USF's nationally ranked Center for Entrepreneurship. The center hosts several business plan competitions each year and has been in the Top 25 for the last ten years.

Several new programs have been launched in the USF Muma College of Business of Business over the last three years:

- Executives returned to the classroom in 2015, part of the inaugural cohort of USF's Doctor of Business Administration program. Designed exclusively for C-suite executives and business leaders with at least a dozen years of upper-level industry experience – the DBA is intended for working professionals with extensive managerial experience who are looking to transform business practice. The traditional PhD in Business Administration, which USF also offers, is intended for those who want to pursue research-focused careers in academia while the DBA provides senior-level business leaders an opportunity to develop rigorous research skills that can be applied to contemporary business problems.
- Muma College of Business now offers a General Business Certificate, allowing non-business majors a chance to develop business skills without incurring extra credits that might delay their graduation.
- The Muma College of Business was the first university in the nation to offer a graduate certificate focusing on compliance, risk, and anti-money laundering. USF's graduate certificates focus on several niche areas: entrepreneurship; compliance, risk, and anti-money laundering; and analytics and business intelligence.
- Established three centers in three years: Center for Supply Chain Management & Sustainability, Florida Center for Cybersecurity, Center for Analytics & Creativity

Several programs have been ranked:

- The Muma College of Business graduate program in entrepreneurship is currently ranked #11 in the United States by The Princeton Review.
- The Muma College of Business MBA program is ranked No. 32 part time program in the United States by Bloomberg Businessweek.
- The undergraduate MIS program offered by the Muma College of Business is ranked No. 25 in the United States by Bloomberg Businessweek 2013 rankings.

Faculty have received international awards and honors over the last three years:

- Three Core Fulbright Awards
- One Association of Information Systems Fellow Award
- One National Academy of Inventors Fellow
- One Schoeller Senior Fellow

Global Engagement:

- Articulation agreements have been signed with the Mediterranean School of Business, Tunisia; Manipal International University, Malaysia; Manipal University, India; Narsee Monjee Institute of Management Studies, India.
- An MoU has been signed to deliver USF program in Casablanca, Morocco.
- An agreement has been signed to deliver an analytics certificate in Mumbai, India in partnership with Narsee Monjee Institute of Management Studies.
- USF's Muma College of Business has new study abroad programs in London and Panama and existing programs worldwide. During the 2015-16 academic year, 161 business majors participated in study abroad programs.

New partnerships:

- The Muma College of Business is partnering with CareerSource and other entities in the community on a \$3.8M grant announced by the White House to train workforce in IT.
- In partnership with two other state universities in Florida, the college has undertaken activities to attract, educate and place students in high demand areas such as accounting and IT as part of multimillion dollar grant.

- In partnership with Citigroup, the college hosts boot camps to train students for jobs in anti-money laundering.
- The college has partnered with Jabil to train its employees to be citizen data scientists.

Accreditation:

- The University of South Florida Muma College of Business of Business and Lynn Pippenger School of Accountancy were recognized for excellence in 2013 when the Board of Directors of AACSB International – the Association to Advance Collegiate Schools of Business – reaffirmed their accreditation, a move that kept USF on a list of just 178 institutions worldwide certified for quality in both overall business and accounting programs.
- The dean has been a member of the AACSB Initial Accreditation Committee and has chaired several Peer Review Teams for initial accreditation and reaccreditation in North America, Asia, Africa and the Middle East.

**Associate Dean for Research and Graduate Programs,
Edwin & Karlee Bradberry Chair in Information Systems
University of Arkansas Sam M. Walton College of Business
Fayetteville, Arkansas, United States, 2010 - 2012**

Primary responsibility: oversee all graduate programs including master's, PhD and executive education programs and serve as academic director for the MBA programs.

- Supervised 11 outreach and research centers including the Center for Retailing Excellence, the Applied Sustainability Center, the Center for Business and Economic Research, the Garrison Financial Institute, the Small Business and Technology Development Center, the Center for Management and Executive Education, the Supply Chain Management Research Center, the Information Technology Research Institute, the Radio Frequency Identification Center, the Tyson Center for Faith and Spirituality in the Workplace and the Bessie B. Moore Center for Economic Education.
- Provided oversight of the Global Engagement Office that covers all international collaborations and activities.
- Led efforts to foster research in the college.
- Coordinated reviews for college-endowed chairs and coordinated AACSB accreditation reviews for the college.

Key Accomplishments:

- Led development of innovative multi-disciplinary programs such as a graduate certificate in cross-sector alliances and a graduate certificate in sustainability.
- Launched several executive education programs such as a Certificate in Business Intelligence and a Certificate in RFID.
- Created several international programs, including the Certificate in Entrepreneurial Excellence in Panama and a Certificate in Supply Chain Management in China.
- Led expansion of college-level partnerships with Historically Black Colleges and Universities with targeted visits with regional and national HBCUs, which led to a 100 percent increase in the diversity of the students in the full-time MBA program.
- Expanded a professional development program for master's-level students and created a communication plan to ensure better communication with these students upon admission.
- Supervised the creation of the first nationally-focused MBA Campus Visit Day. More than half of all MBA students now come from outside the state, while more than 70% of MBA graduates are employed in Arkansas.
- Supervised the creation of a communication plan program to ensure better communication with new graduate students upon admission into the program.
- Helped with the expansion of the professional development program which is available to all master's level students.
- Led the effort to enhance the Clinton-Walton MBA-MPS collaboration (a multi-disciplinary program).
- Led negotiations with a Chinese university to explore the possibility of starting a Sam M. Walton College campus in south China.

- Played a major role in the creation of the Association of Latino Professionals (ALPFA) Institute at the Walton College.
- Helped all 11 outreach and research centers to work together to achieve financial sustainability.
- Took part in the core team that developed a proposed strategic and financial plan to create the School of Retail at the Walton College.
- Started the Walton Outreach Center Newsletter to better promote research in the college.
- Streamlined the process of faculty summer grant applications resulting in a significant reduction in the cycle time.
- Revamped the governance structure of the Business Behavioral Business Research Laboratory.
- Helped prepare the college for an upcoming capital campaign. Participated in several development trips and visits, built new relationships and strengthened existing ones.

**Executive Director of the Information Technology Research Institute (ITRI) and the Radio Frequency Identification (RFID) Center
University of Arkansas Sam M. Walton College of Business
Fayetteville, Arkansas, United States, 2010 - 2012**

Managed both the Information Technology Research Institute and the Radio Frequency Identification Center.

- Managed the budget and staff of the ITRI and RFID
- Evaluated the vision and mission of both centers and set strategic priorities for each.
- Fostered strong relationships between the two units and regional industry leaders.
- Improved the visibility of the institute and the center.

Key Accomplishments:

- Raised \$904,000 for the two units, mostly in cash donations and sponsorships.
- Increased the number of retail supplier partners and bolstered board membership for the RFID Center.
- Raised profile of the RFID Center, expanding activities so that it took on a leadership role in the RFID community and helped organize and execute many new standards and best practices in organizations. RFID Testing operations have expanded tremendously since early 2011, and many retailers are now requiring the RFID Center's approval of RFID products before they can be used in a store environment. The RFID Center conducted a Retail Supply Chain study with 10-15 partner companies to study the value of RFID to product manufacturers in an international open loop supply chain.
- Successfully conducted and published Phase 1 of an important study aimed at investigating Supplier RFID ROI.
- Helped implement strategic programs targeting high school and junior high involvement in the Walton College of Business, including tours, outreach programs, and an IT Day for 500 high school students, mostly from under-represented groups.

**Chair of the Information Systems Department
University of Arkansas Sam M. Walton College of Business
Fayetteville, Arkansas, United States, 2007 - 2010**

Responsible for developing goals and implementing plans to achieve departmental and college objectives including leading research initiatives, curriculum development, and outreach, as well as other administrative activities such as personnel recruitment, evaluation and course scheduling.

Key Accomplishments:

- Increased the number of IS majors by nearly 300 percent.
- Helped raise \$33,555,215 cash and gifts-in-kind gifts.
- Raised departmental profile; it was consistently ranked among the top five departments worldwide in terms of publishing in the two most prestigious IS journals and its Enterprise Systems Program is now a leader in the nation.
- Revived the Professional Master in Information Systems by revamping its curriculum and changing its format to meet customer needs.

- Streamlined department processes for class scheduling, resource allocation, Graduate Assistant assignment and reimbursement.

ACADEMIC TEACHING EXPERIENCE

Consistently received the best teaching evaluations in all departments; topics taught include:

- E-Government
- Management Information Systems for MBA and EMBA
- Business Process Reengineering
- Customer Relationship Management
- IS Research
- IS Theories
- Electronic Commerce Security
- IT-Based Business Transformation
- Change Management and Leadership
- Electronic Commerce
- Decision Support Systems
- Knowledge Management
- Management of IT

Professor and Director of the Information Systems Master Program | Lausanne University

Lausanne, Switzerland | 2005 – 2007

- Led the redesign of the Master in IS program, resulting in a 400 percent increase in enrollment (and the placement rate of the students doubled).
- Developed and implemented effective strategies to increase students' enrollment in this program.
- Worked with companies to ameliorate the placement of this program's graduates.

Professor & Director of the Electronic Commerce Undergraduate Program | City University of Hong Kong

Kowloon Tong, Kowloon, Hong Kong | 1998 – 2005

- Designed and launched the first bachelor degree in Electronic Commerce in Hong Kong.
- Bachelor in Electronic Commerce was, for many years, ranked the best program in Electronic Commerce in Hong Kong.

Management Information Systems Department Chair | Laval University

Quebec City, Quebec, Canada | 1996 – 1998

- Set the strategic orientation of the department (at that time the biggest IS department in Canada; the undergraduate program in IS was ranked among the top programs in Canada).
- Managed the department budget.
- Managed the human resources of the department in terms of recruitment and evaluation.
- Oversaw the curriculum revisions of the undergraduate and graduate programs.
- Coordinated the redesign of all undergraduate and graduate programs in the department (enrollment of the MBA in IS increased dramatically).
- Spurred increased in research output of the department improved in terms of publications in top journals and research funding from provincial and federal agencies.

Associate Professor | Laval University

Quebec City, Quebec, Canada | 1995 – 1996

Assistant Professor | Laval University
Quebec City, Quebec, Canada | 1992 – 1995

Lecturer at the Department of Information and Decision Sciences | University of Minnesota
Minneapolis and St. Paul, Minnesota, United States | 1990 – 1992

Research Assistant, Group Decision Support Systems Research Project | University of Minnesota
Minneapolis and St. Paul, Minnesota, United States | 1988 - 1990

BUSINESS EXPERIENCE

1992- Present International expert in IT
UNESCO.

1986-1988 Consultant,
West Bank Computing Services, University of Minnesota.

1985-1986 Systems Analyst,
SNC, Inc.

EDUCATION

Ph.D. Business Administration, Carlson School of Management, University of Minnesota, 1992
MBA, University of Minnesota, 1988
B.S., Computer Science Applied to Management, Institut Supérieur de Gestion, University of Tunis, Tunisia, 1985

PUBLICATIONS

Publications in refereed journals:

- Moores, T.T., Smith, H.J., Limayem, M. "Putting the Pieces Back Together: Moral Intensity and Its Impact on the Four-component Model of Morality" *Journal of the Center for Business Ethics Bentley University*. Business and Society Review, (2018) 123:2 243-268.
- Gill, G., Mullarkey, M., Mohr, J., Limayem, M. "Building an Informing Business School: A Case Study of USF's Muma College of Business of Business" *Informing Science*. Volume 19 (2016).
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- DeSanctis, G., Poole, S., Zigurs, I., Limayem, M., Associates, O., "The Minnesota GDSS Research Project: Group Support Systems, Group Processes, and Outcomes", *Journal of AIS*. Vol. 9 Issue 10, 2008, pp 551-608.
- Limayem, M. and Cheung, C. M. K., "Understanding Information Systems Continuance: The Case of Internet-Based Learning Technologies", *Information and Management*, Vol. 45, 2008 pp. 227-232.
- Hendaoui, A., Limayem, M., Thompson, C. W., "3D Social Virtual Worlds: Research Issues and Challenges", *IEEE Internet Computing*, Vol. 12 Issue 1. 2008, pp. 88-92.
- Limayem, M., Hirt, S. and Cheung, C. M. K., "How Habit Limits the Predictive Power of Intentions: The Case of IS Continuance", *MIS Quarterly*, (31:4), 2007, pp. 705-737.
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Scholarly Books:

Habibi, S., Amin-Naseri, Limayem, M., *Understanding The Use of Technology-Based Self Service: The Consumers' Point of View*. Lambert Academic Publishing. Germany. (2009).

Book Chapters:

Fillion, G., Limayem, M., Lafferiere, T., Mantha, R. "Onsite and Online Students' and Professors' Perceptions of ICT Use in Higher Education. IGI Global Publishing. USA 2010. pp. 83-117.

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Refereed Conference Proceedings:

Onkar Malgonde, Balaji Padmanabhan, and Moez Limayem, "Bottlenecks in Dynamic Organizational Processes: Formalisms, Discovery Methods, and Recommendations", Proceedings of WITS 2014.

Zachary Steelman, Amr Soror, Moez Limayem, and Dan Worrell, "Obsessive Compulsive Tendencies as Predictors of Dangerous Mobile Phone Usage" (July 29, 2012). *AMCIS 2012 Proceedings*.

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Soror, A. A., Steelman, Z. R., Limayem, M., "Discipline Yourself Before Life Disciplines You: Deficient Self-Regulation and Mobile Phone Unregulated Use", Proceedings of the Hawaii International Conference on System Sciences (HICSS-45), Kauai, Hawaii, 4-7 January, 2012.

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Hassell, M. D., Limayem, M., "A Portfolio of Media: Effects of Media Synchronicity on Communication Performance", Proceedings of the International Conference on Information Systems (ICIS 2011), Shanghai, China, 4-7 December, 2011.

Limayem, M., Conway, C., "You Want It When?" How Temporal Dissonance in IT Workers Contributes to Project Failures", Proceedings of the International Conference on Information Systems (ICIS 2011), Shanghai, China, 4-7 December, 2011.

Boukef, C., Nabila, C., Mohamed, H., Limayem, M., "Toward Understanding the Barriers to the Global Data Synchronization Networks Standard Adoption", Academy of Management Annual Meeting, San Antonio, Texas, 12-16 August, 2011.

Limayem, M., Boukef, C., Nabila, C., Mohamed, H., "Making Sense & Giving Sense to the Global Data Synchronization Network Standard Adoption", The European Conference on Information Systems, Helsinki, June 11, 2011.

Conway, C., Limayem, M., "Temporal Dissonance in Teams", Proceedings of the European Academy of Management Annual Meeting, Academy of Management, Tallinn, Estonia, June 4, 2011.

- Conway, C., Limayem, M., "Temporal Dissonance in IT Workers", Proceedings of the European Conference on Information Systems (ECIS 2011), Helsinki, Finland, 9-11 June, 2011.
- Boukef, C., Nabila, C., Mohamed, H., Limayem, M., "Making Sense & Giving Sense to the Global Data Synchronization Network Standard Adoption", The European Conference on Information Systems (ECIS 2011), Helsinki, Finland, 9-11 June, 2011.
- Rouis, S., Limayem, M. and Salehi-Sangari, E (2011) "Social Media and students' achievement: The role of culture and personality", Annual conference of the Association of Marketing Science (AMS), Florida, 24-27 May 2011.
- Limayem, M., Boukef, C., Nabila, C., Mohamed, H., "Toward Understanding the Barriers to the Global Data Synchronization Networks Standard Adoption", Academy of Management Annual Meeting - Division Program: Organization Communication and Information Systems (OCIS), Academy of Management, San Antonio, TX, April 16, 2011.
- Cronan, P., O. A. (Presenter & Author), Douglas, D. E. (Author Only), Limayem, M. (Author Only), "Healthcare Professionals' Reactions to Health Enterprise System Implementations: A Theory of Cynicism Perspective", Hawaii International Conference on System Sciences (HICSS-44), IEEE Computer Society, Kauai, Hawaii, January 6, 2011.
- Conway, C. M., Pelet, J., Papadopoulou, P., & Limayem, M., "Coloring in the Lines: Using Color to Change the Perception of Quality in E-Commerce Sites", Proceedings of the International Conference on Information Systems (ICIS 2010), St. Louis, MO, USA, 12-15 December, 2010.
- Kumi, R., Conway, C., Goyal, S., Limayem, M., "Impact of Color on Computer-Mediated Communication", Proceedings of the Decision Science Institute 41st Annual Meeting, Decision Science Institute, San Diego, CA, USA, November 20, 2010.
- Conway, C. M., & Limayem, M., "Adrift in the Sands of Time: A Theory of Temporal Dissonance in the Individual", Proceedings of the Academy of Management Annual Meeting 2010, Montr al, QC, Canada, 6-10 August 2010.
- Hassell, M. D., Limayem, M., "Working In the new way: A preliminary study of media synchronicity and job satisfaction", Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, August 13, 2010.
- Hassell, M., Goyal, S., Limayem, M., Boughazala, I., "Being There: An Empirical Look at Learning Outcomes in 3D Virtual Worlds", Proceedings of Americas Conference on Information Systems, AMCIS (2009), San Francisco, USA, 6-9 August, 2009.
- Conway, C. M., & Limayem, M., "Time Management and Temporal Dissonance in Global Virtual Teams", Proceedings of the International Conference on Information Systems (ICIS 2008), Paris, France, 14-17 December, 2008.
- Goyal, S., Davis, F.D., Limayem, M., "Psychological Contract Violation in Recommendation Agent Use", Proceedings of the Seventh Annual Workshop on HCI research in MIS (Pre-ICIS), Paris, France, December 13, 2008.
- Hendaoui, A. and Limayem, M., "Understanding Consumer Virtual Shopping Behavior in 3D Virtual Worlds: A Theoretical and Empirical Investigation", Proceedings of the International Conference on Information Systems (ICIS 2008), Paris, France, 14-17 December 2008.
- Conway, C., Limayem, M., "Time Management and Temporal Dissonance in Global Virtual Teams", Proceedings of the International Conference on Information Systems (ICIS 2008), Paris, France, 14-17 December 2008.
- Meliane, R., Limayem, M., "What makes consumers repeat their purchase from the same e-store", Proceedings of the 13th Conference of the Association Information and Management, Paris, France, December 14, 2008.
- Chan, J., Limayem, M., Niederman, F. and Larsen, T. J., "IT Project Risk in Hong Kong", Proceedings of the Fourteenth European Conference on Information Systems (ECIS 2006), Goteborg, Sweden, 12-14 June 2006.
- Hendaoui, A. and Limayem, M., "Idea Consolidation Process in Face-to-Face Meetings: A New Approach to Organize and Integrate Individuals Perspectives", Proceedings of the Fourteenth European Conference on Information Systems (ECIS 2006), Goteborg, Sweden, 12-14 June 2006.

- Larsen, T. J., Niederman, F., Limayem, M. and Chan, J., "UML: A Complex Technology Embedded in Complex Organizational Issues," Proceedings of the IFIP WG 8.6 Transfer and Diffusion of IT for Organisational Resilience, Galway, Ireland, 7-10 June 2006.
- Hendaoui, A. and Limayem, M., "E-Collaboration et Systemes d'Aide a la Decision de Groupe: Une Nouvelle Approche pour la Consolidation des Idees", Proceedings of the Eleventh AIM Conference, Grand-Duchy of Luxembourg, Luxembourg, 7-9 June 2006.
- Cheung, C. M. K. and Limayem, M., "The Role of Habit in IS Continuance: Examining the Evolving Relationship between Intention and Usage", Proceedings of International Conference on Information Systems (ICIS 2005), Las Vegas, USA, 11-14 December 2005.
- Cheung, C. M. K. and Limayem, M., "Understanding Continuance of Advanced Internet-based Learning Technologies: The Role of Satisfaction, Prior Behavior, and Habit", Proceedings of the Ninth Pacific Asia Conference on Information Systems (PACIS 2005), Bangkok, Thailand, 7-10 July 2005.
- Cheung, C. M. K. and Limayem, M., "Drivers of University Students' Continued Use of Advanced Internet-based Learning Technologies", Proceedings of the Eighteenth Bled eConference, Bled, Slovenia, 6-8 June 2005.
- Cheung, C. M. K. and Limayem, M., "The Role of Habit and the Changing Nature of Relationship between Intention and Usage", Proceedings of the Thirteenth European Conference on Information Systems (ECIS 2005), Regensburg, Germany, 26-28 May 2005.
- Niederman, F., Larsen, T. J., Limayem, M. and Chan, J., "Conceptual Mapping: A Key Methodology for 21st Century MIS Research", Proceedings of the Gordon B. Davis Symposium, Management Information Systems Research Center, Carlson School of Management, University of Minnesota, Minneapolis, Minnesota, USA, 13-14 May 2005.
- Limayem, M., Cheung, C. M. K. and Chan, G. W. W., "Online Consumer Behavior: What We Know and What We Need to Know", Proceedings of the 12th European Mediterranean Conference on Information Systems (EMCIS 2004), Tunis, Tunisia, July 25-27, 2004.
- Limayem, M., "A Comparison Between Human and Automated Facilitation in the GDSS Context", Proceedings of the 9th AIM Conference, INT Evry, France, May 26-28, 2004.
- Limayem, M., Cheung, C. M. K. and Chan, G., Explaining Information Systems Adoption and Post-Adoption: Toward an Integrative Model. Proceedings of the 24th International Conference on Information Systems (ICIS 2003), Seattle, Washington, December 14-17, 2003. **This Paper won the Best Paper Award for ICIS 2003.**
- Limayem, M., Hirt, S. and Cheung, C. M. K., "Habit in the Context of IS Continuance: Theory Extension and Scale Development", Proceedings of the 11th European Conference on Information Systems (ECIS 2003), Naples, Italy, June 16-21, 2003.
- Cheung, C. M. K., Zhu, L., Kwong, T., Chan, G. and Limayem, M., "Online Consumer Behavior: A Review and Agenda for Future Research", Proceedings of the 16th Bled eCommerce Conference, Bled, Slovenia, June 9-11, 2003.
- Limayem, M., Cheung, C. and Chan, G., "A Meta-Analysis of Online Consumer Behavior Empirical Research", Proceedings of the 8th AIM Conference, Grenoble, France, May 21-23, 2003.
- Khalifa, M., Abidi, R. and Limayem, M., "Effects of Electronic Customer Relationship Management on Online Shopping Satisfaction", Proceedings of the Pre-ICIS Meeting on French Speaking World IS Research, Barcelone, Spain, December 15, 2002.
- Limayem, M., Khalifa, M. and Ma, S., "Human Versus Automated Facilitation in the GDSS Context", Proceedings of the 2002 IEEE International Conference on Systems, Man and Cybernetics, Vol. 5, Hammamet, Tunisia, October 6-9, 2002.
- Limayem, M., Banerjee, P. and Ma, L., "Impact of GDSS: Opening the Black Box", Proceedings of the 6th Pacific Asia Conference on Information Systems (PACIS 2002), Tokyo, Japan, September 2-4, 2002.

- Kwong, T., Cheung, C. M. K., Zhu, L., Limayem, M. and Viehland, D., "Online Consumer Behavior: An Overview and Analysis of the Literature", Proceedings of the 6th Pacific Asia Conference on Information Systems (PACIS 2002), Tokyo, Japan, September 2-4, 2002.
- Skik, M. and Limayem, M., "Intention to Buy from the Web: A Comparative Study Between Canada and Tunisia", Proceedings of the 7th AIM Conference, Hammamet, Tunisia, May 30 - June 1, 2002.
- Limayem, M. Zhu, L. and Rowe, F., "An Empirical Study of Online Shopping in China", Proceedings of the Information Resources Management Association International Conference 2002 (IRMA 2002), Seattle, USA, May 19-22, 2002, pp. 447-448.
- Limayem, M. and Khalifa, M., Coombes, J. and Zhu, L., "Understanding the Impact of GSS: The Role of Anonymity and Culture", Proceedings of the Information Resources Management Association International Conference 2002 (IRMA 2002), Seattle, USA, May 19-22, 2002, pp.617-618.
- Limayem, M. and Khalifa, M., "The impact of GDSS: A Process Oriented Approach", Proceedings of the 12th Mini Euro Conference on DSS, Brussels, Belgium, April 2-5, 2002.
- Lee F. S. L., Vogel D. and Limayem, M., "Virtual Community Informatics: What We Know and What We Need to Know", Proceedings of the 35th Annual Hawaii International Conference on System Sciences (HICSS-35), Big Island, Hawaii, January 7-10, 2002, pp. 2863-2872.
- Limayem, M. and Rowe, F., "Factors Affecting Intentions to Buy Through the Web in Hong Kong and in France: The Role of Social Uncertainty Avoidance", Proceedings of the 5th International Conference on the Management of Networked Enterprises (CIMRE'2001), Mahdia, Tunisia, October 25-27, 2001.
- Limayem, M. and Khalifa, M., "Electronic Commerce: Winning Strategies", Proceedings of the 6th IEEE Symposium on Computers and Communications (ISCC 2001), Hammamet, Tunisia, July 3-5, 2001.
- Limayem, M., Hirt, S. and Chin, W., "Intention Does Not Always Matter: The Contingent Role of Habit on IT Usage Behavior", Proceedings of the 9th European Conference on Information Systems (ECIS 2001), Bled, Slovenia, June 27-29, 2001.
- Khalifa M., Limayem, M. and Liu, V., "Manager Satisfaction with Internet EDI", Proceedings of BITWorld 2001, Cairo, Egypt, June 4-6, 2001.
- Khalifa M., Limayem, M. and Liu, V., "Online Consumer Stickiness: A Longitudinal Study", Proceedings of the 5th Pacific Asia Conference on Information Systems (PACIS 2001), Seoul, Korea, June 2001.
- Hirt, S. and Limayem, M., "Integrating Three Theoretical Perspectives to Explain Internet-Based Technology Usage by University Students: A Qualitative Study", Proceedings of the 21st International Conference on Information Systems (ICIS 2000), Brisbane, Australia, December 10-13, 2000.
- Frini, A. and Limayem, M., "Factors Influencing Web-Purchasing Intentions: A Comparative Study of Buyers Versus Non-Buyers", Proceedings of the 5th AIM Conference, Montpellier, France, November 2000.
- Limayem, M. and Khalifa, M., "Business-to-Consumer Electronic Commerce: A Longitudinal Study", Proceedings of the 5th IEEE Symposium on Computers and Communications (ISCC 2000), Antibes, France, July 3-6, 2000, pp. 286-290.
- Limayem, M. and Hirt, S., "Internet-Based Teaching: How to Encourage University Students to Adopt Advanced Internet-Based Technologies". Proceedings of the 33rd Annual Hawaii International Conference on System Sciences (HICSS-33), Maui, Hawaii, January 4-7, 2000.
- Limayem, M., Khalifa, M., and Chin, W. "Factors Motivating Software Piracy: A Longitudinal Study", Proceedings of the 20th International Conference on Information Systems (ICIS 1999), Charlotte, NC, USA, December 13-15, 1999.
- Limayem, M., Chin, W. W., Poisson, M. A. and Hichem, D., "Investigation of the Relationship Internet Usage - Organizational Performance (Modelisation de la relation Utilisation d'Internet - Performance Organisationnelle)",

Proceeding of the 26th Administrative Sciences Association of Canada (ASAC) Conference, Saskatoon, Saskatchewan, May 30 - June 2, 1998. **This paper won the Best IS Paper Award.**

Limayem, M. and Khalifa, M., "CASE Tools Use and Impact", Proceedings of IEEE International Conference on Systems, Man and Cybernetics - Computational Engineering in Systems Applications (IEEE SMC - CESA), Hammamet, Tunisia, 1998.

Limayem, M. and Chelbi, A., "Improving Multicriteria Group Decision Making with Automated Decision Guidance", Proceedings of the 1997 IEEE International Conference on Systems, Man, and Cybernetics, Vol. 2, October 12-15, 1997, pp. 1890-1895.

Chelbi, A., Ait-Kadi, D. and Limayem, M., "Optimal Periodic Replacement Strategy for Non-Self-Announcing Failure Equipment", Proceedings of the 4th International Conference on Computer Integrated Manufacturing, October 1997.

Limayem, M. and Chabchoub, N., "Les Facteurs Motivateurs de l'Utilisation du Reseau INTERNET", Proceedings de Comptes Rendus, 3eme Colloque de l'Association Internationale de Management (AIM), May 1997.

Rowe, F. and Limayem, M., "Richesse et Perception des Medias: Effets sur l'Exclusion dans un Service Public", Proceedings de Comptes Rendus, 3eme Colloque de l'Association Internationale de Management (AIM), May 1997.

Khalifa, M. and Limayem, M., "Perceived Effects of Telecommuting", Proceedings of the 1st Tunisian Scientific Society (TSS) and the Network of Arab Scientists and Technologists Abroad (ASTA) International Conference on Technology Park and Transfer of Knowledge, Tunis, Tunisia, July 22-24, 1996.

Limayem, M. and Khalifa, M., "La Mise a Niveau Passe Par la Reingenierie des Processus d'Affaires", Proceedings of the First Tunisian Scientific Society (TSS) and the Network of Arab Scientists and Technologists Abroad (ASTA) International Conference on Technology Park and Transfer of Knowledge, Tunis, Tunisia, July 22-24, 1996.

Limayem, M. and Khalifa, M., "Impacts of GSS on Participation and Influence Behavior", Proceedings of the TIMS XXXIII, Singapore, June 25-28, 1995.

Limayem, M. and DeSanctis, G., "Automating Decision Guidance in a Group Decision Environment", Proceedings of the 14th Annual International Conference on Information Systems (ICIS 1993), Orlando, Florida, December 5-8, 1993.

Limayem, M., Lee, J.-E., Dickson, G. and DeSanctis, G., "Enhancing GDSS Effectiveness: Automated vs Human Facilitation", Proceedings of the 26th Hawaiian International Conference on Systems Sciences (HICSS-26), Vol. IV, Maui, Hawaii, January 5-8, 1993, pp. 95-101.

Presentations at Conferences:

Limayem, M. (Panelist), Academy of Management Annual Meeting 2011, Academy of Management, San Antonio, "Personal Experiences in Transcending the West-East Divide: Challenges, Opportunities and Lessons Learned by Seasoned Scholars", Presented. (2011, date: August 11, 2011).

Limayem, M. (Keynote Speaker), MWAIS, Association of Information Systems, Omaha, Nebraska, "When IT helps people fight for their freedom: The e-Revolution in the Middle-East", Accepted, Not Yet Presented. (2011, date: May 20, 2011).

Limayem, M., International Conference on Information Systems (ICIS 2010), AIS, Saint-Louis, MO, "Revisiting the AIS Basket of Top Journals", Presented. (2010, date: December 2010).

Conway, C., Limayem, M., European Conference on Information Systems 2011, "Temporal Dissonance in IT Workers", Submitted. (2010, sub: 2010).

Conway, C., Limayem, M., for European Academy of Management Meeting 2011, "Temporal Dissonance in Teams", Submitted. (2010, sub: 2010).

Conway, C., Papadopoulou, P., Limayem, M., Proceedings of the International Conference on Information Systems, St. Louis, MO, "Coloring in the Lines: Using Color to Change the Perception of Quality in E-Commerce Sites", Presented. (2010, date: December 12, 2010).

Kumi, R., Conway, C., Goyal, S., Limayem, M., Proceedings of the Decision Science Institute 41st Annual Meeting, Decision Science Institute, San Diego, CA, "). Impact of Color on Computer-Mediated Communication", Presented. (2010, date: November 20, 2010).

Hassell, M. D., Limayem, M., Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, "Working In the new way: A preliminary study of media synchronicity and job satisfaction", Presented. (2010, date: August 13, 2010).

Conway, C., Limayem, M., Proceedings of the Academy of Management Annual Meeting 2010, Academy of Management, Montréal, QC, Canada, "Adrift in the Sands of Time: A Theory of Temporal Dissonance in the Individual", Presented. (2010, date: August 6, 2010).

Limayem, M., 15th Annual Conference of the Association of Information and Management (AIM), AIM, La Rochelle, France, "Research in Virtual Worlds: Opportunities and Challenges", Presented. (2010, date: May 20, 2010).

Limayem, M., AIM International Conference, AIM, Marrakesh, Morocco, Publishing in Top Journals: Lessons I learned the Hard Way", Presented. (2009).

Limayem, M., Association of European CIO's Conference, Association of European CIO's, Paris, France, "Using Virtual Worlds for Competitive Advantage", Presented. (September 22, 2009).

Submitted Articles:

Bhattacharjee, A., Limayem, M. "User Switching of Information Technology: A Theoretical Synthesis and Empirical Test" MIS Quarterly (Under review).

Limayem, M., Cheung, C. M. K. and Chan, W. W. G. "Understanding Information Systems Usage from Adoption to Post-Adoption," submitted to Journal of the Association of Information Systems (First Round Review).

Limayem, M., Cheung, C. M. K. and Chan, G. "Empirical Research of Online Consumer Behavior in IS: In Search of Theory and IT Artifact," submitted to Information & Management (Second Round Review).

Limayem, M., Zhu, L., Ma, L. and Rowe, F. "Explaining Chinese Consumers Intentions to Buy Online: An Empirical Study," submitted to Journal of Global Information Management (Second Round Revision).

Lee Z., Wagner C. and Limayem, M. "The Effect of Decision Support System Expertise on System Use Behavior and Performance," submitted to JMIS.

Limayem, M., Cheung, C. M. K. and Chan, G. "Investigating IS Usage from Adoption to Post-Adoption: An Integrative Model," submitted to Journal of AIS. (Third revision).

Niederman, F., Larsen, T. J., Limayem, M. and Chan, J. "UML: A Complex Technology Embedded in Complex Organizational Issues," submitted to European Journal of Information Systems (Second revision).

Cheung, C. M. K. and Limayem, M. "Understanding Continuance of Advanced Internet-based Learning Technologies: The Role of Satisfaction, Prior Behavior, and Habit," submitted to Information & Management (Second Round Review).

Cheung, C. M. K. and Limayem, M. "Drivers of University Students' Continued Use of Advanced Internet-based Learning Technologies," submitted to IEEE on Education (Second Round Review).

Research Grants:

Limayem, M., "RFID in Retail: The Value Proposition", sponsoring organization WALMART, awarding organization is Corporate, \$150000, Awarded. (start: July 1, 2011, end: December 31, 2011).

Limayem, M., "The Business Case for RFID", sponsoring organization WALMART, awarding organization is Corporate, \$150000, Awarded. (start: January 1, 2011, end: July 1, 2011).

Limayem, M., "The Business Case for RFID", sponsoring organization Wal-Mart, awarding organization is Corporate, \$74943, Awarded. (Start: August 15, 2010, end: December 31, 2010).

Conoco-Phillips Faculty Sponsorship Award (2010). Funded by COP for \$25,000.00.

Understanding Online Swiss Consumer Behavior (September 2006 - August 2008): Funded by the Swiss Science Foundation for 300,000 CHF.

Explaining IS Adoption and Continuous Usage: A Longitudinal Study (June 2004 - August 2006): Funded by Research Grant Council of Hong Kong (RGC) Competitive Earmarked Research Grant (CERG) for HK\$329,280.

An Interactive Resource Portal for the Latest Information Technology Development (May 2004 - June 2005): Funded by City University of Hong Kong Teaching Development Fund (TDF) for HK\$78,000.

The Role of Habit in IS Continuance: Scale Development and Theory Extension (September 2003 - November 2005): Funded by City University of Hong Kong for HK\$180,000.

A Longitudinal Study of Students' Internet-based Technology Adoption and Usage Behavior in the Hong Kong Educational Context. Funded by the Research Grant Committee of Hong Kong (RGC) for HK\$47,194,100. Dr Sabine Hirt and Professor Lynne Markus are co-investigators in this project.

Business & Engineering Knowledge Communities: A Synergetic Environment for Life-long, Collaborative and Experiential Learning (November 2002 - December 2005): Funded by the University Grants Committee of Hong Kong (UGC) Teaching Development Grant (TDG) for HK\$2,000,000. Dr. Mohamed Khalifa is the principle investigator. Co-investigators include Drs. Christian Wagner and Khaled Ben Letaief.

Factors Affecting Internet Purchases: A Longitudinal Study in Hong Kong and France (1999-2001): funded by the Research Grant Committee of Hong Kong in the context of PROCORE: France / Hong Kong Joint Research Scheme for \$66,000.00.

Impacts of Group Decision Support Systems: Opening Up the Black Box (February 1999 - July 2001): Funded by City University of Hong Kong for HK\$254,800.00.

Internet-Based Teaching: How to Encourage University Students to Adopt Advanced Internet-Based Technologies (June 1999, August 2001): Funded by City University of Hong Kong for HK\$139,480.00. Dr. Sabine Hirt is a co-investigator in this project.

Impacts of Group Decision Support Systems: A Process-Oriented Approach (June 2000 - June 2002): funded by the Research Grant Committee of Hong Kong (RGC) for \$277,817.00. Dr. Mohamed Khalifa is a co-investigator in this project.

Software Piracy Behavior: A Hong Kong Longitudinal Study (July 2000 - September 2002): Funded by City University of Hong Kong for HK\$250,000. Dr. Mohamed Khalifa is a co-investigator in this project.

Impact of Facilitation on Group performance: Government of Quebec (Fonds pour la formation des chercheurs et l'aide à la recherche): CAN\$49,000.

Development and evaluation of a Tool for Idea Integration: Natural Sciences and Engineering Research Council of Canada: CAN\$30,000.

Articles in Professional Journals:

Limayem, M., "A Practical Guide to E-Commerce Security," *Financial Post*, October 2001.

Awards and Distinctions

- Nominated for the Outstanding All Around Faculty Member, Sam M. Walton College of Business, University of Arkansas, 2012.
- Excellence in Diversity, Sam M. Walton College of Business, University of Arkansas, 2010.

- Member of the Referee Hall of Fame, Information Systems Journal, March, 2004.
- Best paper Award, ICIS 2003. Seattle, USA, December 2003.
- Best Teacher Award, Information Systems Department, City University of Hong Kong, January 2003.
- City University of Hong Kong 2000-2001 Teaching Excellence Award, November 2001.
- 3M Best teacher in Canada award, November 1998.
- Best MIS teacher award, Laval University, April 1998.
- Best MIS paper award, ASAC, 1998.
- Nominated for the Financial Post award for the best teacher in business administration, December, 1998.
- Nominated for the best teacher award in the executive MBA program, Concordia University, 1997.
- Best MIS teacher award, Laval University, 1995.
- "Hermès award" of the best teacher, faculty of business administration, 1994.
- "Dissertation Fellowship Award," University of Minnesota, 1991.

Affiliations

- Association for Information Systems
- The Institute of Management Sciences
- The Association for Computing Machinery
- Society for Information Management
- Association of Information and Management (Past President and member of the Board of Directors)

Editorial and Service Activities

- Committee Member, International Conference on Information Systems (ICIS), Executive Committee, Appointed, International. (December 2007 - Present).
- Committee Member, ICIS Site Selection Committee, Appointed, International. (December 2007 - Present).
- Co-Chair, Task Force to explore the Information Systems Field Grand Research Challenges, Appointed, International. (December 2010 - Present).
- Conference Chairperson, Big XII Plus Conference on Information Systems, National. (April 2010 - Present).
- Track Co-Chair, Hawaiian International Conference on Systems Sciences (HICSS), Appointed, International. (January 2010 - Present).
- Co-Chair, Information Systems Senior Scholars Consortium, Elected, International. (December 18, 2009 - Present).
- Member of the Board of Directors, Association of Arkansas Users of Telecommunications and IT, Member, Appointed, Regional. (October 23, 2009 - Present).
- Associate Editor for MIS Quarterly (since 2004-Present).
- Editor, General, AIS, "Journal of AIS", International, One-Time Editorship (Edited One Issue, Edition, Etc.) Papers, Appointed, Discipline-based Scholarship. (October 1, 2009-Present).
- Co-editor of a special issue of JAIS on collaboration virtual worlds.
- President of the Association of Information Management. 2006-2008.
- Conference Chairperson, Mediterranean Conference on Information System. 2007-2008.
- Editorial Board Member, "Information and Management", International, Standing Editorship (Jan 1, 2007-Present).
- Editorial Board Member, "International Journal of web-based Learning and Teaching Technologies", International Jan 1, 2004 – Present).
- Editorial Board Member, "Système d'Information et Management", International, Standing Editorship (January 1, 1996 – Present).
- Program co-chair for ICIS 2008 held in Paris, France.
- Chair of the AIM 2007 conference held in Lausanne, Switzerland in June 2007.
- Editor and co-founder of the first francophone IS journal "Système d'Information et Management". This journal was founded in 1996 and is considered now as the leading IS journal in the French speaking world.
- Associate editor of the international journal "Sciences de Gestion"
- Guest editor of a special issue of "Science de Gestion" on Electronic Commerce. This issue includes excellent articles written by leading researchers in this area (e.g. Efraim Turban, Vladimir Zwass, Yannis Bakos and Frantz Rowe).
- Guest Editor for JMIS (Special issue en Electronic Commerce)

- Associate Editor ICIS 2006
- Associate Editor ICIS 2003
- Program chair of the 7th international conference of the Information and Management Association (<http://www.aim2002.univ-montp2.fr/>). Keynote speakers for this conference are professor Lynne Markus and Professor Doug Vogel.
- Chair and of the Pre-ICIS Meeting on French Speaking World IS Research, December 2002, Barcelona, Spain. (This conference is sponsored by AIS).
- Co-chair of the International Conference on the Collaboration between North America and Developing Countries. Tunis, July 27-18, 1999.
- Member of the program committee of several international conferences such as the Pacific Asia Conference on Information Systems (PACIS), the Information Resources Management Association International Conference (IRMA), the Workshop on Information Technologies and Systems (WITS), the European Conference on DSS, and the IEEE International Conference on Systems Man and Cybernetics.
- Member of the team bidding for ICIS 2006 in Paris (proposed as a track chair).

Reviewer for the following journals (non-exhaustive list):

- *Information Systems Research*
- *Journal of AIS*
- *Management Science*
- *Organization Science*
- *Group Decision and Negotiation*