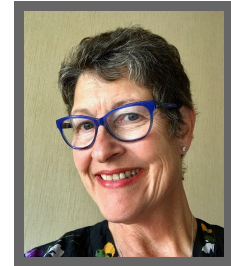


## JORDANA GEORGE

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ResearchID: B-1016-2018  
Scopus Author ID: 57191160658



### Summary

*PhD Candidate in Information Systems at Baylor University, anticipated graduation Spring 2019*

*MBA Penn State, MFA University of California at Davis*

*Journal publications and conference proceedings: CAIS, AIS Transactions on Replication Research, AMCIS, HICSS*

*Service experience as reviewer, session chair, discussant, panel member, or volunteer at multiple journals and conferences*

*Journal papers in revision: Information & Organization (1st round)*

*Recipient of the 2017 AIS Doctoral Student Service Award*

*25 years industry experience*

*Teaching experience at 4 universities: 15+ courses, 9 preps, strong evaluations*

*Currently researching the data economy and the social impact of technology*

### Research Summary

My research falls into two streams: the data economy and the social impact of technology. I am interested in how people create, use, manage, and transform data into actionable information, and how that information becomes knowledge. This stream encompasses my work in open data, data transformation, and data based managerial decision making. Within social impact, I research the digital divide, social inclusion, and digital activism. Occasionally these streams cross, such as my work with data journalism, data philanthropy, and data activism. I am primarily a qualitative researcher with an interest in grounded theory.

### Teaching Summary

Research is an exciting and rewarding part of my academic career, but teaching is also a priority for me. Student success drives my teaching strategies. I strive to make classes relevant to students so they internalize the material and understand how it affects them now and in the "real world." I am particularly interested in new teaching methodologies, including online and flipped classrooms.

### Education

Baylor University, PhD Candidate in Information Systems

- Dissertation proposal on the Data Economy successfully defended March 2018
- Anticipated graduation Spring 2019
- Advisor: Dr. Dorothy Leidner

Penn State University, MBA 1988

University of California, Davis, MFA 1985

## Research and Publications

### Peer Reviewed Publications

- "How Does Guanxi Affect Intention to Share Knowledge in the US? A Replication Study," Jordana George and Kevin Yan, AIS Transactions on Replication Research 2017
- "Contemporary Issues of Open Data in Information Systems Research: Considerations and Recommendations," Link, G., Lumbard, K., Conboy, K., Feldman, M., George, J., Germonprez, M., Goggins, S., Jeske, D., Kiely, G., Schuster, K., Willis, M., Communications of the Association for Information Systems 2017

### Under Review

- Digital Activism paper with Dorothy Leidner, invited submission under first round revisions at Information and Organization

### Peer Reviewed Conference Proceedings

- "Why Marginalized Groups Struggle to Leverage Digital Activism," Jordana George and Dorothy Leidner, Americas Conference for Information Systems (AMCIS), New Orleans, 2018 (forthcoming)
- "Digital activism: a hierarchy of political commitment," Jordana George and Dorothy Leidner, 51st Hawaii International Conference on Systems Science (HICSS) 2018
- "The Poor Get Poorer and the Rich Get Fiber: Why Free/Low Cost Internet Might Not Bridge the Digital Divide," Jordana George and Stacie Petter, Americas Conference for Information Systems (AMCIS), San Diego, 2016
- "Chartering Predictive Analytics: A Case Study," Wallace Chipidza, Jordana George, Hope Koch, Americas Conference for Information Systems (AMCIS), San Diego, 2016

### Presentations

- Data Journos of Washington DC, remote presentation, 2018
  - Presentation: "The History of Data Journalism"
- Americas Conference for Information Systems (AMCIS), Boston, 2017
  - TREO Talk: "When the Door Shuts: Loss of Open Data," Jordana George
- Big XII+ MIS Symposium, Omaha, Nebraska, 2017
  - Presentation: "Digital activism: a hierarchy of political commitment"
- Open Collaboration Data Factory Workshop on Open Data, Dublin, Ireland, 2016
  - Presentation: "Open Data Research: a Case Study at data.world," Jordana George
- SIG Social Inclusion Research Workshop, Dublin, Ireland, 2016
  - Presentation: "How Does Gender Affect IS Journal Publications?" Jordana George

### Research in Progress

- Dissertation: Transforming viscous data into liquid data: understanding intermediaries in the data economy
  - Includes two years of organizational data collected onsite from [data.world](https://data.world) in Austin, TX
  - Research questions:
    - How do intermediaries create value in the data economy?

- How does a data platform affect stakeholders' creation, distribution, and/or utilization of data?
  - What are the implications of a data platform for stakeholder performance?
- "Why Marginalized Groups Struggle to Leverage Digital Activism" with Dorothy Leidner, further development for journal submission
- Data Philanthropy, Jordana George, Jie Kevin Yan, Dorothy Leidner, developing for HICSS submission and journal submission
- "Big, dark, and viscous: How data attributes interact to create accessibility," Jordana George and Dorothy Leidner, developed from dissertation, currently working on ECIS submission and eventual journal submission (Research Commentary)
- "How benefit corporation status provides value to technology enterprises," Jordana George, developing for journal submission (targeted for Entrepreneurship Theory and Practice)

## **Academic Service and Memberships**

### ***Reviewer***

- Information Systems Journal (ISJ)
- Journal of the Association for Information Systems (JAIS)
- Journal of Strategic Information Systems (JSIS)
- Policy and Internet (PI)
- AIS Transactions on Replication Research (TRR)
- Hawaii International Conference on Systems Science (HICSS)
- Academy of Management Annual Meeting (AOM)
- International Conference for Information Systems (ICIS)
- Americas Conference for Information Systems (AMCIS)
- International Symposium on Open Collaboration (OPENSYM)

### ***Other Volunteer/Service***

- ICIS (International Conference on Information Systems)
  - Seoul 2017, Review Coordination team member
  - Dublin 2016, Review Coordination team member
  - Ft. Worth 2015, assistant to Program Chairs, assistant to Poster Coordinator
- AMCIS (Americas Conference on Information Systems)
  - Boston 2017, session chair for TREO
  - San Diego 2016, onsite volunteer
- Big XII+, Stillwater OK 2018, Discussant, Panel member
- New Mexico Statewide Council on Adult Education 2014, New Mexico Department of Higher Education
- Advisory member, Faculty Senate, New Mexico Tech University, 2012-2014

### ***Associations and Memberships***

- Association for Information Systems (AIS)
  - Special Interest Groups: SIGGTM Grounded Theory Methodology, SIGOPEN Open Data, and SIGSI Social Inclusion
  - AIS Women's Network

- Academy of Management:
  - Divisions: TIM, OCIS
- The Institute for Operations Research and the Management Sciences (INFORMS)
- The Association to Advance Collegiate Schools of Business (AACSB)

## Honors and Awards

- AIS Doctoral Student Service Award, 2017, Association of Information Systems
- OCDF Fellow, Issues in Shared and Collaborative Scientific Research Pre-ICIS Workshop International Conference for Information Systems (ICIS), Dublin, Ireland, 2016
- Phi Kappa Chi “Light Your World” Honoree for excellence in teaching, Baylor University, 2018
- AMCIS Doctoral Consortium 2016 (junior doctoral student program) and 2017 (senior doctoral student program)

## Grants

New Mexico State Energy Sector Partnership Program, Department of Workforce Solutions, amount: \$100,000, May 2012, with New Mexico Tech to develop renewable energy workforce training classes through the NM Tech University Community Education department. Although this grant was approved, the university eventually decided not to pursue the project.

## Higher Education Teaching Experience

### ***Baylor University, Waco TX***

- Teacher of Record, MIS 3320 Systems Analysis and Design, Spring 2018
  - Upper division course required for MIS majors, average class size: 18 (2 sections)
- Teacher of Record, MIS 3305 Management Information Systems, Spring 2016
  - Upper division general course on information systems required for all business majors, average class size: 35
  - Evaluations: 5.5/6.0

### ***New Mexico Institute of Mining and Technology, Socorro NM***

- Lecturer, ECON 251 Macroeconomics, Fall 2012, Summer 2013, Fall 2013, Summer 2014
  - General macroeconomics course
  - Regular semester class size: 33+/-, summer class size: 12+/-
  - Evaluations:
 

251 Sum 2014	N/A	251 Fall 2013	4.37/5.0
251 Sum 2013	4.47/5.0	251 Fall 2012	4.09/5.0
- Lecturer, ECON 252 Microeconomics, Spring 2013, Spring 2014
  - General microeconomics course
  - Regular semester class size: 33+/-
  - Evaluations:
 

■ 252 Spr 2014	4.04/5.0	252 Spr 2013	4.59/5.0
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- Instructor, FA 189C, Acting I, Spring 2014
  - Introduction to Acting

- Class size: 8
- Evaluations: 4.6/5.0

***University of New Mexico - Valencia Campus, Los Lunas, NM***

- Lecturer, THEA 105 Theatre Appreciation, Fall 2013
  - History of Theatre, forms and methods, significant contributions to the field
  - Class size: 40, Evaluations not conducted
- Lecturer, DANCE 105 Dance Appreciation, Fall 2013
  - History of Dance, forms and methods, significant contributions to the field
  - Class size: 42, Evaluations not conducted
- Lecturer, THEA 130/131, Acting I and Acting II, Fall 2013
  - Introduction to Acting and Dramatic Art
  - Class size: 28, Evaluations not conducted

***University of California, Davis, CA***

- Graduate Teaching Assistant, instructor for Drama 10, Fall 1983, Winter 1983, Spring 1984, Fall 1984, Spring 1985
  - Introduction to Acting and Dramatic Art
  - Evaluations not conducted

**Academic Administrative Experience**

***Coordinator for Community Education***

**New Mexico Institute of Mining and Technology 2012 – 2014**

Headed the Community Education program managing approximately 40 instructors and 100+ courses. Responsibilities included new course development, faculty recruitment, and representation of Community Education at the Council of Chairs and Faculty Senate. Managed documentation and procedures for Higher Learning Commission requirements. Accomplishments included increasing the number of courses by nearly 50%, increasing the diversity of classes and improving instructor qualifications.

***Director of Customer Support Services***

**Austin Independent School District 2010 – 2012**

Managed the technology support department for a large metropolitan school district. Services included implementation and support for instructional technology, technology helpdesk and field support, telecom, enterprise systems management, professional development for teachers for technology subjects, and technology deployment, support, and service for 65,000+ computers.

**Certifications**

- Designing for Online Teaching Success, Baylor University 2017

## Professional Development, Consortia, Workshops, and Conferences

### Conferences

- Hawaii International Conference on Systems Science, Hawaii, 2018
- American Conference for Information Systems (AMCIS), 2016, 2017, 2018 (forthcoming)
- Big XII+ MIS Symposium 2016, 2017, 2018
- Texas Marketing Faculty Research Colloquium, Waco, Texas, 2017
- INFORMS, Houston, 2017
- International Conference for Information Systems (ICIS), 2015, 2016
- Issues in Shared and Collaborative Scientific Research Pre-ICIS Workshop at the International Conference for Information Systems (ICIS), Dublin, Ireland, 2016 with SIGOPEN
- Special Interest Group Social Inclusion (SIGSI) Post-ICIS workshop at the International Conference for Information Systems (ICIS), Dublin, Ireland, 2016
- 10th International Workshop on Grounded Theory Method (GTM) Research, International Conference for Information Systems (ICIS), Dublin, Ireland, 2016
- Doctoral Consortium American Conference for Information Systems (AMCIS), 2016, 2017
- Women in the Academy, Baylor University, 2016
- 9th International Workshop on Grounded Theory Method (GTM) Research - Post-ICIS, Ft. Worth, 2015

### Teaching and Pedagogy Professional Development

- Baylor University DOTS (Designing for Online Teaching Success), Fall 2017
- Baylor Academy of Teaching and Learning
  - *Canvas Advanced Topics: The Graphic Details*, September 2017
  - *Active Reading for Active Learning*, September 2017
  - *Using Formative Assessment in the Classroom*, September 2017
  - *Demystifying the "Flipped Classroom,"* September 2017
  - *Teaching to Amaze and Engage: Using Wonder, Humor and Active Learning Techniques to Captivate Upper-Level Science Students*, April 2016
  - *Coaching the Coaches: What a Biochemist Taught a Homiletics Professor About Pedagogy*, March 2016
  - *My Life Has Become a Major Distraction from My Cell Phone: How Smartphone Use Impacts Student Learning and Classroom Management*, February 2016
  - *Addressing Controversial Topics*, February 2016
  - *More than Just a Slideshow: Effective Uses of PowerPoint in the Classroom*, January 2016
  - *Teaching to Promote Gender Equality*, November 2015
  - *What Do They Know? Using Informal Assessment in Class to Improve Student Success*, November 2015
  - *Teaching Beyond the Classroom and Marketing this Teaching for Promotion*, October 2015

## Industry Work Experience

### *Sr. Product Support Manager*

#### **HomeAway 2014 – 2015**

Managed several teams for the HomeAway Software division, including Support, Web services, Knowledge (KMS), training, technical communications/documentation, mobile product implementation and support.

### *Coordinator for Community Education*

#### **New Mexico Institute of Mining and Technology 2012 – 2014**

*See administrative experience section*

### *Director of Customer Support Services*

#### **Austin Independent School District 2010 – 2012**

*See administrative experience section*

### *Implementation & Solutions Manager*

#### **Neopost 2006 – 2010**

Product owner for SaaS products and services. Responsible for product roadmap and implementations.

### *General Manager*

#### **SageTracker (now known as World Tracking Solutions) 2005 – 2006**

Directed operations for an early stage startup GPS tracking service.

### *Vice President of Operations*

#### **Chaos Media Networks 2002 – 2003**

Directed operations for an early stage startup digital cable TV channel offering consumer services via broadband cable TV from Video-on-Demand servers.

### *Vice President of Client Services*

#### **Clockware 2001 – 2002**

Managed client services for a startup offering Time and Attendance web based software.

### *Director of Customer Support*

#### **Walt Disney Internet Group / Go.com / Infoseek 1999 – 2000**

Directed all customer tech support operations for InfoSeek/Go.com, in addition to community operations for the rest of the Walt Disney Internet Group (GO.com, Disney.com, ABC.com, Family.com, ESPN.com and others).

### **Prior experience 1988-1999**

**ADP:** Implementation Manager for time and attendance systems

**Adia/Adecco:** Sr. Product Manager for staffing services

**Bank of America:** Conversion Analyst, Technical Consultant for payroll systems