Brett W. Young

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Education

2011 **Georgia State University, Atlanta, GA, Ph.D.**
Major: Computer Information Systems
Concentration: Business Process Innovation

2004 **Georgia State University, Atlanta, GA, MBA**
Concentration: Finance

2000 **New York University, New York, NY, Graduate Certificate**
Concentration: Management and Technology

1993 **University of Alabama, Tuscaloosa, AL, B.S.**, *cum laude*
Major: Industrial Management

Primary Academic Positions

2012 – present **Assistant Professor**, Management Information Systems, Georgia Gwinnett College, Lawrenceville, GA, USA

2011 - 2012 **Adjunct Professor**, Computer Information Systems, Georgia State University, Atlanta, GA, USA

2011 - 2012 **Post-Doctoral Research Assistant**, University of Wisconsin, Eau- Claire, WI, USA

2005 - 2011 **PhD Research Assistant**, Center for Process Innovation, Georgia State University, Atlanta, GA, USA

2003 - 2004 **MBA Research Assistant**, Center for Process Innovation, Georgia State University, Atlanta, GA, USA

Other Relevant Experience

1996 - 2002 **TECHNOLOGY SOLUTIONS COMPANY**, *Principal Consultant, Angers, France* and *New York, New York, USA*
Clients Included: NEC Corporation, The Prudential; John Hancock.; and Motorola

- Promoted three times in four years; rated a top-performer
- Managed business process mapping of PeopleSoft implementation in Angers, France with 80 consultants in multiple European locations
- Developed and led training program for over 60 end users of Oracle 11 modules

1994 – 1996 **SHAW INDUSTRIES, INC.**, *Quality System Manager, Valley Head, Alabama, USA*

- Managed quality system program which reduced plant defects by 75 percent
- Led implementation of an ISO 9000-based quality system in only 12 months

Computer Skills

Academic Course Development: WebCT, Elluminate, Study.net

Languages: HTML; familiar with PHP, SQL, Perl, and JavaScript

ERP Training: Oracle Financials Release 11: Receivables, Order Entry, Project Costing, Sales and Marketing; Geac SmartStream: Accounts Payable, Purchasing

Additional Software Knowledge: Microsoft Office, Excel, Access, Word, PowerPoint, Project, FrontPage, Visio, SPSS, Atlas.ti, Adobe PDF, Adobe Photoshop, Windows, Joomla CMS, vBulletin CMS, WordPress, Google Adsense, Google Analytics, OpenX

Dissertation

Title: The Role of Stakeholder Perceptions During IT-enabled Change: An Investigation of Technology Frames of Reference in a Sales Process Innovation Project

Advisor: Dr. Lars Mathiassen

Degree Conferred: January 2011; *Graduation:* December 2010; *Dissertation Defense*: August 2010

Abstract: The literature emphasizes the important role played by stakeholder perceptions in explaining success and failure of IT-enabled change efforts. However, our knowledge of how stakeholder perceptions evolve and interact with outcomes during change processes is still limited. Consequently, this study adapts technological frames of reference (TFR) to explore the dynamics of stakeholder perceptions based on action research into an IT-enabled sales process innovation project at *VoiceTech*. The study attempts to answer the following research questions: How can TFR be adapted and applied to support action research into IT-enabled change efforts? What was the role of stakeholder perceptions during IT- enabled sales process innovation at *VoiceTech*? How do stakeholder perceptions evolve and interact with outcomes during IT enabled change efforts? The study develops TFR as a theory for investigating stakeholder perceptions during IT-enabled change and it offers a process model of how frame interactions, incongruencies, and inconsistencies contribute to frame shifts and change outcomes over time. In addition, the study provides detailed insights into how the IT-enabled sales process innovation at *VoiceTech* shaped and was shaped by shifts in stakeholder perceptions over time.

Research Interests

- Computer Information Systems
- Business Process Innovation
- Online Communities and E-Business
- IT Project Management
- Change Management

Publications

Journal Articles

- Lewis, Mark; **Young, Brett**; Mathiassen, Lars; Rai, Arun; and Welke, Richard. (2007) "Business process innovation based on stakeholder perceptions," Information, Knowledge, Systems Management (6:1), pp 7-27.

Book Chapters

- Borders, Aberdeen, L.; Johnston, Wesley J.; **Young, Brett**; and Morpurgo, Johnathan. (2008) "E-CRM Marketing Intelligence in a Manufacturing Environment," in: Encyclopedia of Information Science and Technology, M. Khosrow-Pour (ed.), Idea Publishing Group, Hershey, PA.

- Kasi, Vijay and **Young, Brett** (2005) "Understanding the Context and Concept of Web Services," in: Encyclopedia of E-Commerce, E-Government and Mobile Commerce, M. Khosrow-Pour (ed.), Idea Publishing Group, Hershey, PA.

Peer-refereed conferences

- Takeda, Hirotoshi; Cuellar, Michael; **Young**, **Brett ;** and Sainsbury, Robert. (2013) "Online Community Influence: A Study Using the Hirsch Metric and Social Network Analysis." *Proceedings of the Nineteenth Americas Conference on Information Systems*, Chicago, Illinois, August 15-17, 2013. *Forthcoming*

- Germonprez, M., **Young, B**., Mathiassen, L., Kendall, J., Kendall, K., & Warner, B. (2012). "Risk Mitigation in Corporate Participation with Open Source Communities: Protection and Compliance in an Open Source Supply Chain." Presented at the *7th Pre-ICIS International Research Workshop on Information Technology Project Management* (IRWITPM 2012). Paper 3.
  http://aisel.aisnet.org/irwitpm2012/3

- Takeda, Hirotoshi; Cuellar, Michael; **Young**, **Brett**; and Sainsbury, Robert. (2012) "What Drives User Contribution in an Online Community? A Study in Contributor Influence and User Status" (July 29, 2012). *AMCIS 2012 Proceedings.* Paper 23.
  http://aisel.aisnet.org/amcis2012/proceedings/VirtualCommunities/23

- Takeda, Hirotoshi; Cuellar, Michael; and **Young, Brett**. (2012) "Online Community User Influence: A Study Using User Status," in *SAIS 2012 Proceedings, Fifteenth Annual Conference of the Southern Association of Information Systems*, Atlanta, GA.

- Takeda, Hirotoshi; **Young, Brett**; Cuellar, Michael. (2011) "All Contributions are Not Created Equal: Measuring User Influence in Online Communities with Hirsch Indices." *IFIP 8.2 OASIS Workshop,* Shanghai, China

- **Young, Brett** and Kalle Lyytinen (Eds.). (2011) *Proceedings of the First International Conference on Engaged Scholarship Management,* 2011

- **Young, Brett**; Takeda, Hiro; Cuellar, Mike. (2011) "Investigating the Impact of Offline Events on Group Development in an Online Sports Community," in *Proceedings of the 2011 Southern Association of Information Systems*, Atlanta, GA. Paper 27.
  http://aisel.aisnet.org/sais2011/27

- **Young, Brett**; Mathiassen, Lars; and Rai, Arun. (2008) "A Model for Digitally-Enabled Business Process Innovation: The Case of the U.S. Minority Business Network," Paper presented at the *16th European Conference on Information Systems*, Galway, Ireland. Paper 248. http://aisel.aisnet.org/ecis2008/248

- Kasi, Vijay; **Young, Brett**; and Poddar, Amit. (2005) "Threats to Silent Commerce: A Delphi Study," *in Proceedings of the* 2005 *Southern Association of Information Systems*, Savannah, GA. http://aisel.aisnet.org/sais2005/41

Papers under development

- Germonprez, M., **Young, B**., Mathiassen, L., Kendall, J., Kendall, K., & Warner, B. Three papers on Open Source Communities, Open Source Community Risk Mitigation, and Shared Design in Open Source Communities. All papers targeted for top IS journals and conferences.

- **Young, Brett**, Lars Mathiassen and Elizabeth Davidson, "The Role of Technological Frames during IT-enabled Change: Evidence from Sales Process Innovation in a Dynamic Context" Targeted for a top IS journal.
- **Young, Brett**; Mathiassen, Lars; Johnston, Wesley; Welke, Richard. "The Role of Stakeholder Perceptions during IT-enabled Sales Process Innovation: An Action Research Approach." Targeted for a top marketing journal.

Research Projects

- Research Consultant, **Organizational Participation in Open Communities**, NSF, 2012-2014, $400,000 (PI: Professor Matt Germonprez).
- Researcher, **Sales Process Innovation Enabled by Mobile Technology**, *VoiceTech Communications* *, 2005-2008, $60,000. A research and development collaboration between CEPRIN and *VoiceTech* focused on developing and applying scientific knowledge about IT- enabled process innovations and sales force automation best practices in support of sales process innovation. (*VoiceTech* is a pseudonym).
- Researcher, **IT-enabled Process Innovation in a Network of Minority Businesses**, Open Systems, 2006-2009, $20,000. Worked with two CEPRIN faculty in multiple workshops focused on understanding how clients used business process management platform. Co-authored conference paper on minority businesses network use of digitally-enabled business processes.
- MBA Research Assistant, **Researching Gartner's Research Process**, Gartner, 2003-2004, $112,800. Assisted CEPRIN faculty in all stages of research project focused on understanding the research process at Gartner, Inc. Interviewed stakeholders at all levels of the firm, including the CEO. Helped develop recommendations presented to Gartner's executive task force. Co-authored journal article on stakeholder perceptions.

Academic Workshops and Presentations

- December 2009, *Doctoral Consortium Participant*. Doctoral Consortium, International Conference on Information Systems, Phoenix, Arizona. Selected as the Georgia State University representative and as one of forty participants worldwide. Presented dissertation research.
- November 2009, *Seminar Presenter*. Case Western University, Weatherhead School of Management. Presented dissertation research to faculty and PhD students.
- August 2009, *Joint PhD Workshop*. Presented dissertation research to joint PhD workshop involving PhD students and professors from University of Georgia and Georgia State University.
- August 2007, *Joint PhD Workshop*. Presented research to PhD workshop involving PhD students and faculty from University of Arkansas, University of Georgia, and Georgia State University.

Teaching Interests

- Information Systems in the Organization
- Computers and Society
- Electronic Business

Teaching Experience

- **BUSA3100: Introduction to Management Information Systems**, Georgia Gwinnett College, *Assistant Professor*, Fall 2012, Spring 2013, Summer 2013, Fall 2013 *Teaching Evaluation (average): 3.7 out of 4.0*

- **BUSA3600: Telecommunications and Network Design**, Georgia Gwinnett College, *Assistant Professor*, Fall 2012, Spring 2013, Summer 2013, Fall 2013. *Teaching Evaluation (average)*: *3.8 out of 4.0*

- **CIS8300: Software Quality Assurance**, Georgia State University, *Adjunct Professor,* Fall 2011. *. Teaching Evaluation: 4.2 out of 5.0*

- **CIS4700: IT Project Risk Management**, Georgia State University, *Adjunct Professor,* Fall 2011. *Teaching Evaluation: 4.6 out of 5.0*

- **PERS2002: Information and Communication Technology: Social Implications for the 21st Century**, Georgia State University, *Instructor,* Spring 2009. *Teaching Evaluation: 4.8 out of 5.0*

- **CIS2010: Introduction to Management Information Systems**, Georgia State University, *Instructor,* Fall 2006. *Teaching Evaluation: 4.0 out of 5.0*

Graduate Teaching Assistant Experience

- **CPI 9200 – PhD Seminar in Action Research**, *Teaching Assistant*, Fall 2008. Worked as a teaching assistant to Dr. Lars Mathiassen and helped identify significant action research articles and provided technical support for the course. Developed course website.

- **MBA 8125 - Process Innovation**, *Teaching Assistant*, Spring 2006, Spring 2008. Worked as a teaching assistant to Dr. Richard Welke and Dr. Lars Mathiassen for the MBA course on process innovation. Responsibilities included providing technical support to students and maintaining course website. Assisted with developing online course materials in Elluminate and Study.net.

- **CPI 8060 - Supply Chain Management,** *Guest Lecturer,* Spring 2007. *"*What is RFID and What is its Impact on the Supply Chain?" Georgia State University. Guest lecturer on RFID for the MBA-level class on supply chain management taught by Dr. Arun Rai.

- **MBA 8220 - Process Innovation**, *Teaching Assistant*, Spring/Fall 2005, Fall 2006, Fall 2007. Helped develop course content, course design, and instructional material for class. Worked with Dr. Lars Mathiassen for the MBA process innovation course. Responsibilities included providing support to students, identifying reading assignments, and maintaining course website.

Service

Journal and Conference Service
- Co-Chairman, Third International Conference on Engaged Management Scholarship, Atlanta, GA, September 2013
- Track Editor, European Conference on Information Systems, 2012
- Conference Program Coordinator, First International Conference on Engaged Management Scholarship, Case Western University, Cleveland, Ohio, 2011
- Assisted Association for Information Systems (AIS) Executive Council by performing contract and financial impact analysis for negotiations with journal publishers, 2011

- Reviewer, Americas Conference on Information Systems, 2012
- Reviewer, European Journal of Information Systems, 2009, 2011
- Reviewer, International Conference on Information Systems, 2008, 2010, 2011,2013
- Reviewer, European Conference on Information Systems, 2008, 2010, 2011,2012
- Reviewer, International Conference on Engaged Management Scholarship, 2011
- Reviewer, PACIS 2009

Memberships
- Association for Information Systems
- Academy of Management

Community Activities
- President and Officer, Greater New York Chapter, University of Alabama Alumni, 1998-2000
- Advisor and Webmaster, Atlanta Chapter, University of Alabama Alumni, 2002-present

Awards and Recognition
- Nominated, GGC Faculty Teaching Award
- ICIS Doctoral Consortium, Phoenix, Arizona, 2009
- Outstanding Senior in Industrial Management, University of Alabama, 1993