

## Summary

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Dedicated educator with a doctorate in Information Systems and nearly 20 years of experience in Higher Education, including 8 years in the classroom. Specializing in data administration and online privacy, I bring extensive industry experience, enabling me to connect real-world applications and intricacies of working with data to my teaching. I have co-created an Artificial Intelligence course and have been recognized with teaching awards for two consecutive years, reflecting my commitment to excellence in education. With a deep understanding of the student body's needs, I foster an environment of fairness, empathy, and creativity, delivering engaging and impactful learning experiences that prepare students for success in an increasingly digital world.

## Education

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**Ph.D. Information Systems** May 2022  
Isenberg School of Management University of Massachusetts Amherst – Amherst, MA  
Research interests: Online Privacy; Online Communities;  
Advisor: Traci J. Hess, Douglas & Diana Berthiaume Endowed Professor of Information Systems

**MBA - Information Systems** May 2012  
School of Business Florida Atlantic University – Boca Raton, FL  
Specialization in Management Information Systems

**M.Ed. - Higher Education** May 2005  
College of Education Grand Valley State University – Allendale, MI  
Specialization in Higher Education administration; Student Affairs

**B.A. – Finance** May 2000  
College of Business Universidad San Francisco de Quito – Ecuador

## Professional Experience

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**Full Time Lecturer – University of Massachusetts Amherst** **2022-current**

### Courses:

#### **SCH-MGMT 190DA: Dean's Academy Seminar. UMASS Amherst**

This seminar-style course serves as the academic cornerstone of the Dean's Academy program, a first-year initiative aimed at high-potential students. The program is designed to identify promising incoming Isenberg students, connect them with an extensive network of Isenberg alumni, and provide a foundational leadership seminar throughout the first year of their studies at UMass Amherst.

**OIM390STB: Artificial Intelligence in Business. UMASS Amherst**

This course provides an introduction to Artificial Intelligence, and its modern business applications. The course includes a comprehensive overview of terminology and important concepts as well as hands-on exercises to understand the most important components of a modern AI application. Finally, the course provides students with 2 professional certifications and practical experience in modern, popular AI-powered data analysis applications.

**SCH-MGMT 602: Business Intelligence and Data Visualization. UMASS Amherst**

This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. SAP BI, Excel, Tableau, etc.

**OIM 350: Business Intelligence and Data Analytics. UMASS Amherst**

Business Intelligence requires foundation knowledge in data models and data retrieval. This course will review logical data models for both relational database systems and data warehouses. Students will learn to extract and manipulate data from these systems using Structured Query Language (SQL).

**OIM 451: Information Project Management. UMASS Amherst**

The Information Project Management course provides an introduction to project management, focusing on the integration of business operations and information management, and techniques to effectively manage the implementation of such projects.

**Freshman learning strategies for College Success. Florida Atlantic University. (Fall 2007; Spring 2008)**

Undergraduate 1-credit seminar. Course is part of a seminar series on Freshman Success Series focusing on learning strategies; Understanding the College system; Career choices; Student Life and Student/Identity Development; The value of Inclusion and Diversity. Florida Atlantic University.

**Teaching Assistant – University of Massachusetts Amherst**

**OIM 350: Business Intelligence and Data Analytics:** Fall 2017. Undergraduate requirement 3-credit course on Database design and Data Warehousing. UMass Amherst.

**OIM 452: Business Processes & Enterprise Systems:** Spring 2017; Spring 2018. Undergraduate requirement 3-credit hands-on course on Business Processes using SAP. UMass Amherst.

**Other Professional Experience**

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**Residence Director** – Housing and Residential Life

**University of Massachusetts Amherst**

Fall 2009 – Spring 2016

Student Affairs professional position centered on developmental and programmatic aspects of student life in the residence halls. Supervision of graduate and undergraduate students. Cross-campus committee participation. Conduct hearing official for the Dean of Students Office. Advisor for different student organizations. Diversity & Inclusion trainer. Advocate for students of under-represented groups.

**Resident Coordinator** – Housing and Residence Life

**Florida Atlantic University**

Fall 2005 – Spring 2009

Higher Education professional position centered on the programmatic and living arrangement coordination for a facility of 350 students. Supervision responsibility over clerk-level full time assistant and up to 9 undergraduate resident assistants.

**Business Developer** (industry) – OBJEQ

**Software Development Firm**

Sept 2000 – August 2003

Project prospecting & management. Sales proposals & closings. Software development solutions.

Position involved prospecting clients and prototyping of custom software solutions to support their Information Technology departments.

## Service

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**Departmental Newsletter** – Editor. 2023-24 & 2024-25

**Search Committee** – Lecturer position. Chair, Fall 2023

**Search Committee** – Lecturer position. Member, Fall 2023

**ALPFA** – Faculty Advisor, UMass Amherst Chapter, Fall 2023-current

**Scholarship Review Committee** – Member (temporary), OIM Department, Fall 2023

**Teaching Award** – Isenberg School of Management, Spring 2023

**ICIS 2021 & 2023** – Reviewer

**HICSS 2019 & 2018** – Reviewer

**AMCIS 2019 & 2018** – Reviewer

**AMCIS 2018** – Volunteer

## Research In Progress

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**Lopez, Oscar**, Hess, Traci, Zou Yi, “Privacy Control: The Effects of Different Types of Control on Perceived Risk, Trust and Intention to Disclose Personal Information in an Online Health Community”;

**Lopez, Oscar**, and Hess, Traci J., “Privacy Assurances, Information Control and Information Sensitivity on a Website Service” Data Collection Complete; Confirmed Results;

## Conference Proceedings

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**Lopez, Oscar** and Hess, Traci J., "Internet Privacy Concerns: A Replication and Parsimonious Extension" (2020). Americas Conference on Information Systems 2020 Proceedings. 40.

[https://aisel.aisnet.org/amcis2020/info\\_security\\_privacy/info\\_security\\_privacy/40](https://aisel.aisnet.org/amcis2020/info_security_privacy/info_security_privacy/40)

("Best of" - Conference Nominee)

**Lopez, Oscar** and Hess, Traci J., "Spurring Participation: The Effect of Privacy Control Mechanisms on Trust and Self-Disclosure in Online Health Communities" (2019). Americas Conference on Information Systems 2019 Proceedings. 15.

[https://aisel.aisnet.org/amcis2019/human\\_computer\\_interact/human\\_computer\\_interact/15/](https://aisel.aisnet.org/amcis2019/human_computer_interact/human_computer_interact/15/)

Oakley, Richelle, Pratt, Renée, Wynn, Donald, & **Lopez, Oscar**., “Examining the Impact of User Personality Traits on Concern for Information Privacy of Personal Health Information” (2019). Americas Conference on Information Systems 2019 Proceedings. 26.

[https://aisel.aisnet.org/amcis2019/healthcare\\_it/healthcare\\_it/26/](https://aisel.aisnet.org/amcis2019/healthcare_it/healthcare_it/26/)

Pratt, Renée, Wynn, Donald, & **Lopez, Oscar**., “Impact of Personality on Users' Specific Privacy Concerns Regarding Personal Health Information”. (2018) ACM SIGMIS Conference on Computers and People Research (SIGMIS-CPR'18). DOI: <https://doi.org/10.1145/3209626.3209735>

**Lopez, Oscar** and Hess, Traci J., "Privacy Assurances and Information Sensitivity on the Intention to Disclose" (2018). Americas Conference on Information Systems 2018 Proceedings. 1.

<https://aisel.aisnet.org/amcis2018/HCI/Presentations/1/>

## **Computer Skills**

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### **Business Intelligence & Business Processes**

Tableau; MS Project; Power BI; Excel Pivot Tables and Graphs. SAP Business Objects. MS Task Scheduler

### **Data & Data Analysis**

Structured Query Language (SQL); MySQL; MS Access; Teradata

### **Data-Mining and AI**

JMP Pro; RapidMining Python (Entry)

### **Web & Web Programming**

Adobe Suite; Dreamweaver; HTML; CSS; LAMP (Entry-level)

### **Programming**

R(Entry-level); R-Studio; Python (Basic)

### **Graphics & Multimedia**

Adobe Photoshop; Adobe Premiere; Adobe Illustrator