

Bachazile Sikhondze

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PROFILE

I am an Assistant Professor of Operations and Information Management at the Isenberg School of Management, University of Massachusetts Amherst. My research examines how emerging digital technologies reshape work, decision making, and human experience. Specifically, I study, algorithmic control and human dignity, technostress in digital work, and the behavioral and organizational implications of artificial intelligence. My work has appeared in the *Journal of Management Information Systems* and has been presented at leading information systems conferences including ICIS, AMCIS, and HICSS.

EDUCATION

Ph.D. in Management Information Systems, University of Oklahoma, 2020–2025
Doctoral Dissertation: *The Tired Helpers: How Media Synchronicity and Technology-Mediated Interpersonal Helping Impact Technostress in Remote Knowledge Work*.

M.S. in Management Information Technology (Accelerated Program), University of Oklahoma, 2018–2019

B.B.A. in Management Information Systems, University of Oklahoma, 2014–2018

B.B.A. in Management and Supply Chain Management, University of Oklahoma, 2014–2018

International Baccalaureate Diploma, Red Cross Nordic United World College, Flekke, Norway, 2012–2014

PUBLISHED RESEARCH

Sikhondze, B., Ye, H. J., Wang, W., Zhan, X., & Santhanam, R. (2025). Are you willing to pay for generative artificial intelligence (GenAI) products? Disentangling the disclosure effects and the mediating role of psychological value. *Journal of Management Information Systems*, 42(2), 431-456.

Boira-Lopez, A., Miranda, S., **Sikhondze, B.**, Stewart, J. W., Gordon, C., Mery, M., ... & Connelly, S. (2024). On the Tightrope: Multivocality Use by Extremist Ideological Groups on Digital Platforms. *International Journal of Social Media and Online Communities (IJSMOC)*, 16(1), 1-21.

Boira-Lopez, A., Stewart, J., Song, H., Mery, M., Patel, D., Gordon, C., **Sikhondze, B** ... & Miranda, S. (2025). Us vs. them: moral, cognitive and affective language in group identity tweets. *Journal of Social Media Research*, 2(2), 104-121.

PAPERS UNDER REVIEW

Sikhondze, B, Sun H. Are we in the AI Cage? Studying the Dignity of Social Media Content Creators Under Algorithmic Control. Under Review in MIS Quarterly. Revise and Resubmit.

Sikhondze, B, Stelmanszak, M, & Tarafdar M. Where AI Enters the Newsroom: Audience Evaluations of Generative Artificial Intelligence Across News Production Stages. Under review in Journal of Management Information Systems (JMIS) Special Issue in Generative AI as Driver of Change in Media.

WORK IN PROGRESS

Sikhondze B, Durcikova A, Santhanam R, Sun H. The Tired Helpers: How Technology-Mediated Interpersonal Helping Disrupts Task Continuity in Remote Work. Under Development for Journal of the Association for Information Systems (JAIS).

Sikhondze B, Tarafdar M. Working with Multiple AI Agents: Task Context Interdependencies and Human Cognition. Under Development for Journal of the Association for Information Systems (JAIS).

Sikhondze B, Stelmanszak, M. *Personal Data Digitization as Data Infrastructuring: The Role of Digital Data Characteristics*. Under development. Under development for MIS Quarterly.

PEER REVIEWED CONFERENCE PAPERS AND PROCEEDINGS

Sikhondze B., Sun H., (2024). Algorithmic Control as Dignity Affronts Among Digital Content Creators. *Forthcoming*. Proceedings of the Forty-Fifth International Conference on Information Systems (ICIS), Bangkok, Thailand.

Sikhondze, B. L., Durcikova, A., & Santhanam, R. (2024). The impact of organizational citizenship behaviors on technostress in a post-COVID-19 remote work context: The role of media synchronicity. Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS), Honolulu, Hawaii.

Sikhondze, B. L., & Miranda, S. M. (2023). A sense of place: An affordance perspective on social media attachment and social media addiction. Proceedings of the Forty-Fourth International Conference on Information Systems (ICIS), Hyderabad, India.

Miranda, S., **Sikhondze, B.**, Jensen, M., Mery, M., Patel, D., & Connelly, S. (2021). Robust action in cross-platform communication by ideological groups. Proceedings of the Twenty-Seventh Americas Conference on Information Systems (AMCIS), Montreal.

Matthews, M., Whang, S., Nitiema, P., **Sikhondze, B.**, & Wang, D. (2021). Leaders in extreme contexts: An exploratory analysis of U.S. leaders' tweets. Proceedings of the Twenty-Seventh Americas Conference on Information Systems (AMCIS), Montreal.

Mery, M., Patel, D., **Sikhondze, B.**, Lopez, A., Miranda, S., Connelly, S., & Jensen, M. (2022). Emotional appeals in social identity and issues rhetoric from violent and non-violent ideological groups. Poster presented at the Association for Psychological Science (APS) annual conference, Chicago, IL.

Lopez, A., Mery, M., **Sikhondze, B.**, Patel, D., Miranda, S., Connelly, S., & Jensen, M. (2022). Online violent and non-violent ideological group rhetoric: A comparison of cognitive processes. Poster presented at the Association for Psychological Science (APS) annual conference, Chicago, IL.

Mery, M., Patel, D., **Sikhondze, B.**, Connelly, S., Jensen, M., & Miranda, S. (2021). Moral disengagement and online crime descriptions of animal activists. Poster presented at the Association for Psychological Science (APS) virtual conference.

Patel, D., Mery, M., **Sikhondze, B.**, Miranda, S., Connelly, S., & Jensen, M. (2021). Social identity and issues in ideological group leader rhetoric. Poster presented at the Association for Psychological Science (APS) virtual conference.

TEACHING EXPERIENCE

Instructor: Business Applications of Python (OIM 303, University of Massachusetts Amherst, undergraduate; SCH-MGMT 609, University of Massachusetts Amherst, graduate); Business Data Analysis (MIS 3213, University of Oklahoma, undergraduate). I teach Python programming, business analytics, data visualization, and AI applications using project-based learning and real-world datasets.

Teaching Assistant: Managing Business Intelligence (MIT 5732, University of Oklahoma, graduate). I assisted with instruction in business intelligence, data visualization, and business analytics.

PROFESSIONAL AND INDUSTRY EXPERIENCE

Assistant Professor of Operations and Information Management, Isenberg School of Management, University of Massachusetts Amherst, 2025–Present

Graduate Research and Teaching Assistant, University of Oklahoma, 2020–2025

Software Analyst, Paycom, 2019–2020

Financial Planning & Analysis Intern, Mastercard, 2018

GRANTS AND AWARDS

National Counterterrorism Innovation, Technology, and Education Center (NCITE), U.S. Department of Homeland Security Center of Excellence. Graduate Research Assistant and funded researcher, 2020–2025.

Projects for Peace Grant, Awarded \$10,000 to establish a women-led agricultural enterprise in Eswatini, 2015

ICIS Doctoral Consortium Fellow, Selected as one of 40 doctoral students worldwide, 2024

MIS Quarterly Author Development Workshop Participant, Selected to participate in the 2023 workshop, 2023

United World College Merit Scholarship, Awarded a full scholarship to attend Red Cross Nordic United World College, Norway, 2012–2014

Davis United World College Scholarship, University of Oklahoma, 2014–2019

SERVICE

Reviewer, MIS Quarterly (2025–Present)

Reviewer, Journal of the Association for Information Systems (2025–Present)

Reviewer, Information & Management (2026)

Reviewer, AIS Transactions on Human-Computer Interaction (2023)

Reviewer, International Conference on Information Systems (2021–Present)

Reviewer, Hawaii International Conference on System Sciences (2023)

Reviewer, Americas Conference on Information Systems (2021)