

# Damon E. Campbell

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## **Curriculum Vita**

Millsaps College  
Else School of Management  
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## **Employment**

**Millsaps College**, Else School of Management  
Associate Professor of Management Information Systems, **Fall 2014-present**  
Kelly Gene Cook, Sr. Chair of Business Administration, **July 2012-present**  
Assistant Professor of Management Information Systems, **Fall 2008-2014**

## **Education**

**Washington State University:** Ph.D. Business Administration, emphasis in Management Information Systems, **May 2008**

**Washington State University:** Masters in Business Administration, **2004**

**Lewis Clark State College:** Bachelor of Science, Business Administration, **2003**

## **Publications**

### **Refereed Journals**

Roberts, N.A., Mellott M.B., Dinger M.C., **Campbell, D.E.** (In Press) "Electronic medical record system avoidance in a turbulent environment" ***Information & Management*** 28-FEB-2016 DOI information: 10.1016/j.im.2016.01.003

**Campbell, D.E.**, Wells, J.D., and Parks, C. (2015) "Understanding the Role of Theory on Instrument Development: An Examination of Strengths and Weaknesses of Discriminant Validity Analysis Techniques" ***Journal of Information Technology Theory and Application*** (16), 1, Article 3.  
Available at: <http://aisel.aisnet.org/jitta/vol16/iss1/3>

**Campbell, D.E.** and Parboteeah, V. (2014) "The Long And The Short Of E-Commerce Intentions: Examining The Distinguishing Effect Of Time Orientation Between Behavioral Intentions And Behavioral Goals" ***Review of Business Information Systems Journal***, (18) 1, pp. 1-14

**Campbell, D.E.**, Wells, J.D., and Valacich, J.S. (2013) "Breaking the Ice in B2C Relationships: Understanding Initial Perceptions of Websites with the

- eCommerce Attraction Model," *Information Systems Research*, (24) 2, pp. 219-238.
- Wright, R.T., **Campbell, D.E.**, Thatcher, J.B., and Roberts, N. (2012) "Operationalizing Multidimensional Constructs in Structural Equation Modeling: Recommendations for IS Research," **Communications of the Association for Information Systems**: Vol. 30, Article 23. Available at: <http://aisel.aisnet.org/cais/vol30/iss1/23>
- Campbell, D.E.**, Wright, R.T., and Clay, P. (2010) "Deconstructing and Operationalizing Interactivity: An Online Advertising Perspective," *Journal of Information Technology Theory and Application*, (11), 4, Article 3. Available at: <http://aisel.aisnet.org/jitta/vol11/iss4/3>
- Wells, J.D., **Campbell, D.E.**, Valacich, J.S., and Featherman, M. (2010) "The Effect of Perceived Novelty on the Adoption of Information Technology Innovations: A Risk/Reward Perspective." *Decision Sciences*, (41) 4, pp. 813-843.
- Sarker, S., **Campbell, D.E.**, Ondrus, J., and Valacich, J.S., (2010) "Mapping the Need for Mobile Collaboration Technologies: A Fit Perspective." *International Journal of e-Collaboration*, (6) 4, pp. 32-53.
- Hess, T., Fuller, M., and **Campbell, D.E.** (2009) "Designing Interfaces with Social Presence: Using Vividness and Extraversion to Create Social Recommendation Agents," *Journal of the Association for Information Systems*, (10) 12, pp. 889-919, December. Available at: <http://aisel.aisnet.org/jais/vol10/iss12/1>
- Campbell D.E.**, J.D. Wells, and J.S. Valacich (2009) "Diagnosing and Managing Online Business-to-Consumer (B2C) Relationships: Toward an eCommerce B2C Relationship Stage Theory," **AIS Transactions on Human-Computer Interaction**, (1) 4, pp. 108-132. Available at: <http://aisel.aisnet.org/thci/vol1/iss4/1>
- Campbell, D.E.**, and Wright, R.T. (2008) "Shut-up I Don't Care: Understanding the Role of Relevance and Interactivity on Customer Attitudes toward Repetitive Online Advertising," *Journal of Electronic Commerce Research* 9 (1) February pp.62-76. Available at: [http://www.csulb.edu/journals/jecr/p\\_i.htm](http://www.csulb.edu/journals/jecr/p_i.htm)

## Conferences Proceedings

- Campbell, D.E.**, Parboteeah, V., and DiPascal, A. "What Are Your Intentions: An Empirical Analysis of the Distinction between Behavioral Intentions and Behavioral Goals?" **Proceedings of Hawaii International Conference on System Sciences** (HICSS-44), Kauai, Hawaii, 2011.
- Campbell, D.E.** "Diagnosing and Managing Online B2C Relationships: Toward a B2C Relationship Stage Theory" **Proceedings of America's Conference on Information Systems**, Keystone, CO, USA, 2007.
- Campbell, D.E.**, Sarker, S., and Valacich, J.S. "Collaboration using Mobile Technologies (MCTs): When is it essential?" **International Conference on Mobile Business**, Copenhagen, Germany, 2006.

**Campbell, D.E., Fuller, M.A., and Hess, T.J. "A Look at How Levels of Vividness and Social Presence Affect Trust in a Decision Aid," **Proceedings of America's Conference on Information Systems**, Omaha, NE, USA, 2005, pp. 1-6.**

## **Work Shops and Presentations**

Campbell, D.E., "Expanding Risk/Reward In Information Systems Research: A Perceived Reward Facets Perspective," International Academic Business Conference, Orlando, FL 2016.

Campbell, D.E., "Examining eLoyalty in Online Business-to-Consumer Relationships: Toward a Relational Maintenance Model," International Academic Business Conference, Maui, HI, 2015.

Campbell, D.E., "Examining Self-Disclosure in Business-To-Consumer Relationships: Toward A Relational Build Up Model," International Academic Conference, Orlando, Florida, 2014.

Campbell, D.E., and Wright, R.T. "Measuring Interactivity: an Instrument Development and Initial Assessment of a Model of the Interactivity Construct" Proceedings of 6<sup>th</sup> Pre-ICIS Annual Workshop on HCI Research in MIS, Montreal, Canada, 2007 .

Campbell, D.E., Wells, J.D., and Valacich, J.S. "*Understanding Online Customer Relationships: B2C Relationship Stage Theory*," Post-ICIS JAIS theory building workshop, Milwaukee, WI, 2006.

Campbell, D.E. "*Breaking the Ice in B2C Relationships: Understanding Initial Perceptions of Websites with the eCommerce Attraction Model*," California State University, Eastbay Research Presentation, Hayward, CA, 2007.

Campbell, D.E. "*Dimensions of e-Business Strategy*," Millsaps College, Jackson MS, 2007.

Campbell, D.E. "Media and Personality: Can CMC Mitigate the Influence of Machiavellianism?," Washington State University MIS Brown Bag Series, Pullman, WA, 2006.

## **Research Interests**

eCommerce, eCommerce Customer Relationship Management (eCRM), and Human-computer Interaction

## **Specific Teaching Interests**

Business Analytics, Systems Analysis and Design, Database, eCommerce, Information Systems, Introduction to MIS, Project Management, Survey of Management, Foundations of Statistics and Decision-Making.

## **Teaching Evaluations**

<b>Institution/Course</b>	<b>Semester Year</b>	<b>Overall teaching evaluation/scale</b>
<b>Millsaps College</b>		
QMGT 679: Analytics	Spring 2015	<b>6.7 / 7.0</b>
	Spring 2014	<b>6.9 / 7.0</b>
	Spring 2013	<b>6.4 / 7.0</b>
BUSI 601: Analytical Decision-Making: Business Statistics	Fall 2010	<b>6.2 / 7.0</b>
BUSI 603: Strategic Management of Marketing Information Systems	Spring 2012	<b>6.1 / 7.0</b>
	Fall 2011	<b>6.5 / 7.0</b>
	Spring 2011	<b>5.8 / 7.0</b>
	Fall 2010	<b>6.5 / 7.0</b>
	Spring 2010	<b>6.3 / 7.0</b>
	Fall 2009	<b>6.4 / 7.0</b>
	Spring 2009	<b>5.1 / 7.0</b>
	Fall 2008	<b>5.6 / 7.0</b>
MGIS 3000: Management Information Systems	Spring 2014 two sections	<b>6.4 / 7.0</b> <b>6.1 / 7.0</b>
	Spring 2014 two sections	<b>6.6 / 7.0</b> <b>5.9 / 7.0</b>
	Spring 2013 two sections	<b>6.1 / 7.0</b> <b>6.0 / 7.0</b>
	Spring 2012	<b>6.9 / 7.0</b>
MGIS 3010: Management Information Systems	Spring 2011	<b>6.4 / 7.0</b>
	Spring 2010	<b>6.7 / 7.0</b>
	Spring 2009	<b>6.7 / 7.0</b>
	Fall 2011 two sections	<b>6.8 / 7.0</b> <b>6.6 / 7.0</b>
MGMT 3000: Introduction to Management	Fall 2010	<b>6.6 / 7.0</b>
	Fall 2009 two sections	<b>6.8 / 7.0</b> <b>6.4 / 7.0</b>
	Fall 2008 two sections	<b>6.4 / 7.0</b> <b>6.3 / 7.0</b>
	Fall 2012 two sections	<b>6.7 / 7.0</b> <b>6.7 / 7.0</b>
MGMT 2000: Introduction to Management	Fall 2012 two sections	<b>6.7 / 7.0</b> <b>6.7 / 7.0</b>
Core 1: Intro to Thinking and Writing	Fall 2014	<b>6.6 / 7.0</b>
<b>Washington State University</b>		
MIS 372: Database	Fall 2007	<b>3.18 / 4.0</b>
MIS 250: Managing Information Technology	Summer 2007	<b>3.55 / 4.0</b>
	Summer 2006	<b>3.49 / 4.0</b>
	Summer 2005	<b>3.32 / 4.0</b>
MIS 250 DDP (Distance Degree Program)	Spring 2007	<b>3.69 / 4.0</b>
	Fall 2006	<b>3.60 / 4.0</b>
	Spring 2006	<b>3.60 / 4.0</b>

## Courses Taught

### **Millsaps College**

- **QMG 679: Business Analytics**
  - Graduate core course that focuses on analytical decision making with statistical tools (e.g., differences of means, descriptive statistics, sampling, inference, hypothesis testing, and ANOVA) and decision-making for executives. This course includes modules on ERP implementation and valuation. Utilizes a case based approach.
- **BUSI 601: Managerial Analysis**
  - Graduate core course that focuses on statistical tools (e.g., differences of means, descriptive statistics, sampling, inference, hypothesis testing, and regression) and decision-making for executives. Utilizes a case based approach.
- **BUSI 603: Managing Marketing Information Systems**
  - Graduate foundations course focusing on applications of 1) Strategic Marketing including Internal & External analysis and strategic planning and 2) Management Information Systems including Telecommunications, Database, Systems analysis and design, ERP implementations, Business Intelligence, eCommerce, and eBusiness Strategy. Utilizes a case based approach.
  - Applications: MarkStrat Online.
- **MGIS 3010/3000: Management Information Systems**
  - Introductory survey course of Management Information Systems.
- **MGMT 3000/2000: Introduction to Management**
  - Survey of Management course.

### **Washington State University**

- **MIS 372: Database**
  - Introduction to database management systems.
  - Applications: SQL Server 2005, Microsoft Visio, and Microsoft Access.
- **MIS 250: Managing Information Technology**
  - Introductory survey course (lecture) with lab component (covers word processing, spreadsheets, relational database, presentations, and web page development).
  - Applications: Developed and used laboratory testing environment with simulation software (Prenhall™ TAIT, McGraw-Hill™ SimNet); Microsoft Office products (Word, Excel, Access, PowerPoint, and FrontPage); Webct 4, Webct 6, Blackboard.

## College Service

### **Millsaps College**

- Promotion and Tenure committee 2015-2018

- Co-authored a Grant awarded by Associated Colleges of the South (\$7,000) for a blended learning project 2013
- Director of MBA Council, Else School of Management (2013-present)
- Else School of Management comprehensive exam director for all BBA majors (2010-2013)
- Else School of Management Strategy Committee (2013 – Present)
- Chaired Honor's Thesis Committee, Alexander DiPascal (Accepted to an academic conference –HICSS 44)
- Honor's thesis committee: Oliver Galiki, Sara Sacks, Will Napier, Lane Tilner, and Kenney Artigues
- Served on various committees in the administration of key programs: All College Council, Faculty Council (represented the business school in this forum that represents faculty concerns), MBA Council (directs all aspects of the MBA program), Ford Fellows council (reviews and assigns all proposals for research and teaching apprenticeships for undergraduate students), International committee for the Else School of Management, Faculty Club president, and Scholarship/Fellowship (in charge of Marshall scholarship), and the Leadership program (oversees the implementation of the Senior year experience for Millsaps BBA majors), Honors (serves as third reader on honors thesis committees)
- Various strategic planning committees during the process of strategic planning at Millsaps College including Online/Blended learning, Student life, and Strategic Planning
- Millsaps College faculty coordinator for SAP University Alliances

## **Reviewing Activity**

- MIS Quarterly (MISQ)
- Information Systems Research (ISR)
- European Journal of Information Systems (EJIS)
- Journal of the Association for Information Systems (JAIS)
- Communications of the Association for Information Systems (CAIS)
- International Journal of Human-Computer Interaction (IJHCI)
- Information Systems Journal (ISJ)
- Journal of Information Technology Theory and Application (JITTA)
- Information & Management (I&M)
- Journal of the American Society for Information Science and Technology (JASIST)
- Conferences: ICIS, ECIS, HICSS, and AMCIS

## **Affiliations**

- Member Association of Information Systems (AIS)
- Member Special Interest Group on Human Computer Interaction (SIGHCI)

- Member INFORMS
- Association of Information Technology Professionals (AITP), Jackson MS Chapter
- SAP University Alliances

## **Awards**

- Full year research sabbatical, awarded spring 2014, taken Fall 2015 and Fall 2016
- Promotion to Associate Professor and Tenure, Millsaps College (2014)
- Outstanding Junior Faculty course release (2013)
- (2012) Richard A. Smith Award for Excellence in Scholarship (Institution wide research cash award)
- Faculty Advisor of the Year, Millsaps College, Kappa Alpha fraternity (2012 and 2010)
- ICIS (2009) Junior Faculty Consortium fellow
- Selected for Associated Colleges of the South Teaching and Learning Workshop summer 2009
- Kappa Delta Professor of the Month November 2008
- Outstanding Graduate Student Teacher of the Year Award for Washington State University College of Business 2007-2008 (cash award)
- AMCIS (2007) Doctoral Consortium fellow
- Nominated for Outstanding Graduate Student Researcher Award for Washington State University College of Business 2006-2007
- Washington State University Graduate School Research Travel Grant 2006-2007
- Washington State University Graduate and Professional Student Association Registration Grant Summer 2007
- ICIS (2006) Doctoral Consortium Nominee
- Graduated with recognized distinction (top 3) for MBA class Fall 2004

## **Dissertation**

### **Title**

Diagnosing and Managing Online B2C Relationships: Toward a B2C Relationship Stage Theory and Empirical Investigation of an eCommerce Attraction Model

### **Committee**

John Wells (Co-Chair), Joe Valacich (Co-chair), and Craig Parks

## **Languages**

English (primary) and Spanish

## **Professional Employment History**

### **Jacklin Seed, a Division of the J.R. Simplot Co.; 2001-2003**

International Marketing Representative: Responsibilities included establishing distribution and production of grass seed varieties. This position directed all activities for the regions of South America, Australia, and Europe. Duties also included participation in an ERP with J.D. Edwards.

### **The Church of Jesus Christ of Latter-day Saints; 1997-1999**

2-year voluntary mission served in Quito, Ecuador