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Relevant Work Experience	August 2017-Present East Carolina University Department of Management Information Systems	Associate Professor College of Business
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August 2013-August 2017 East Carolina University Department of Management Information Systems	Assistant Professor College of Business
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August 2008-August 2013 West Texas A&M University Department of Computer Information Systems	Assistant Professor College of Business
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I have 18 months of experience working in software development firms, including a commercial website development firm and a firm that developed interactive voice recognition applications.

Education:	Fall 2003 – Summer 2008 Florida State University Advisor: Joey George	Ph.D. in Business Administration Major: Management Information Sys. Support Area: Strategic Management
	Summer 2002-Spring 2003 East Carolina University	Master of Business Administration Concentration: MIS
	Fall 1998-Spring 2002 East Carolina University	BS in Business Administration Major: MIS

Research Activity

Peer-Reviewed Journal Articles

Drake, J.O. & **Furner, C.P.** (in-press). Screening job candidates with social media: A manipulation of disclosure requests. *Journal of Organizational and End User Computing*, (in-press).

Furner, C.P., Zinko, R. & Zhu, Z (2018). Examining the role of mobile self-efficacy in the relationship between information load and purchase intention in mobile reviews. *International Journal of E-Services and Mobile Applications*, 10 (4), 40-60.

**Research
Activity**

Peer-Reviewed Journal Articles (cont.)

Furner, C.P. & Zinko, R.A. (2018). Willingness to pay and disposition toward paying for apps: The influence of application reviews. *International Journal of E-Services and Mobile Applications*, 10 (1), 13-33.

Furner, C.P., Zinko, R.A. (2017). The influence of information overload on the development of trust and purchase intention based on online product reviews in a mobile vs. web environment: An empirical investigation. *Electronic Markets*, 27 (3), 88-130.

Zinko, R.A., **Furner, C.P.**, Pratti, M., Heyden, M. & Tuchtan, C. (2017). A study of negative reputation in the workplace. *Journal of Career Assessment*, 25 (4) 632-649.

Zinko, R.A., Tuchtan, C., Hunt, J., Meurs, J., **Furner, C.P.** & Prati, M. (2017). Gossip: A channel for the development of personal reputation. *International Journal of Organizational Analysis*, 25 (3) 516-535.

Keith, M., Babb, J., **Furner, C.P.**, Adbullat, A. Lowery, P. (2016). Limited information and quick decisions: consumer privacy calculus for mobile applications. *AIS Transactions on Human-Computer Interaction*, 8 (3), 88-130.

Furner, C.P., Zinko, R.A & Zhu, Z. (2016). Electronic word-of-mouth and information overload in an experiential service industry. *Journal of Service Theory and Practice*, 26 (6), 788-810.

Keith, M., Babb, J., Lowery, P., **Furner, C.P.**, Abdullat, A. (2015). The role of mobile-computing self-efficacy in consumer information disclosure. *Information Systems Journal*, 25 (6), 637-667.

Furner, C.P., Racherla, P. & Babb, J. (2015). What we know and do not know about mobile app usage and stickiness: A research agenda. *International Journal of E-Services and Mobile Applications*, 7 (3), 48-69.

Furner, C.P., Racherla, P. & Babb, J. (2014). Mobile app stickiness (MASS) and mobile interactivity: A conceptual model. *The Marketing Review*, 14 (2), 163-188.

Furner, C.P., Racherla, P. & Zhu, Z. (2014). A multinational study of espoused national cultural and review characteristics in the formation of trust in online product reviews. *International Journal of Services Technology and Management*, 20 (1/2/3), 14-30.

Furner, C.P. (2013). Getting heads into the cloud: Pre-adoption beliefs and attitudes regarding a cloud-based platform shift at a public university. *Journal of International Technology and Information Management*, 22 (3), 1-18.

Research Activity

Peer-Reviewed Journal Articles (cont.)

Furner, C.P. (2013). Cultural determinants of information processing shortcuts in computer supported groups: A Review, research agenda and instrument validation. *International Journal of Information Systems and Social Change*, 4 (3), 17-32.

Furner, C.P. & Goh, S.H. (2013). Cultural determinants of socially desirable distortion in computer based data collection: A multicultural investigation. *International Journal of Social and Organizational Dynamics in Information Technology*, 3 (3) 51-67.

Furner, C.P., McDowell, W. & Zinko, R. (2013). Media selection and the imposter phenomenon: A multinational investigation. *Communications of the IIMA*, 13(4) 17-34.

Furner, C.P. & George, J.F. (2012). Media choice for deception. *Computers in Human Behavior*, 28 (4), 1427-1438.

Furner, C.P., Racherla, P. & Zhu, Z. (2012). Uncertainty, trust and purchase intention based on online product reviews: An introduction to an international study. *International Journal of Networking and Virtual Organizations*, 11 (3-4), 260-276.

Racherla, P., **Furner, C.P.** & Babb, J. (2012). Multi-channel interactions and customer relationship in service firms: A theoretical model. *Journal of International Business*, 4 (1), 131-155.

Landram, F.G., Landram, S.V. & **Furner, C.P.** (2012). Forecasting procedures for success: Model derivation and evaluation. *Southwestern Economic Review*, 39 (1), 137-144.

Zinko, R.A., **Furner, C. P.**, Herdman, A., Brees, J., Wikhamn, W., & Grant, G. (2011). Gossip: A vehicle for the development of personal reputation in organizations. *Journal of Organizational Moral Psychology*, 2 (1).

Furner, C.P. (2011). Socially desirable reporting in international computer based data collection: A review and research agenda. *Journal of International Management Studies*, 6 (1), 185-201.

Chang, L., **Furner, C. P.**, & Zinko, R. A. (2010). A study of negotiations within the ethnic Chinese community between Taiwan and Hong Kong. *Management Research and Practice*, 2 (4), 329-343.

Zinko, R. A., **Furner, C. P.**, Royal, M. T., & Hall, A. (2010). Self-perceptions of our personal reputations: The mediating role of image in the development of organizational citizenship behaviors. *Journal of International Management Studies*, 5 (1), 1-9.

Research Activity

Peer-Reviewed Journal Articles (cont.)

Giordano, G.A. & **Furner, C.P.** (2009). Individual determinants of media choice for deception. *Journal of Information Technology Management*, 20 (2), 1-10.

Furner, C.P., Mason, R. M., Mehta, N., Munyon, T. P., & Zinko, R. A. (2009) Cultural Determinants of Learning Effectiveness from Knowledge Management Systems: A Multinational Investigation. *Journal of Global Information Technology Management*, 12 (1), 30-51.

Book Chapters

Yoon, T., Goh, S., Zinko, R. and **Furner, C.P.** (2020, in press). The effects of culture and data collection mode on socially desirable distortion and confidentiality concerns in survey research. *In Optimizing Social and Organizational Dynamics in the Digital Era* (in press).

Furner, C.P., Racherla, P., Babb, J. and Zinko (2018). Mobile Application Stickiness: Why do mobile applications get deleted so quickly? In Khosrow-Pour, M. (Ed.), *Optimizing Current Practices in e-Services and Mobile Applications* (Ch 6, pp. 114-138). Hershey, PA: IGI Global.

Furner, C.P., Racherla, P. & Babb, J. (2016). What we know and do not know about mobile app usage and stickiness: A research agenda. In Khosrow-Pour, M. (Ed.), *Geospatial Research: Concepts, Methodologies, Tools, and Applications* (Ch 5, pp. 117-141). Hershey, PA: IGI Global.

Peer-Reviewed Conference Proceedings

Zinko, R.A., **Furner, C.P.**, Heyden, M.L. & Dalton, A. (2017). Seeing is believing: The effects of images on resulting trust and purchase intent in eWOM. International Conference on Marketing and Tourism.

Drake, J. & **Furner, C.P.** (2015). Screening Job Candidates with Social Media: A Manipulation of Disclosure Requests. America's Conference on Information Systems (AMCIS).

Furner, C.P., Zinko, R., & Zhu, Z. (2015). The influence of information overload on the development of trust and purchase intention based on online product reviews in a mobile vs. web environment: A research proposal. Wuhan International Conference on e-Business (WICEB).

Furner, C.P., Zinko, R.A., Zhen, Z., McDowell, W., Dalton, A. (2014). Information quality and product reviews in a mobile environment: the effects of information overload and mobile computing constraints. Wuhan International Conference on e-Business (WICEB).

Research Activity

Peer-Reviewed Conference Proceedings (cont.)

Furner, C.P., Racherla, P., & Zhu, Z. (2013). Cultural and review characteristics in the formation of trust in online product reviews: A multinational investigation. Wuhan International Conference on e-Business (WICEB). **Best Paper.**

Keith, M., Babb, J., **Furner, C.P.**, & Abdullat, A. (2011). The role of mobile self-efficacy in the adoption of geospatially-aware applications: An empirical analysis of iPhone Users. Hawaii International Conference on System Sciences (HICSS).

Furner, C.P., Racherla, P., & Zhu, Z. (2011). Uncertainty, trust and purchase intention based on online product reviews: an introduction to a multinational study. Wuhan International Conference on e-Business (WICEB).

Keith, M., Babb, J., **Furner, C.P.**, & Abdullat, A. (2010). Privacy Assurance and Network Effects in the Adoption of Location-Based Services: an iPhone Experiment. International Conference on Information Systems (ICIS).

Zinko, R. A., **Furner, C.P.**, Royal, M. T. , & Hall, A. (2010). Self-perceptions of our personal reputations: The mediating role of image in the development of organizational citizenship behaviors. Global Business & International Management Conference.

Furner, C.P. & George, J.F. (2009). Making it Hard to Lie: Cultural Determinants of Media Choice for Deception. Proceedings of the Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI. Awarded **Best Paper**: Social Issues Track.

Furner, C.P. & Mason, R.M. (2006) Cultural determinants of Knowledge Management System training outcomes: the mediating effect of learning preferences. Proceedings of the Americas Conference on Information Systems (AMCIS), Acapulco, Mexico.

Pratt, R. M., Smatt, C. M., **Furner, C.P.** and Keane, B.T. (2005) A Review of Epistemology and Subject Areas in MIS Research. Proceedings of the Southern Association of Information Systems (SAIS), Savannah, GA, 282-288. **1st Runner Up**: Best Student Paper.

Serino, C., **Furner, C.P.**, & Smatt, C.M. (2005) Making it personal: How personalization affects trust over time. Proceedings of the Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI.

Research Activity

Other Peer-Reviewed Presentations

Keith, M., Babb, J., Lowrey, P., **Furner, C.P.** & Abdullat, A. (2011). The Roles of Privacy Assurance, Network Effects, and Information Cascades in the Adoption of and Willingness to Pay for Location-Based Services with Mobile Applications. Presented at the 2011 Dewald Roode Information Security Workshop.

Racherla, P. & **Furner, C.P.** (2009). Cultural Determinants of Consumers' Evaluation of Online Product Reviews: An Uncertainty Reduction Perspective. Presented at the annual meeting of the pre-ICIS special interest group on cross-cultural research in information systems. Phoenix, AZ.

Giordano, G.A. & **Furner, C.** (2007). Individual determinants of media choice for deception. Presented at the 6th annual meeting of the pre-ICIS special interest group on human computer interaction. Montreal, Québec, Canada.

Furner, C. (2005). Cultural determinants of knowledge management systems learning effectiveness: A multinational investigation. Presented at the 2005 Monieson Centre Doctoral Consortium on Knowledge Management hosted by Queens University, Kingston, Ontario, Canada.

Other Presentations

Furner, C.P., Zinko, R.A. & Zhu, Z. (2015). The influence of information overload on the development of trust and purchase intention based on online product reviews in a mobile vs. web environment: An empirical investigation. Presented at the 2015 Electronic Markets Paper Development Workshop at the Wuhan International Conference on e-Business.

Jafar, M. & **Furner, C.P.** (2010). Data mining with SQL Server 2008 Business Intelligence Development Studio: A hands-on approach. Workshop presented at the 16th America's Conference on Information Systems. Lima, Peru.

Papers Under Review

“Leveraging Reputation: The Pursuit of Workplace Outcomes.” With Robert Zinko. Initial submission to Journal of Vocational Behavior.

“Purchase Intention Based on Accommodation Type.” With Eric Kissling, John Drake and Robert Zinko. Initial submission to Journal of e-Commerce in Organizations.

“The relationship between Images and Text in eWOM.” With Robert Zinko. Initial submission to Internet Research (previously rejected from Journal of Business Research and Electronic Markets).

“The influence of observable interview behaviors on the willingness to accept a job offer: What recruiters can do to persuade candidates to say yes.” With Lee Grubb. Initial Submission to Journal of Management and Organization.

“The influence of branded mobile apps on brand attachment and related consumer outcomes.” With Trang Tran and Pia Albinsson. Initial submission to Journal of Consumer Marketing (previously rejected from Journal of Business Research and Electronic Markets).

Working Papers

“Responding to negative reviews.” With Robert Zinko. Data collected and analyzed. Currently working on initial draft.

“The effect of Virtuality on team trust and effectiveness.” With John Drake, Richard Hauser and Ravi Paul. Initial draft completed 4/21/2020, expect submission in May 2020.

“The influence of Reviewer and Consumer Congruence in Online Word of Mouth Transactions.” With Robert Zinko, Tom Yoon and Sam Goh. Initial draft complete. Expect submission in May 2020.

“Practitioner attitudes about CPA exam content.” With William Buslepp and Douglas Schnider. Data collection underway.

“How many is too many: an examination of information overload based on images in electronic word of mouth.” With Robert Zinko, data collection underway.

Teaching Experience

East Carolina University

Business Intelligence and Data Analytics (MIS 6903)
Delivering Business Value Through Information Systems (MIS 6713)
Introduction to MIS (MIS 3063)

West Texas A&M University

Project Management for the Enterprise (CIDM 6390)
Web Application Development (CIDM 3372)
Introduction to Management Information Systems (CIDM 3330)
Digital Communication and Collaboration (CIDM 3320, CIDM 2310)
Systems Analysis and Design (CIDM 2390)
Fundamentals of Programming (CIDM 1315)
Introduction to Information Science (CIDM 1301)

Florida State University

Advanced Application Development (CGS 4404)
Electronic Commerce (ISM 4300)
Foundations of Management Information Systems (ISM 3003)

Awards & Honors

Crystal Duck Award: ECU College of Business, 2019-2020. For outstanding contributions in Assurance of Learning and Academic Quality (6 awarded per year to an eligible faculty of about 175)

Pirate Duck Award: ECU College of Business, 2018-2019. For outstanding contributions in Assurance of Learning and Academic Quality

Summer Research Grant: ECU College of Business, 2017. Factors that Affect Propensity to Crowdfund: Crowdfunder-Crowdfundee Congruence. \$13,500

Summer Research Grant: ECU College of Business, 2016. The Influence of Reviewer and Consumer Congruence in Online Word of Mouth Transactions. \$13,500

Summer Research Grant: ECU College of Business, 2015. Willingness to Pay and Disposition Toward Paying for Apps: The Influence of Application Reviews. \$13,500

**Awards &
Honors (cont)**

Best Paper: Wuhan International Conference on System Science, 2013

Keynote Paper: Journal of International Technology and Information Management, 2013

Best Paper: Social Issues Track, 42nd Hawaii International Conference on System Sciences, 2009

Faculty Assessment Recognition: 2009

1st Runner Up: Best Student Paper, 8th Southern Association of Information Systems Conference, 2005

**Academic
Service**

Track Chair, Knowledge Discovery in Business track, Wuhan International Conference on e-Business, 2015

Editorial Advisory Board Journal of International Management Studies, Aug 2010-July 2014

Associate Editor, International Conference on Information Systems - Global, International and Cultural Issues track, 2010-2013

Associate Editor, International Conference on Information Systems - Cross Cultural Research in Information Systems pre-conference SIG workshop, 2008-2012

Managing Editor, Communications of the AIS, Jan. 2006 – Jan. 2009

Reviewer, Monieson Doctoral Consortium on Knowledge Management (3)

Reviewer, International Conference on Information Systems (21), Americas Conference on Information Systems (16), Hawaii International Conference on System Science (8), European Conference on Information Systems (3), International Conference on Information Technology and Travel & Tourism

Reviewer, Information Systems Research (3), Information and Management (5), Information Systems Journal (2), Information Systems Management, International Journal of Information Systems and Change Management (2), Journal of Research in Interactive Marketing (2), Computers in Human Behavior (10), Journal of Medical Systems, African Journal of Business Management

**University
Service**

East Carolina University

Member: Graduate Curriculum Committee (University level): Spring 2020 - Present

Member: MS in Data Science Committee (ECU's Graduate School): Summer 2019 - Present

Member: AACSB Peer Review Team Steering Committee: Spring 2020

Member: MIS Department Personnel Committee: Fall 2018 – Present

Program Coordinator: Graduate Business Analytics Certificate: Fall 2017- Present

Member: MIS Department Assurance of Learning Committee: Fall 2014- Present

Member: College of Business Assurance of Learning Committee: Fall 2015- Present

Member: Assessment Review Committee: Fall 2018-Present

Co-chair: Undergraduate Data Analytics Exploratory Committee – Leadership role for a committee designed to develop a new undergraduate offering in Data Analytics. Spring 2018 – Fall 2018.

Member of a team that developed a new graduate certificate program in Business Analytics along with three new courses. Spring 2014-Summer 2017

Faculty Advisor: ECU Student Chapter of the Association of Information Technology Professionals: Fall 2013-Summer 2015

West Texas A&M University

Faculty Director: CIDM Department Advisory Panel: Spring 2011-Summer 2013

Faculty Recognition Committee: COB: Fall 2008 – Summer 2013
(**Chair**, Fall 2011-Summer 2013)

ABET Accreditation Committee: Fall 2010-Summer 2013 (Coordinator of the IS in Organizations Area)

Kilgore Research Grant Committee: Fall 2010-Summer 2013

Institutional Research Board: Fall 2012-Summer 2013

University Scholarship Committee: Fall 2010 – Summer 2013

**University
Service
(cont.)**

University Environmental Safety Committee: Fall 2009-Summer 2012

College of Business Curriculum Committee: Fall 2009 – Summer 2012

COB Research Symposium Committee: Fall 2008 – Spring 2011

Faculty Advisor: Technology Club, Spring 2010 – Summer 2013

Faculty Advisor: International Student Society, Fall 2009 – Fall 2011

Field Trip Coordinator: 2009 (HP & NASA); 2010 (CISCO & Walgreen's);
2011 (Bell Helicopter)

Faculty Advising Fellow: Summer 2009 - Spring 2010

Florida State University

President: Doctoral Business Student Association: Fall 2005 – Fall 2006

Financial Officer: Congress of Graduate Students: 2004-2005

Minority Student Advocate: Congress of Graduate Students: 2003-2004

Community Service Founder: Citizens Care International: Jan 2020 to Present

References

Mark Keith, Ph.D.
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Jeffrey Babb, Ph.D.
Associate Professor and Gensler Endowed Professor
Paul and Virginia Engler College of Business
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Robert Zinko, Ph.D.
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