

# CHRISTOPHER P. FURNER, P.H.D.

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East Carolina University  
Greenville, NC 27858

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## Relevant Work Experience

August 2022-Present	<b>Professor</b>
East Carolina University	College of Business
Department of Management Information Systems	
August 2017-August 2022	<b>Associate Professor</b>
East Carolina University	College of Business
Department of Management Information Systems	
August 2013-August 2017	<b>Assistant Professor</b>
East Carolina University	College of Business
Department of Management Information Systems	
August 2008-August 2013	<b>Assistant Professor</b>
West Texas A&M University	College of Business
Department of Computer Information Systems	

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.

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## Education:

Fall 2003 – Summer 2008	<b>Ph.D. in Business Administration</b>
Florida State University	Major: Management Information Sys.
Advisor: Joey George	Support Area: Strategic Management
Summer 2002-Spring 2003	<b>Master of Business Administration</b>
East Carolina University	Also Received Graduate Cert in MIS
Fall 1998-Spring 2002	<b>BS in Business Administration</b>
East Carolina University	Major: MIS

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## Research Activity

### Peer-Reviewed Journal Articles

Tran, T., **Furner, C.P.** and Gugenishvili, I. (2022). The effects of task service fit on brand loyalty: A study of branded apps. *International Journal of e-Services and Mobile Applications*, 14(1), 1-19.

**Furner, C.P.**, Drake, J.O., Zinko, R. and Kisling, E. (2022). Online review antecedents of trust, purchase and recommendation intention: A simulation-based experiment for hotels and AirBnBs. *Journal of Internet Commerce*, 21(1), 79-103.

## Research Activity

## Peer-Reviewed Journal Articles (cont.)

**Furner, C.P.** and Zinko, R. (2022). The influence of information technology on resources which yield sustained competitive advantage. *Amity Journal of Management*, 10(1), 15-19.

Tran, T., **Furner, C.P.**, and Albinsson, P. (2021). Understanding drivers and outcomes of brand attachment in mobile branded apps. *Journal of Consumer Marketing*, 38(1), 113-124.

Zinko, R., **Furner, C.P.**, de Burgh-Woodman, H, Johnson, P. and Sluhan, A. (2021). The addition of images to eWOM in the travel industry: An examination of hotels, cruise ships and fast food reviews. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 525-541.

Paul, R. **Furner, C.P.**, Drake, J.R., Hauser, R. and Kisling, E. (2021). The moderating effect of virtuality on team trust and effectiveness. *IEEE Transactions on Professional Communication*, 64(2), 185-200.

**Furner, C.P.**, Yoon, T., Zinko, R. and Goh, S. (2021). The influence of reviewer and consumer congruence in online word of mouth transactions. *Journal of Electronic Commerce in Organizations*, 19(3), 1-15.

Zinko, R., Patrick, Z., **Furner, C.P.**, Gaines, S., Kim, M.D., Negri, M., Orellana, E., Torres, S., and Villarreal, C. (2021). Responding to Negative Electronic Word of Mouth to Improve Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 1945-1959.

**Furner, C.P.**, Kisling, E. and Zinko, R. (2021). Digital Solutions to Decision-Making Limitations: For Better or Worse? *Amity Journal of Management*, 9(1), 1-6.

Drake, J.O. & **Furner, C.P.** (2020). Screening job candidates with social media: A manipulation of disclosure requests. *Journal of Organizational and End User Computing*, 33(4), 63-84.

**Furner, C.P.** & Grubb, W.L. (2020). The influence of observable interview behaviors on the willingness to accept a job offer. *Amity Journal of Management*, 8(2), 29-39.

**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.

**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.

## Research Activity

## Peer-Reviewed Journal Articles (cont.)

**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.

**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.

**Research  
Activity**

**Peer-Reviewed Journal Articles (cont.)**

**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.

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.

**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.

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), 39-47.

**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.

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

## Research Activity

### Peer-Reviewed Journal Articles (cont.)

**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.

## Research Activity

### Book Chapters

Yoon, T., Goh, S., Zinko, R. and **Furner, C.P.** (2020). 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*. Hershey, PA: IGI Global.

**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.

## Research Activity

### 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).

**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.**

**Research  
Activity**

**Peer-Reviewed Conference Proceedings (cont.)**

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

Drake, J., Furner, C.P. & Mehta, N. (2021). Privacy Policy Violations: A Corporate Nexus of Healthcare Providers and Social Media Platforms. Presented at the 2021 International Conference on Information Systems, Workshop on Information Security and Privacy.

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 6<sup>th</sup> 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 16<sup>th</sup> America's Conference on Information Systems. Lima, Peru.

## **Papers Under Review**

“A Longitudinal Study of the Interplay Between Team Dynamics and Media Use in Virtual Teams.” Initial Submission to *Group Decision and Negotiation*. With John Drake and Ravi Paul.

“If You Build It Will They Come? An Empirical Investigation of Facilitators and Inhibitors of Hedonic Virtual World Acceptance.” Initial submission to *International Journal of Information Systems and Social Changes*. With Sam Goh and Tom Yoon.

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## **Working Papers**

“We built it and nobody came: a facilitator-inhibitor study of the rejection of virtual worlds.” With Sam Goh, Tom Yoon and Paul Di Gangi. Targeting *Information Technology & People*. Data collected, currently writing initial draft.

“What can they do about it?: Individual and situational determinants of privacy protection responses in social media.” With John Drake and Nikhil Mehta. Data collected, analysis underway.

“Impact of Glass-Cliff in the Information Systems Field.” With E. Yeliz Eseryel, et. al. Data collected, currently writing front end.



## 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)

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## Awards & Honors

Nominated: **Lifetime Research Award:** East Carolina University, 2022

**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, and 2020-2021. 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

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

**Awards &  
Honors (cont)**

**Best Paper:** Wuhan International Conference on System Science, 2013

**Best Paper:** Social Issues Track, 42<sup>nd</sup> Hawaii International Conference on System Sciences, 2009

**Faculty Assessment Recognition:** 2009

**1<sup>st</sup> Runner Up:** Best Student Paper, 8<sup>th</sup> Southern Association of Information Systems Conference, 2005

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**Academic  
Service**

**Associate Editor,** American Journal of Information Science and Technology, 2020 - Present

**Editorial Board:** Marques, R. P. F., & Batista, J. C. L. (Eds.). (2017). *Information and Communication Overload in the Digital Age*. IGI Global.

**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. 2008

**Grant Reviewer,** University of Cyprus Internal Research Funding Programme, (60,000 Euro), August 2020

**Reviewer,** Information Systems Research (3), Information Systems Journal (2), Information and Management (6), Journal of the Association for Information Systems, Computers in Human Behavior (11), Journal of Research in Interactive Marketing (4), International Journal of Information Systems and Change Management (2), Expert Systems with Applications (6), Journal of Medical Systems, African Journal of Business Management

**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,** Monieson Doctoral Consortium on Knowledge Management (3)

**University  
Service**

**East Carolina University**

**Member:** Graduate Council Executive Committee (University): Summer 2022-Present

**Member:** Taskforce to Develop an MS Program in IS: Fall 2021 - Present

**Coordinator:** 3 Minute Thesis Competition: Fall 2021 – Fall 2021

**Member:** Graduate Curriculum Committee (University): Fall 2020 – Present

**Member:** Graduate Council (University Level): Fall 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 – Summer 2020

**Program Coordinator:** Graduate Business Analytics Certificate: Fall 2016-Nov. 2020

**Member:** College of Business Assurance of Learning Committee: Fall 2015-Nov. 2020

**Member:** MIS Department Assurance of Learning Committee: Fall 2014-Summer 2020

**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: Sp 2011-Sum 2013

**Faculty Development & 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)

**University  
Service  
(cont.)**

**Institutional Review Board:** Fall 2012-Summer 2013

**University Scholarship Committee:** Fall 2010 – Summer 2013

**Kilgore Research Grant Committee:** Fall 2010-Summer 2013

**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

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**Community Service Volunteer Proctor:** Pitt County Schools End of Grade Exams: May 2018

**Open Water Assistant:** Outer Banks Triathlon Club: October 2013

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**References**

John R. Drake, Ph.D.  
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Associate Professor  
College of Business  
University of Alabama Birmingham  
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Jeffrey Babb, Ph.D.  
Gensler Endowed Professor  
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