

ROBERT M. FULLER

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EDUCATION

- Ph.D. Indiana University, Kelley School of Business, June 2003
Major: Management Information Systems
Minor: Organizational Behavior
- M.B.A Middle Tennessee State University, Murfreesboro, TN, 1995
Major: Operations Management
- B.S.B.A. Tennessee Technological University, Cookeville, TN, 1989
Major: Finance

ACADEMIC AND PROFESSIONAL EXPERIENCE

- 2010-Present College of Business Administration, The University of Tennessee, Knoxville, TN
Associate Professor
- 2006-2010 College of Business Administration, The University of Tennessee, Knoxville, TN
Assistant Professor
- 2003-2006, College of Business Administration, University of South Florida, Tampa, FL
Assistant Professor
- 1999-2003, Kelley School of Business, Indiana University, Bloomington, IN
Associate Instructor
- 2001-2003, MIS Quarterly Executive, Bloomington, IN
Managing Editor
- 1998-1999, Austin Peay State University, Clarksville, TN
Associate Instructor
- Developed new course (MIS1200) to meet the needs of entering students already having basic computer competence

1997-1998, Middle Tennessee State University, Murfreesboro, TN
Adjunct Instructor

1996-1998, IBM Corporation, Nashville, TN

Server Systems Specialist

- Responsible for marketing AS/400, RISC System/6000 and Netfinity servers to IBM strategic accounts
- Supported and educated IBM business partners on IBM server strategy and products

1994-1996, American General Life and Accident, Nashville, TN

Senior Systems Control Specialist

- Reengineered sales training, marketing and sales information systems
- Developed electronic file management system and implementation plan
- Designed system and developed implementation plan for integrated IS time management and chargeback system

1990-1994, The Everest Group, Nashville, TN, Huntsville, AL

Account Executive

- Responsible for representing IBM and IBM systems to IBM installed and competitively installed businesses, design and sale of information systems

RESEARCH

Published Articles

Brown, S.A., Fuller, R.M. and Thatcher, S.M.B. 2016. "Impression Formation and Durability in Mediated Communication" *Journal of the Association for Information Systems*, (17:9): 614-647.

Fuller, R.M., Vician, C.M., and Brown, S.A. 2016. "Longitudinal Effects of Computer-Mediated Communication Anxiety on Interaction in Virtual Teams," *IEEE Transactions on Professional Communication* (59:3): 166-185.

Fuller, R.M., Murphy, D. 2014. "A Review and Assessment of Using Grantor-Retained Annuity Trusts to Affect Tax-Free Inter-Vivos Wealth Transfers," *Journal of Financial Service Professionals* (68:4): 56-67.

Beck, A.K., Fuller, R.M., Muriel, L. and Reid, C.D. 2013. "Audit Fees and Investor Perceptions of Audit Characteristics," *Behavioral Research in Accounting* (25:2): 71-95.

Fuller, R.M., Murthy, U. and Schafer, B. 2010. "The Effects of Data Model Representation Method on Task Performance," *Information and Management* (47:4): 208-218.

Fuller, R.M. and Dennis, A.R. 2009. "Does Fit Matter? The Impact of Task-Technology Fit on Team Performance for Repeated Tasks," *Information Systems Research* (20:1): 2-17.

Holton, C.F. and Fuller, R.M. 2008. "Unintended Consequences of Monitoring on Instant Messaging," *IEEE Transactions on Professional Communications* (51:4): 381-395.

Dennis, A.R., Fuller, R.M., and Valacich, J.S. 2008. "Media, Tasks, and Communication Processes: A Theory of Media Synchronicity," *MIS Quarterly* (32:3): 575-600.

Tremblay, M.C., Fuller, R.M., Berndt, D.J., and Studnicki, J. 2007. "Doing More with More Information: Changing Healthcare Planning with OLAP Tools," *Decision Support Systems* (43:4): 1305-1320.

Davis, C.J., Fuller, R.M., Tremblay, M.C., and Berndt, D.J. 2006. "Communication Challenges in Requirements Elicitation and the Use of the Repertory Grid Technique," *Journal of Computer Information Systems* (46:5): 78-86.

Fuller, R.M., Vician, C., and Brown, S.A. 2006. "E-Learning and Individual Characteristics: The Role of Computer Anxiety and Communication Apprehension," *Journal of Computer Information Systems* (46:4): 103-115.

Brown, S.A., Fuller, R.M., and Vician, C. 2004. "Who's Afraid of the Virtual World? Anxiety and Computer-Mediated Communication," *Journal of the Association for Information Systems* (5:2): 79-107.

Tang, T.L. and Fuller, R.M. 1995. "Corporate Downsizing: What Managers Can Do to Lessen the Negative Effects of Layoffs," *S.A.M. Advanced Management Journal* (60:4): 12-20.

Published Manuscripts in Edited Volumes

Dennis, A.R., R.M. Fuller, and J.S. Valacich. 2009. "Media Synchronicity and Media Choice: Choosing Media for Performance," *Media Choice: A Theoretical and Empirical Overview*, edited by T. Hartmann, Routledge, New York, NY: 247-273.

Fuller, R.M. and C.J. Davis. 2009. "Requirements Elicitation Techniques as Communication Channels: A Framework to Widen the Window of Understanding," *Systems Analysis and Design: Techniques, Methodologies, Approaches and Architectures*, Vol. 15, edited by R. Chiang, K. Siau and B.C. Hargrave, ME Sharpe, New York, NY: 21-34.

Conference Presentations

"Longitudinal Effects of Computer-Mediated Communication Anxiety on Interaction in Virtual Teams" with C. Vician and S. Brown, *IEEE ProComm*, 2017,

"The Impact of Virtual Team Consistency on Individual Performance and Perceptual Outcomes Over Time" with J. Summers, *Hawai'i International Conference on System Sciences-50*, HI, 2017.

"The Effect of Virtual Team Membership Change on Social Identity Development: A Case from Higher Education in Norway" with K. Stendal, *Hawai'i International Conference on System Sciences-50*, HI, 2017.

“The Effect of Documentation Format on Business Process Comprehension and Change Identification: Experimental Evidence from Internal Control Flowcharts and Narratives” with S. Hawkins and J. Short, *AAA Auditing Section Midyear Meeting*, Scottsdale, AZ, 2016

“The Effect of Documentation Format on Business Process Comprehension and Change Identification: Experimental Evidence from Internal Control Flowcharts and Narratives” with S. Hawkins and J. Short, *BYU Accounting Research Symposium*, Provo, UT, 2015.

“Is Media Synchronicity Theory Culture Blind? An Empirical Test,” with M. Ahuja and M. Magni, *Americas Conference on Information Systems*, San Juan, Puerto Rico, 2015.

“The Impact of Interaction Anticipation and Incentive Type on Shared Leadership and Performance in Virtual Teams,” with M. Harding, *Hawai’i International Conference on System Sciences-48*, Kauai, HI, 2015.

“Who Really Benefits from Information Technology Outsourcing? A Study of Market Reactions to IT Outsourcing Announcements from Client and Vendor Perspectives,” with S. Clinton and M. Ahuja, *AAA Southeast Region Meeting*, Nashville, TN, 2013.

“The Overreliance on Analyst Experience in the Selection of Requirements Elicitation Techniques” with C. Davis, *Americas Conference on Information Systems*, Toronto, Canada, 2008.

“A Test of Modeling with a Structured Columnar Pattern on Student Perception and Task” with B. Schafer and U. Murthy, *AIS Educator Conference*, Fort Collins, Colorado, 2008.

“The Impact of Electronic Monitoring on Hazard Communications,” with C. Holton, *Hawai’i International Conference on System Sciences-39*, Hawaii, 2006.

“The Effects of Data Model Representation Method on Task Performance: An Experimental Investigation,” with B. Schafer and U. Murthy, *American Accounting Association - IS Section Midyear Meeting*, Scottsdale, Arizona, 2006.

Does Fit Matter? The Impact of Fit on Collaboration Technology Effectiveness over Time,” with A. Dennis, *Hawai’i International Conference on System Sciences-37*, Hawaii, 2004.

“In Search of the Missing Link: Integrating User Acceptance Research into Systems Development Methodologies,” with V. Khatri and V. Ramesh, *Miami Symposium on Systems Development*, Miami, FL, 2003.

“Does Fit Really Matter? A Longitudinal Assessment of the Impact of Task-Technology Fit on Team Performance in Routine Tasks,” *ICIS Doctoral Consortium*, Barcelona, Spain, 2002.

“Synchronous Vs. Asynchronous Media: Is Instant Messaging That Different?” *Americas Conference on Information Systems*, Boston, MA, 2001.

“The Effects of Perceived Entrepreneurial Ability on Task Persistence”, with E. Gatewood, J. Powers, and K. Shaver. *Frontiers for Entrepreneurial Research 2000: Proceedings of the 20th Annual Entrepreneurship Research Conference*, Babson Park, MA, 2000.

Research Under Review

“The Effect of Virtual Team Membership Change on Social Identity Development: A Case from Higher Education in Norway” with K. Stendal, Target journal: *European Journal of Information Systems*.

Research in Progress

“Innovation Diffusion of Website Features and their Influence on E-commerce Sales and Website Traffic”, with L.Luna and M.Harding, Target journal: *Information Systems Research*. Final review before submission.

“The Impact of Virtual Team Turnover on Social Capital and Outcomes” with J. Summers, Target journal: *Information Systems Research*. Final edits before submission.

“The Effect of Documentation Format on Business Process Comprehension and Change Identification” with S. Hawkins and J. Short. Target journal: *Accounting, Organizations and Society*. Re-analysis and final edits.

“The Impact of Interaction Anticipation and Incentive Type on Shared Leadership and Performance in Virtual Teams”, with M.Harding, Target journal: *MIS Quarterly*. Rewriting theory for submission.

“The Benefit of Board IT Expertise for IT Resilience: An Examination of Data Breaches” with J. Short, Target journal: *MIS Quarterly*. Analysis complete, writing phase.

“Affordances and Capabilities: an Extension to Media Synchronicity Theory,” with M.Ahuja, Target journal: *MIS Quarterly*. Analysis complete, writing phase.

“Is Media Synchronicity Theory Culture Blind?” with M. Magni and M. Ahuja, Target journal: *Academy of Management Journal*. Analysis completed, writing phase.

“Man versus Machine: The Effects of Information Source and Message Type on Tax Aggressiveness” with D.Ayres and J.Shipman. Restructuring for submission to another journal.

“Virtual Team Turnover on Interaction Behaviors and Transactive Memory System Development” with J. Summers, Target journal: *Information Systems Research*. Data collection phase.

TEACHING

Course Development

IM Concentration for the Masters of Accountancy (MAcc) Program

- INMT 540, IT Audit, Governance and Frameworks
- INMT 543, Systems Audit, Security and Controls
- INMT 544, Corporate Applications
- INMT 548, IT Audit, Operations and Management

ISACA Certified Curriculum Compliance, IT Audit and Controls, 2015

Courses Taught at The University of Tennessee

Graduate:

- ACCT 612, Ph.D. Seminar on Behavioral Research Methods
- BUAD 521, MAcc Business Core II
- INMT 540, IT Audit, Governance and Frameworks
- INMT 543, Information Systems Audit and Security
- INMT 548, IT Audit, Operations and Management
- Information Systems Security Governance, Executive MBA Program
- Managing Virtual Teams, Executive MBA Program

Undergraduate:

- IM 341, Business Process Analysis
- IM 342, Database Design and Administration

Courses Taught at University of South Florida

Graduate:

- ISM 7912, Ph.D. Seminar on Behavioral IS Research (KM and GDSS topic areas)
- ISM 6217, Database Administration

Undergraduate:

- ISM 4212, Database Design and Administration

Courses Taught at Indiana University

Undergraduate:

- S305, Business Telecommunications
- S302, Management Information Systems

Other Courses Taught

- MIS1100, Introduction to Computers, Austin Peay State University
- MIS4100, Management Information Systems, Austin Peay State University
- MGT301, Introduction to Management, Middle Tennessee State University
- MKT301, Introduction to Marketing, Middle Tennessee State University

PROFESSIONAL AND ACADEMIC SERVICE

Memberships

Association for Information Systems

Academy of Management

Information Systems Audit and Control Association

Academic Service

Associate Editor, *MIS Quarterly*, 2013, 2014, 2015, 2016, 2017
Mini-Track Chair, Americas Conference on Information Systems, Replications of Collaboration Research, 2017
Mini-Track Chair, Americas Conference on Information Systems, Replications of Collaboration Research, 2016
Track Chair, Americas Conference on Information Systems, Panels Track, 2013
Associate Editor, International Conference on Information Systems, Human and Behavior Track, 2013
Associate Editor, International Conference on Information Systems, Social and Organizational Impacts Track, 2012
Associate Editor, International Conference on Information Systems, Human Behavior and IT Research Track, 2010
Associate Editor, Academy of Management, Organizational Communication and Information Systems Division, 2008, 2009, 2010
Associate Editor, International Conference on Information Systems, Social and Behavioral Aspects of Information Systems Track, 2007

Ad hoc reviewer for:

- *MIS Quarterly*
- Information Systems Research
- Management Science
- Organization Science
- Journal of the Association for Information Systems
- European Journal of Information Systems
- Journal of Management Information Systems
- IEEE Transactions on Professional Communication
- International Conference on Information Systems (ICIS)
- Academy of Management, Organization Communication and Information Systems Division (OCIS)
- SIG on Human Computer Interaction (SIGHCI)

Conference Session Chair/Discussant:

- International Conference on Information Systems, Human Behavior and IT Track, 2010
- American Accounting Association, Information Systems Mid-year Meeting, 2009
- Academy of Management, Organizational Communication and Information Systems Track, 2008
- International Conference on Information Systems, Social and Behavioral Aspects of Information Systems Track, 2007

Other Development/Service:

Accounting is Big Data Conference, New York, NY, 2015
Ph.D. Project Conference, Chicago, IL 2011, 2012
PwC University, Princeton, NJ, 2008
Ernst and Young, Learning and Networking Program, Atlanta, GA 2007

University Service

Chair, Graduate Curriculum Committee 2015-2017
Graduate Curriculum Committee 2012-2017
Graduate Council 2012-2017
UT Educational Advancement Program, Summer Research Institute, Daryl Ray, 2014
UT Chancellor's Scholarship Selection Committee 2007-2015
Graduate School Fellowship Evaluator 2014
University Technology Advisory Board, 2010-2013

College of Business Service

Chair, Graduate Policy Committee 2015-2017
Graduate Policy Committee 2011-2017
AIM Department Head Search Committee 2012, 2013, 2017
SACS Assessment 2013-2014
Undergraduate Core Faculty Committee 2010-2012
College of Business Advising Search Committee 2011-2012
Department of Statistics and Operations Management Search Committee 2010-2011
Dean's Faculty Advisory Council, 2007-2009

Department Service

Director, Master of Accountancy Program, 2017
Master of Accountancy Committee, 2009-2017
Promotion and Tenure Committee, 2011-2017
MAcc Curriculum Revision, IM Concentration 2014-2015
Department SACS Graduate Program Data Coordination 2013-2014
Five-Year Program and Assurance of Learning Committee, 2012-2014
Department Strategy Committee, 2012-2013
Integrated Program Committee 2012-2013
Faculty Search Committee, 2012-2013
Ph.D. Program and Research Committee 2007-2013
Scholarship Committee 2010-2013

Ph.D. Dissertation Committees

Erika Williams, Co-Chair, "Three essays on Entrepreneur Characteristics and Help-Seeking Behavior", current
Nancy Scott, Member, "Subordinate humor and political skill in leader-member exchange relationships", defended 11/2015
Nelson Carrasco, Member, "Earnings management and audit committee industry and financial expertise", defended 7/2013.
Carolyn Holton, Member, "The Impact of Computer-mediated Communication Systems Monitoring in Organizational Communications Content", Dissertation defended 4/2008.
Tim Klaus, Member, "Rethinking User Acceptance: An Examination of User Resistance in Mandatory Adoption of Enterprise Systems," Dissertation defended 12/2005.

Executive MBA Organizational Action Projects (OAP)

Mark Erath, 2016, Knowledge Management System Development and Implementation
Nicole Gilbride, 2015, IT Project Assessment and Resource Allocation Methodology

Undergraduate Honors/Research Projects

Daryl Ray, 2014, Educational Advancement Program, Summer Research Institute – The Impact of Social Media Characteristics on Strong Ties, Weak Ties, and Structural Holes

Bryant Coker, 2009, Success and Sustainment of Virtual Communities

Megan Bethmann, 2008, Technical guidance on database application development project

AWARDS

Professorships

Jan R. Williams Professorship, 2012

Research

Rudolph J. Joenk, Jr. Award for Best Paper in the *IEEE Transactions on Professional Communication*, 2017, “Longitudinal Effects of Computer-Mediated Communication Anxiety on Interaction in Virtual Teams”

HICSS-50, nomination for best paper 2017, “The Effect of Virtual Team Membership Change on Social Identity Development: A Case from Higher Education in Norway”

MIS Quarterly Reviewer of the Year Award for 2010 (awarded in 2011)

Association for Information Systems Best Research Paper in Information Systems for 2008, “Media, Tasks, and Communication Processes: A Theory of Media Synchronicity”

MIS Quarterly Best Research Paper for 2008, “Media, Tasks, and Communication Processes: A Theory of Media Synchronicity”

Dixon Hughes, PLLC, Academic Promise Award, 2008

College of Business, Reagan Scholar Designation, 2008

Teaching

Decosimo Faculty Leadership Award, 2017

Linda and Herbert Rhea Excellence in Teaching Award, 2016

Pugh & Company Accounting Excellence Award, 2012

Linda and Herbert Rhea Excellence in Teaching Award, 2009

College of Business, Keally Outstanding Teacher Award Finalist, 2008, 2009

Beta Alpha Psi, Excellence in Teaching Award, 2007

Grants

PwC Inquires Grant, Data Analytics and Mindset in Accounting Curriculum, 2016

Hewlett-Packard, Technology for Teaching Initiative, \$69000, 2006, awarded