

DANIEL A. PIENTA

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ACADEMIC APPOINTMENTS

University of Tennessee, Haslam College of Business, Knoxville, TX
Assistant Professor of Information Management, June 2023 – Present

Baylor University, Hankamer School of Business, Waco, TX
Assistant Professor of Information Systems/Cybersecurity, August 2019 – May 2023

EDUCATION

College of Business, Clemson University, Clemson, South Carolina
Ph.D. Business Administration, Management Information Systems

Monte Ahuja College of Business, Cleveland State University, Cleveland, Ohio
M.B.A. (Concentration: Information Systems Technology)

The Ohio State University, Columbus, Ohio
B.S., Financial Management

RESEARCH

Refereed Journal Papers

1. Schuetz S., Lowry P., Pienta D., Thatcher J., (2021) “On the Design of Information Security Messages: The Effects of Temporal Framing and Message Abstractness.” *Journal of the Association for Information Systems*
2. Schuetz S., Lowry P., Pienta D., Thatcher J.,(2020) “Toward a more nuanced understanding of fear appeals in security research: The effects of message abstractness and security context.” *Journal of Management Information Systems*, Best Paper Nomination
3. Pienta D., Thatcher J., Johnston A. (2020), “Protecting a Whale in a Sea of Phish.” *Journal of Information Technology*
4. Thatcher J., Pu W., Pienta D. (2018), “Information System IS a (Social) Science.” *Communications of the Association of Information Systems*.

Referred Conference Papers & Presentations

1. Kwon, Y., Thatcher J., Roth P., Pienta D., (2021) “You Cheered for Your Favorite Teams: Does it Get You Hired or Penalized?” *Proceedings of the 2021 International Conference on Information Systems*, Austin, TX
2. Greulich M., Lins S., Pienta D., Thatcher J., Sunyaev A., (2020) “Toward Conceptualizing Perplexity in Cybersecurity: An Exploratory Study.” Proceeding of the International Conference on Information Systems Workshop on Information Security and Privacy 2018, Virtual, December 12, Student Best Paper Award
3. Pienta D., Tams S., Thatcher J. (2020), “Can Trust Be Trusted in Cybersecurity.” *Proceedings of the 2020 Hawaiian Conference on System Sciences*, Maui, Hawaii, January 7 -10
4. Pienta, D., Thatcher J., Johnston A., (2018) “A Taxonomy of Phishing: Attack Types Spanning Economic, Temporal, Breadth, and Target Asset Boundaries.” *Proceeding of the International Conference on Information Systems Workshop on Information Security and Privacy 2018*, San Francisco, California, December 13

5. Pienta D., Thatcher J., Sun H., George J. (2018), "Information Systems Betrayal: When Cybersecurity Systems Shift from Agents of Protection to Agents of Harm." *Proceedings of the 2018 Pacific Conference on Information Systems*, Yokohama, Japan, July 16-20
6. Pienta D., Pu W., Purvis R. (2017), "The Impact of Culture on Information Security: Exploring the Tension of Flexibility and Control." *Proceedings of the 2017 International Conference on Information Systems*, Seoul, South Korea, December 10-13
7. Pienta D., Sun H., Thatcher J. (2016), "Habitual and Misplaced Trust: The Role of the Dark Side of Trust Between Individual Users and Cybersecurity Systems." *Proceedings of the 2016 International Conference on Information Systems*, Dublin, Ireland, December 11-14

Research Grants

1. Pienta D. (PI), Vishwamitra N. (2021), "Why Do Crowds Validate False Data? Systematic Errors in Validating Crowdsourced Ground Truth During a Crisis." \$4,500 Baylor University One URC-Grant, Awarded 2021
2. Sun H., Hu H., Pienta D. (2016), "Alleviating the Negative Consequences of Habitual Trust on Collaborative Privacy Control in Online Social Networks." \$30,000 Clemson University One-Year Accelerated Grant, Awarded 2016

TEACHING

Baylor University

MIS 4342 Fundamentals of Information Security (Overall Teaching Score: Fall 2019: 5.48/6, 5.50/6, Spring 2020 5.36/6, 5.50/6, Fall 2020: 5.58/6, 5.24/6, Spring 2021: 5.19/6, 5.41/6, Fall 2022: 5.74/6, 5.58/6, 5.50/6) – various formats, **ISEC 5305** Seminar on Information Security (Fall 2022: 5.63/6), **OMBA 5304** Seminar on Cybersecurity Fundamentals (Summer 2021: 5.63/6, Spring 2022, Summer 2022 6.0/6)

- Introduced students to an overview of information security. Concepts included overview of Information System Security, Internet of Things (IoT), Malicious Attacks, Threats, and Vulnerabilities, Risk, Response, and Recovery, Cryptography, Networks and Telecommunications, Malicious Code and Activity, Compliance and Laws, Emerging Offensive Security Tactics.

Clemson University

MGT 3180 Management Information Systems (Overall Teaching Score: 4.56/5), Fall 2016, Spring 2017, Fall 2018, Spring 2019

- Introduced students to information systems concepts and applications in business with topics including software, hardware, decision support and knowledge-based systems, database, information systems design and implementation, information security, data visualization, and the management of information systems.

Guest Lectures

MBA 8610 & MGT 4550 Cybersecurity, The Dark Web, and Data Visualization, Spring 2017, Summer 2017, Fall 2017

- Designed to cover emerging topics in cybersecurity, such as technical hacking, phishing, and the use of red team tactics via a demonstration of GoPhish. During the lecture, students are phished to demonstrate the ease of breaching cybersecurity countermeasures. A review of the dark web and the use of Python-based web scraping is discussed and demonstrated. Data visualization history, the power of storytelling with data, and the keys to a powerful visualization are reviewed. Students are introduced to Tableau via a demonstration.

SERVICE ACTIVITIES

Baylor University Service

- Cybersecurity Strategic Committee Member
- Cybersecurity Faculty Search Committee
- Cybersecurity Range Faculty

Ph.D. Student Mentoring

- Yiwen Gao, Temple University
- Youngjin Kwon, Temple University
- Malte Greulich, Karlsruhe Institute of Technology
- Nishant Vishwamitra, University of Buffalo (Computer Science)
- Qian Wang, Hong Kong Polytechnic University

Graduate Student Committee Member

- Michael Coffey (2022), Master of Computer Science, Baylor University, Outside Committee Member
- Zack Jordan (2020), Master of Computer Science, Baylor University, Outside Committee Member
- Denton Wood (2021), Master of Computer Science, Baylor University, Outside Committee Member

Information Systems Field Service

Associate Editor

- Special Issue Ethical Issues and Unintended Consequences of Digitalization and Platformization, Journal of Information Technology (2021)
- Academy of Management CTO Division (2023)
- ECIS Track for Social and Ethical Implications of ICT Use (2021 to Present)
- PACIS IT Innovation, Adoption, and Diffusion (2021 to Present)

Program Committee Member

- Special Interest Group on Workshop on Information Security and Privacy (2019 to Present)
- IEEE Intelligence and Security Informatics Conference (2020 to Present)

Ad Hoc Reviewer

- Management Information Systems Quarterly (2021 to Present)
- Information Systems Research (2020 to Present)
- Journal of the Association of Information Systems (2019 to Present)
- Journal of Information Technology (2021)
- European Journal of Information Systems (2021 to Present)
- Information Systems Journal (2020, 2022)
- Internet Research (2022 to Present)
- Information and Organization (2022 to Present)
- Communications of the Association of Information Systems (2020, 2021)
- Frontiers on Artificial Intelligence (2020)
- International Conference on Information Systems (2016, 2017, 2018, 2019, 2020, 2021)
- Pacific Conference on Information Systems (2018)
- European Conference on Information Systems (2019, 2020)
- Hawaiian Conference on System Sciences (2019, 2020, 2021)

Invited Presentations

- “Experimental Design and Analysis.” (2021), Temple University, Fox School of Business Ph.D. Students (Virtual)
- “Approaches for Navigating an Academic Career in Cybersecurity.” (2020), Temple University, Fox School of Business Ph.D. Students (Virtual)
- “Social Engineering: The Art of Human Hacking” (2017), Clemson University, Association of Information Systems

HONORS AND AFFILIATIONS

- ECIS 2023 Best Associate Editor, Social and Ethical Implications of ICT Use Track
- PACIS 2022 Best Associate Editor, IT Innovation, Adoption, and Diffusion Track
- WISP 2022 Best Reviewer

- 2021 Baylor University Early Career Research Award Nominee
- ICIS Doctoral Consortium Fellow – San Francisco, California (2018)
- AMCIS Doctoral Consortium Fellow – Mid Stage, Boston, Massachusetts (2017)
- AMCIS Doctoral Consortium Fellow – Late Stage, New Orleans, Louisiana (2018)
- MISQ Reviewer Workshop – San Francisco, California (2018)
- Honor Fraternity Beta Gamma Sigma
- Association of Information Systems 2016 - Present
- Alpha Chi Omega, Baylor University, Impactful Professor Recognition (2019)

PROFESSIONAL CYBERSECURITY EXPERIENCE

Alaris Field Services, Inc., Cleveland, Ohio

Managing Director, October 2000 – December 2013

- Managed operations of 3 company offices and oversaw a staff of 2 field exam managers and 25 examiners conducting collateral based and cybersecurity compliance examinations
- Led on-site teams in performing cybersecurity and financial risk analysis and due diligence engagements of asset-based lending field exams, cybersecurity review (perimeter testing, analysis/audit of network security), forensic fraud analytics, litigation support
- Secured new business relationships and managed clients from commercial lending institutions such as GE Capital, Fifth Third Bank, JPMorgan Chase, Comerica Bank, RBS Citizens Financial Group, Bank of America, and FirstMerit Bank
- Conducted review and analysis of third-party accounts to identify and assess cybersecurity, financial, and industry risk

ADDITIONAL PROFESSIONAL EXPERIENCE

Pienta & Co., Inc., Cleveland, Ohio

Analyst, January 2014 – August 2015

- Assisted in preparation of corporate and individual tax returns utilizing ProSystem FX software
- Conducted analytical research on tax and financial issues at the request of firm's CPAs

United States Department of Commerce, International Trade Administration, Cleveland, Ohio

Intern, U.S. Export Assistance Center of Northern Ohio, May 2014 – August 2014

- Conducted research on global commercial markets, policy, and regulatory issues

Goody Industries, Inc., Chagrin Falls, Ohio

Director of User Experience, August 1999 – October 2000

- Created and managed the company's user experience and customer service departments
- Established a user-center designed model to oversee the development of all ASPs
- Implemented focus groups, beta testing, and clickstreams to improve user interaction

COMPUTER /LANGUAGE SKILLS

Cybersecurity Specific Tools & Skills

- Kali Linux, WireShark, nmap, Social Engineering Toolkit (SET), GoPhish, Metasploit, Security and Education (SEED) Labs
- Hardware Encrypted & Assigned Email, SetUID, Buffer Overflow, TCP/IP Attack, Packet Sniffing & Spoofing, DNS Pharming, Linux Firewall, Cross Site-Scripting, SQL Injection, Asymmetric & Symmetric Encryption, Cryptographic Hash Functions, Public-Key Encryption, Role Based Access Control, Encrypted File Systems

Programming Languages

- C+, C++, C#, Python, GO

Environments

- Windows, Linux

Analysis Tools

- R, SPSS, EQS, AMOS, Stata, R Shiny, Tableau, Lucid Chart, Vision, Monarch, IDEA