

# CONSTANTINOS K. COURSARIS

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## EDUCATIONAL BACKGROUND

- Doctor of Philosophy (Ph.D.) Business Administration** 2006  
**Management Science / Information Systems**  
**Field: E-Business, Concentration: Mobile Commerce & Usability**  
*Michael G. DeGroot School of Business, McMaster University, Hamilton, ON*  
Dissertation Title: “The Impact of Context on the Usability of Wireless Devices”  
Dissertation Committee: Dr. K. Hassanein, Dr. M. Head, Dr. N. Bontis, Dr. Y. Yuan
- Master of Business Administration (M.B.A)** 2001  
**Concentration in Electronic Business (e-Business)**  
*Michael G. DeGroot School of Business, McMaster University, Hamilton, ON*  
Awarded as Valedictorian Finalist and member of the Dean’s Honour List
- Bachelor of Aerospace Engineering (B.Eng.)** 1998  
**Concentration in Aerodynamics, Propulsion and Vehicle Performance**  
*Carleton University, Ottawa, ON*
- International Baccalaureate** (Equivalent to first year university) 1992  
*American Community Schools of Athens, Greece*

## UNIVERSITY APPOINTMENTS

- 2014-present Director of Graduate Studies, Department of Media & Information,  
Michigan State University
- 2014-present Associate Professor with tenure, Department of Media & Information  
(formerly *Telecommunication, Information Studies, and Media*), Michigan  
State University (75% effort)
- 2014-present Associate Professor with tenure, Department of Advertising and Public  
Relations, Michigan State University (25% effort)
- 2006-2014 Assistant Professor, Department of Telecommunication, Information  
Studies, and Media, Michigan State University (75% effort)
- 2012-2014 Assistant Professor, Department of Advertising and Public Relations,  
Michigan State University (25% effort)
- 2005-2012 Adjunct Professor, University Outreach and Engagement – Usability /  
Accessibility Research and Consulting (rebranded in 2010 from *Usability  
and Accessibility Center*), Michigan State University (25% effort)
- Aug. - Dec. 2008 Assistant Professor, Department of Telecommunication, Information  
Studies, and Media, Michigan State University Dubai

2005-2006	Lecturer, Department of Telecommunication, Information Studies, and Media, Michigan State University
2005-present	Visiting Professor, IESEG School of Management, Lille, France
2001-2004	Research Assistant, Department of Information Systems, School of Business, McMaster University
2000-2005	Teaching Assistant, Department of Information Systems, School of Business, McMaster University

## RESEARCH PUBLICATIONS

Note 1: Authorship order denotes role, i.e. **first name is lead author**

Note 2: Superscript “<sup>o</sup>” preceding author name denotes student author

### Peer-Reviewed Academic Journal Articles

19. **Coursaris, C.K.** and Van Osch, W. (in print). A Scientometric Analysis of Social Media Research (2004-2011), *Scientometrics*. **ISI Impact factor = 2.133.**
18. Van Osch, W. and **Coursaris, C.K.** (in print). Social Media Research: An Assessment of the Domain's Productivity and Intellectual Evolution. *Communication Monographs*. **ISI impact factor = 2.540.**
17. **Coursaris, C.K.**, Van Osch, W., <sup>o</sup>Sung, J., and <sup>o</sup>Yun, Y. (2013). Disentangling Twitter's Adoption and Use (Dis)Continuance: A Theoretical and Empirical Amalgamation of Uses and Gratifications and Diffusion of Innovations. *AIS Transactions on Human-Computer Interaction* (5) 1, 57-83. Available at: [http://bit.ly/THCI\\_Twitter\\_2013](http://bit.ly/THCI_Twitter_2013).
16. **Coursaris, C.K.** and <sup>o</sup>Sung, J. (2012). Antecedents and Consequents of a Mobile Website's Interactivity. *New Media & Society (NM&S)*. 14(7), 1128-1146. Available at: [http://bit.ly/NMS\\_Interactivity\\_2012](http://bit.ly/NMS_Interactivity_2012). **ISI impact factor = 1.824**
15. **Coursaris, C.K.**, <sup>o</sup>Sung, J., and Swierenga, S. (2012). Exploring Antecedents of SMS-based mobile advertising perceptions. *International Journal of Electronic Finance (IJEF)*, 6(2), 143-156. Available at: [http://bit.ly/IJEF\\_mAds\\_2012](http://bit.ly/IJEF_mAds_2012).
14. **Coursaris, C.K.**, <sup>o</sup>Boylan, C., & Taylor, J. (2012). Enabling M-Government: A Framework and a Case Study. *International Journal of Electronic Finance (IJEF)*, 6(1), 79-101.
13. **Coursaris, C.K.**, Hassanein, K., Head, M., Bontis, N. (2012). The Impact of Distractions on the Usability and Intention To Use Mobile Devices. *Computers in Human Behavior (CHB)*, 28(4), pp. 1439-1449. Available at: [http://bit.ly/CHB\\_Distractions-Usability\\_2012](http://bit.ly/CHB_Distractions-Usability_2012). **ISI impact factor = 2.067**
12. Papagiannidis, S., **Coursaris, C.K.**, & Bourlakis, M. (2012). Effects of Online Political Marketing on Voters' Attitudes toward Candidates: Investigating the 2007 and 2009 General Elections in Greece. *Computers in Human Behavior (CHB)*, 28(2), 300-307. Available at: [http://bit.ly/CHB\\_HCI-PolMktg\\_2012](http://bit.ly/CHB_HCI-PolMktg_2012). **ISI impact factor = 2.067**

11. **Coursaris, C.K.** and %Kripintiris, K. (2012). Web Aesthetics and Usability: An Empirical Study of the Effects of White Space. *International Journal of e-Business Research (IJEER)*, 8(1), 35-53. Available at: [http://bit.ly/IJEER\\_WebAesthetics\\_2012](http://bit.ly/IJEER_WebAesthetics_2012).
10. **Coursaris, C.K.** and Kim, D. (2011). A Meta-Analytical Review of Empirical Mobile Usability Studies. *Journal of Usability Studies (JUS)*, May 2011, 6(3), 117-171. Available at: [http://bit.ly/JUS\\_mUsability\\_2012](http://bit.ly/JUS_mUsability_2012).
9. **Coursaris, C.K.**, & Papagiannidis, S. (2009). Online Political Marketing: The 2007 National Elections in Greece and Two Case Studies. *Computers in Human Behavior (CHB)*, 25(4), July 2009, 825-861. Available at: [http://bit.ly/CHB\\_WebPolMktg\\_2009](http://bit.ly/CHB_WebPolMktg_2009). **ISI impact factor = 2.067**
8. **Coursaris, C.K.** and %Liu, M. (2009). An Analysis of Social Support Exchanges in Online HIV/AIDS Self-Help Groups. *Computers in Human Behavior (CHB)*, 25(4), July 2009, 911-918. Available at: [http://bit.ly/CHB\\_OnlineMessaging\\_SocialSupport\\_2009](http://bit.ly/CHB_OnlineMessaging_SocialSupport_2009). **ISI impact factor = 2.067**
7. **Coursaris, C.K.**, Hassanein, K., and Head, M. (2008). Mobile Technology and the Value Chain: Participants, Activities, and Value Creation. *Int. Journal of Business Science and Applied Management (IJBSAM)*, 3(3), 2008. Available at: [http://bit.ly/IJBSAM\\_mValueChain\\_2008](http://bit.ly/IJBSAM_mValueChain_2008).
6. **Coursaris, C.K.**, Swierenga, S. J., and Watrall, E. (2008). An empirical investigation of color temperature and gender effects on Web aesthetics. *Journal of Usability Studies (JUS)*, 3(3), 103-117. Available at: [http://bit.ly/JUS\\_WebDesign\\_Aesthetics\\_2008](http://bit.ly/JUS_WebDesign_Aesthetics_2008).
5. Swierenga, S.J., Post, L.A., %Choi, J., and **Coursaris, C.K.** (2006). Public Health Communication Technology. *International Journal of Interdisciplinary Social Sciences (IJISS)*, 1(5), 115-124. Available at: [http://bit.ly/IJISS ICT\\_PublicHealth\\_2006](http://bit.ly/IJISS ICT_PublicHealth_2006).
4. **Coursaris, C.K.** (2004). M-Health: Exploring the Impact of Wireless Devices on Health Care Providers. *Quarterly Journal of Electronic Commerce (QJEC)*, Summer, 51-68. Available at: [http://bit.ly/QJEC\\_mHealth\\_2004](http://bit.ly/QJEC_mHealth_2004).
3. %Cocosila, M., **Coursaris, C.K.**, and Yuan, Y. (2004). M-Healthcare for Patient Self-Management: A Case for Diabetics. *International Journal of Electronic Healthcare (IJEH)*, 1(2), 221-241. Available at: [http://bit.ly/IJEH\\_mHealth\\_2004](http://bit.ly/IJEH_mHealth_2004).
2. **Coursaris, C.K.**, Hassanein, K., and Head, M. (2003). M-Commerce in Canada: An interaction framework for wireless privacy. *Canadian Journal of Administrative Studies (CJAS)*, 20(1), 54-73. Available at: [http://bit.ly/CJAS\\_mCommerce\\_2003](http://bit.ly/CJAS_mCommerce_2003). **ISI Impact factor = 0.557**.
1. **Coursaris, C.K.**, and Hassanein K. (2002). Understanding m-Commerce: A Consumer-

Centric Model. *Quarterly Journal of Electronic Commerce (QJEC)*, 3(3), 247-272. Available at: [http://bit.ly/QJEC\\_mConsumers\\_2002](http://bit.ly/QJEC_mConsumers_2002).

## Peer-Reviewed Conference Proceedings

39. **Coursaris, C.K.**, Van Osch, W., and Brooks, B. (2014). Social Media Marketing on Twitter: An Investigation of the Involvement-Messaging-Engagement Link. Proceedings of the 16<sup>th</sup> International Conference on Human-Computer Interaction (**HCII**), Crete, Greece.
38. Swierenga, S.J., Propst, D.B., Ismirle, J., Figlan, C., and **Coursaris, C.K.** (2014). Mobile Design Usability Guidelines for Outdoor Recreation and Tourism. Proceedings of the 16<sup>th</sup> International Conference on Human-Computer Interaction (**HCII**), Crete, Greece.
37. Spoelstra, S. L., Given, B., Sikorskii, A., **Coursaris, C.K.**, Majumder, A., DeKoekkoek, T., %Schueller, M., Ridenour, K., Wormser, M., and Given, C. W. (2014). *Text Messaging for Symptoms & Adherence in Anti-Cancer Agents*. mHealth Summit in Europe (**mHSE**): Mobility: Bringing mHealth to your Fingertips, May, 6-8, Berlin, Germany.
36. **Coursaris, C.K.**, Van Osch, W., and %Balogh, B. (2014). Social Media Marketing: Investigating Empirical Links Between Purchase Involvement, Strategy, Content, and Media Type. Proceedings of the 2014 American Academy of Advertising (**AAA**), Atlanta, GA.
35. **Coursaris, C.K.** and Van Osch, W. (2013). A Contextual Messaging Framework: Informing the Design of Effective Social Media Marketing Messages. Proceedings of the Twelfth Pre-ICIS SIG-HCI Workshop 2013 (**pre-ICIS SIGHCI**), Milan, Italy.
34. **Coursaris, C.K.**, Van Osch, W., Lopez-Nicolas, C., Molina-Castillo, F-J. and %Rapp, N. (2013). Driving Website Performance using Web Analytics: A Case Study. In the Proceedings of the *Americas Conference on Information Systems 2013 (AMCIS)*, Chicago, USA.
33. Spoelstra, S. L., Given, B., Sikorskii, A., **Coursaris, C.K.**, Majumder, A., Schueller, M., Ridenour, K., Wormser, M., Given, C. W. (December, 8—11, 2013). *Feasibility of Text Messaging to Improve Oral Anti-cancer Medication Adherence in Older Cancer Patients*. mHealth Summit: Healthcare at Your Fingertips, Washington, DC.
32. Propst, D. B., Swierenga, S. J., %Pierce, G. L., %Jeong, E., and **Coursaris, C. K.** (2013). From the Ground-Up: Role of Usability and Aesthetics Evaluation in Creating a Knowledge-based Website for the U.S. Army Corps of Engineers. In Marcus, A. (Ed.), *Design, User Experience, and Usability, HCII 2013*, Part IV, LNCS 8015, pp. 274-283. Springer-Verlag Berlin Heidelberg 2013.
31. **Coursaris, C.K.**, Van Osch, W., and %Balogh, B. (2013). A Social Media Marketing Typology: Classifying Brand Facebook Page Messages for Strategic Consumer Engagement”. *Proceedings of the 21<sup>st</sup> European Conference on Information Systems (ECIS)*,

Utrecht, Netherlands, June 5-8, 2013.

30. **Coursaris, C.K.**, Van Osch, W., and %Sung, J. (2013). A “Cloud Lifestyle”: The Diffusion of Cloud Computing Applications and the Effect of Demographic and Lifestyle Clusters. *Proceedings of the 46<sup>th</sup> Hawaiian International Conference on System Sciences (HICSS)*, Maui, Hawaii, USA, January 7-10, 2013.
29. Van Osch, W. and **Coursaris, C.K.** (2013). Organizational Social Media: A Comprehensive Framework and Research Agenda. *Proceedings of the 46<sup>th</sup> Hawaiian International Conference on System Sciences (HICSS)*, Maui, Hawaii, USA, January 7-10, 2013.
28. **Coursaris, C.K.** and Bontis, N. (2012). A Meta-Review of HCI Literature: Citation Impact and Research Productivity Rankings”. *Eleventh Annual Pre-International Conference on Information Systems (Pre-ICIS SIGHCI) Workshop on HCI Research in MIS*, Orlando, Florida, December 16, 2012.
27. Van Osch, W., and **Coursaris, C.K.** (2012). The Duality of Social Media: Enabling Structuration and Socialization through Organizational Communication. *Eleventh Annual Pre-International Conference on Information Systems (Pre-ICIS SIGHCI) Workshop on HCI Research in MIS*, Orlando, Florida, December 15, 2012. **\*Best Paper Award**
26. Van Osch, W. and **Coursaris, C.K.** (2012). Self, Network, or Society: Exploring Their Relative Effects on Entrepreneurial Self-Efficacy, Attitude, and Intentions. *First Pre-European conference for Information Systems (ECIS) Workshop of the Association for Information Systems Special Interest Group for ICT in Global Development (SIG GlobDev)*, Barcelona, Spain, June 10, 2012
25. **Coursaris, C.K.**, Sung, J., Swierenga, S.J. (2011). Effects of SMS Message Length, Age, and Gender on Perceptions of Mobile Advertising: A Three-Country Study (U.S., Japan and France”). In the Proceedings of the 10th pre-ICIS SIGHCI Workshop in MIS, Shanghai, China, December 4, 2011.
24. %Sung, J. and **Coursaris, C.K.** (2011). Interactivity Effects on the Usefulness, Ease of Use, and Enjoyment of University Mobile Websites. *2011 Conference of the International Communication Association (ICA), Communication and Technology Division*, 26-30, May 2011, Boston, Massachusetts, USA.
23. **Coursaris, C.K.**, %Yun, Y., and %Sung, J. (2010). Understanding Twitter’s adoption and use continuance: the Synergy between Uses and Gratifications and Diffusion of Innovations. *In the Ninth Annual pre-ICIS Workshop on HCI Research in MIS Proceedings*, St. Louis, U.S.A., December 12-15, 2010. **Nominated for the best paper award.**
22. **Coursaris, C.K.**, %Sung, J., and Swierenga, S. (2010). Antecedents of Mobile Advertising Perceptions: A Two-Country Study. *In the Ninth Annual pre-ICIS Workshop on HCI Research in MIS Proceedings*, St. Louis, U.S.A., December 12-15, 2010.

21. **Coursaris, C.K.**, Swierenga, S. J., and %Pierce, G. (2010). Effects of aesthetics and playfulness on web usability – An empirical investigation. In the *Americas Conference on Information System 2010 Proceedings, Paper 549*. Lima, Peru. Atlanta, GA: Association for Information Systems. Available online at: <http://aisel.aisnet.org/amcis2010/549/>
20. **Coursaris, C.K.**, %Sung, J., and Swierenga, S. J. (2010). Effects of message characteristics, age, and gender on perceptions of mobile advertising – An empirical investigation among college students. In the *2010 Ninth International Conference on Mobile Business / 2010 Ninth Global Mobility Roundtable Conference Proceedings*, Athens, Greece, June 13-15, 2010, 198-205. Los Alamitos, CA: IEEE Computer Society. Available online at: [http://ieeexplore.ieee.org/xpls/abs\\_all.jsp?arnumber=5494800](http://ieeexplore.ieee.org/xpls/abs_all.jsp?arnumber=5494800)
19. **Coursaris, C.K.**, %Yun, Y., and %Sung, J. (2010). Twitter Users vs. Quitters: A Uses and Gratifications and Diffusion of Innovations approach in understanding the role of mobility in microblogging (research-in-progress). In the *2010 Ninth International Conference on Mobile Business / 2010 Ninth Global Mobility Roundtable Conference Proceedings*, Athens, Greece, June 13-15, 2010, 481-486. Los Alamitos, CA: IEEE Computer Society. Available online at: [http://ieeexplore.ieee.org/xpl/freeabs\\_all.jsp?arnumber=5494829](http://ieeexplore.ieee.org/xpl/freeabs_all.jsp?arnumber=5494829)
18. Papagiannidis, S., **Coursaris, C.K.**, and Bourlakis, M. (2010). Do web sites affect voting decisions? Exploring the findings from two general elections in Greece. In *Proceedings of the British Academy of Management*, Seffield, U.K., September 14-16.
17. Molina Castillo, F.J., Lopez-Nicolas, C., and **Coursaris, C.K.** (2009). Second Life: Analysing the adoption of an innovative new product. In *Proceedings of the 8<sup>th</sup> International Marketing Trends Congress 2009*, Paris, France, January 16-17, 2009.
16. Papagiannidis, S. and **Coursaris, C.K.** (2008). An examination of candidate Web sites as a political campaigning tool in the 2007 Greek national elections. In *Proceedings of the British Academy of Management (BAM)*, Harrogate, U.K., September 9, 2008.
15. %Boylan, C., **Coursaris, C.K.**, & Taylor, J. (2008). Mobile Content Services: A Case of the Oakland County eGovernment. In *Proceedings of the International Telecommunication Education and Research Association Conference (ITERA)*, Louisville, KY, Mar 27-29, 2008.
14. **Coursaris, C.K.**, Swierenga, S., and Watrall, E. (2007). Effects of Color Temperature and Gender Website Aesthetics. In *Proceedings of the 13<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Keystone, Colorado, August 9-12, 2007.
13. **Coursaris, C.K.**, Hassanein, K, Head, M., and Bontis, N. (2007). The Impact of Distractions on the Usability and Adoption of Mobile Devices for Wireless Data Services, In *Proceedings European Conference on Information Systems (ECIS), HCI Track*, St. Gallen, Switzerland, June 7-9, 2007. *Nominated for the best paper award.*
12. **Coursaris, C.K.**, Swierenga, S., and Watrall, E. (2007). Effects of Color and Gender on the

Perceived Attractiveness of Websites. *In Proceedings of the Information Resources Management Association (IRMA)*, Vancouver, Canada, May 19-23, 2007.

11. **Coursaris, C.K.**, and Kim, D. (2007). A Research Agenda for Mobile Usability, Computer/Human Interaction (**CHI**) extended abstracts on Human factors in computing systems, San Jose, California, April 27-May 3, 2007, pages 2345-2350.
10. %Kripintiris, K. and **Coursaris, C.K.** (2007). Exploring the Relationship between Aesthetics and Usability. *In Proceedings of the International Telecommunications Education & Research Association (ITERA)*, March 23-24, 2007.
9. **Coursaris, C.K.**, and Kim, D., (2006). A Qualitative Review of Empirical Mobile Usability Studies, *Proceedings of the Americas Conference on Information Systems (AMCIS)*, Acapulco, Mexico, August 4-6, 2006.
8. **Coursaris, C.K.**, Hassanein, K., and Head, M. (2006). Value Chain Analysis of M-Business. *In Proceedings of the International Conference on Mobile Business (ICMB)*, Copenhagen, Denmark, June 26-27, 2006.
7. **Coursaris, C.K.** (2006). Cheer Cutie: From Streets to Clicks, *In Proceedings of the Administrative Sciences Association of Canada (ASAC)*, Banff, Alberta, Canada, June 3-6, 2006.
6. **Coursaris, C.K.** (2005). Expectancy-Disconfirmation, Usability, and Adoption: A Study on Mobile Devices. *In Proceedings of the Doctoral Consortium, 26th World Congress on the Management of e-Business (MWC)*, Hamilton, Ontario, January 19-21, 2005.
5. **Coursaris, C.K.** (2004). The Impact of Context on the Usability of Wireless Devices. *In Proceedings: 9<sup>th</sup> Great Lakes Information Studies Conference (GLISC)*, Toronto, Ontario, Canada, May 15-16, 2004.
4. **Coursaris, C.K.** (2004). The Impact of Context on the Usability of Wireless Devices. *In Proceedings: 2<sup>nd</sup> Doctoral Consortium Corporate Governance, the Management of e-Business, and Intellectual Capital and Innovation (MWC)*, Hamilton, Ontario, Canada, January 14-16, 2004.
3. %Cocosila, M. and **Coursaris, C.K.** (2003). M-Health: A Framework for a Wireless Solution in the Self-Management of Diabetics. *In Proceedings: 5<sup>th</sup> World Congress on the Management of e-Business (MWC)*, Hamilton, Ontario, Canada, January 14-16, 2004.
2. **Coursaris, C.K.** (2003). M-Health: Exploring the Impact of Wireless Devices in Health Care. (Poster with oral presentation) *In Proceedings: McMaster World Congress, 3rd World Congress on the Management of Electronic Business (MWC)*, Hamilton, Ontario, Canada, January 15-17, 2003.

1. **Coursaris, C.K.** and Hassanein, K. (2002). A Framework for m-Commerce: A Consumer's Perspective. In *Proceedings: 3<sup>rd</sup> World Congress on the Management of Electronic Commerce (MWC)*, Hamilton, Ontario, Canada, January 16-18, 2002.

### **Peer-Reviewed Edited Volumes (Book Chapters)**

3. **Coursaris, C.K.**, Swierenga, S., and Whitten, P. (2014). Usability and Accessibility of E-Health Websites: Enabling Nutrition and Physical Activity Education for Blind and Low Vision Internet Users. In D. Yannacopoulos, P. Manolitzas, N. Matsatsinis, E. Grigoroudi (Ed.), *Evaluating Web Sites and Web Services: Interdisciplinary Perspectives in User Satisfaction*. (pp. 204-223). IGI Global. DOI: 10.4018/978-1-4666-5129-6, ISBN13: 9781466651296, ISBN10: 1466651296, EISBN13: 9781466651302.
2. Scott, D., **Coursaris, C.K.**, Kato, Y., and Kato, S. (2008). The Exchange of Emotional Content in Business Communications: A Comparison of PC and Mobile Email Users. In M. Head and E. Li (Eds.), *Mobile and Ubiquitous Commerce*, (pp. 201-219). IGI Global. ISBN DOI: 10.4018/978-1-60566-366-1, ISBN-13: 9781605663661, ISBN-10: 1605663662.
1. **Coursaris, C.K.**, Hassanein, K., Head, M. (2003). Understanding the Mobile Consumer. In S. Nansi (Ed.), *Wireless Communications and Mobile Commerce*, (pp. 132-165). Singapore & Hershey PA: Idea Group Publishing. ISBN-10: 1591401844.

### **Peer-Reviewed Paper and Poster Presentations**

5. **Coursaris, C.K.** (2009). A Framework for Technology-Supported Differentiated Learning in a Study Abroad Program. Global Education Forum, March 10 - 12, Dubai, United Arab Emirates.
4. Swierenga, S.J., **Coursaris, C.K.**, %Pierce, G.L., %Roberts, H.E., Whitten, P. (2008). Usability and Accessibility of Nutrition and Physical Activity Education Information for Blind and Low Vision Internet Users. *Michigan Nutrition Network*, October 31, 2008.
3. **Coursaris, C.K.**, Swierenga, S., and Watrall, E. (2007). Effects of Aesthetics on Website Usability. *Poster at World Usability Day*, E. Lansing, MI, Nov. 13, 2007. **Recipient of the People's Choice Poster award.**
2. Swierenga, S.J., **Coursaris, C.K.**, Post LA. (2007). Abuse Complaints Handling Process: Addendum Study for "Vulnerable Medicaid Populations: A Public Policy Assessment of Above Reduction": *Research Report*. East Lansing, MI: Michigan State University, Usability & Accessibility Center. September 30, 2007.
1. Swierenga, S.J., Post, L.A., %Choi, J., and **Coursaris, C.K.** (2006). Public Health Communication Technology: A Case Study in Michigan Long-Term Care Settings, *Paper Presentation at the International Conference on Interdisciplinary Social Sciences (ICISS)*, Rhodes, Greece, July 18-21, 2006.

## Non-Refereed Paper, Presentations, Invited Seminars, and Colloquia

41. Swierenga, S., **Coursaris, C.K.**, and Propst, D. (2013). Role of Internet and Mobile Technologies in Knowledge Transfer, Knowledge Management, and Public Participation in Outdoor Recreation, Project Report to the U.S. Department of Agriculture (USDA), October 31, Accession No. 230681, Project No. MICL05065.
40. **Coursaris, C.K.** (2013). The Role of New Media in Patient Self-Management. High Risk Communication: Mass Media and Public Health, Athens, Greece, October 3.
39. Swierenga, S.J., Propst, D.B., Ismirle, J., Rushlow, J., Figlan, C. and **Coursaris, C.K.** (2013). *U.S. Army Corps of Engineers Corps Lakes Gateway Mobile Prototype – Usability Evaluation Report*. August 22, 2013, East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
38. **Coursaris, C.K.** (2013). Introduction to E-Marketing and Social Media Marketing for E-Businesses. University of Aegean – 1<sup>st</sup> Summer School on E-Business, Lesvos, Greece, July 28 – August 3, 2013.
37. **Coursaris, C.K.** (2013). ICT Development – Big Data and Cloud Computing. *Invited Seminar to Korean delegation from the Visiting International Professionals Program (representatives from various units of the Korean Government)*, July 9, 2013.
36. **Coursaris, C.K.** (2013). E-Government Strategies. *Invited Seminar to Korean delegation from the Visiting International Professionals Program (representatives from various units of the Korean Government)*, July 8, 2013.
35. **Coursaris, C.K.** (2013). Social Media: Digital Marketing Industry Overview & Corporate Best Practices. *Invited Seminar at Korea University, Department of Communication, Media Hall*, May 28, 2013.
34. **Coursaris, C.K.** (2013). New Media Business Models. *Invited Quello Seminar to Korean delegation from the Visiting International Professionals Program (representatives from LG, Samsung, Korean Communication Standards Commission)*, April 23, 2013.
33. **Coursaris, C.K.** (2013). Social Media Marketing. Invited Seminar, graduate course in Marketing, *IESEG School of Management*, Paris, France, April 15, 2013.
32. **Coursaris, C.K.** (2013). Human-Computer Interaction. Invited Seminar, graduate course in M.I.S., *IESEG School of Management*, Paris, France, March 11, 2013.
31. **Coursaris, C.K.** (2013). Social Media Marketing. Invited Seminar, graduate course in Marketing, *IESEG School of Management*, Lille, France, March 4, 2013.
30. Pierce, G.L., Swierenga, S.J., Propst, D.B., and **Coursaris, C.K.** (2013). *Corps Lakes*

- Gateway Mobile Application/Website - Mobile Survey Report*. January 24, 2013, East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
29. **Coursaris, C.K.** (2012). New Media Business Models. *Invited Quello Seminar to Korean delegation from the Visiting International Professionals Program (representatives from LG, Samsung, Korean Communication Standards Commission)*, December 6, 2012.
  28. **Coursaris, C.K.** (2012). Social Media Marketing. Invited Seminar, graduate course in Marketing, *IESEG School of Management*, Lille, France, August 25, 2012.
  27. **Coursaris, C.K.** (2012). Human-Computer Interaction. Invited Seminar, graduate course in M.I.S., *IESEG School of Management*, Lille, France, November 19, 2012.
  26. **Coursaris, C.K.** and Van Osch, W. (2012). Toward Strategic Engagement. *Leo Burnett Detroit*, Troy, Michigan, June 27, 2012
  25. **Coursaris, C.K.** (2012). Organizations and Social Media – Research Meets Practice. CAS360, *Leo Burnett Detroit*, Troy, Michigan, April 17, 2012.
  24. **Coursaris, C.K.** (2012). Human-Computer Interaction. Invited Seminar, graduate course in M.I.S., *IESEG School of Management*, Lille, France, April 11, 2012.
  23. **Coursaris, C.K.** (2012). Social Media Marketing. Invited Seminar, graduate course in Marketing, *IESEG School of Management*, Lille, France, March 5, 2012.
  22. **Coursaris, C. K.**, Swierenga, S. J., and Pierce, G. L. (2011, August). *Corps Lakes Gateway Mobile Application/Website Focus Group Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
  21. **Coursaris, C.K.** (2012). Innovations in Digital Marketing. *Invited Seminar to China Advertising Association*, February 21-25, 2011.
  20. Pierce, G. L., **Coursaris, C.K.**, Elledge, M. E., Mabuza, G., Mulder, D., Sung, J., Swierenga, S. J. (2011). *2011 MSU Internet Use and Opinion Survey: Results and Analysis*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
  19. **Coursaris, C.K.** (2011). Social Media Marketing. *Invited Seminar, graduate course in M.I.S., IESEG School of Management*, Lille, France, August 29 – September 2, April 11 – 15, March 7 – 11, 2011; November 15 – 19, 2010.
  18. **Coursaris, C.K.** (2010). HCI & Web Design. *Invited Seminar, graduate course in M.I.S., IESEG School of Management*, Lille, France, September 12 – 15, 2011; September 13 – 17, 2010.
  17. **Coursaris, C.K.** (2010). Mobile Commerce. *Invited talk, graduate class in Information*

*Technology and Organizations (TC 853)*, Spring 2010, Prof. Nicole Ellison, MSU, April 21, 2010.

16. **Coursaris, C.K.** (2010). Twitter Tactics: ROLES & AVATARS. Central Michigan Public Relations Society of America (CMPRSA) Lunch ‘n Learn, April 2, Capital Area Michigan Works! 2110 S. Cedar St. Lansing, MI 48910.
15. Washington, S. and **Coursaris, C.K.** (2009). E-Government Services for a Sustainable County. 5th Annual World Usability Day, East Lansing, Michigan, November 12, 2009.
14. Bauer, J. and **Coursaris, C.K.** (2009). Process and Product Innovation in Advanced Communications. *Presentation at First Europe-Middle East-North Africa Regional ITS Conference*, Kingdom of Bahrain, October 26-28, 2009.
13. **Coursaris, C.K.** (2009). Mobile Advertising and Usability. *Invited talk to undergraduate students*, Keio University, May 15, 2009.
12. **Coursaris, C.K.** (2008). M-Commerce: Industry, Applications, and Services. *Invited talk to M.Sc. e-Business students*, Business School, Newcastle University, June 12, 2008.
11. **Coursaris, C.K.** (2008). Wireless Device Interface Development. *Invited talk to M.Sc. e-Business students*, Business School, Newcastle University, June 12, 2008.
10. **Coursaris, C.K.** (2008). Empirical Findings on Wireless Device Interface Usability. *Invited talk to M.Sc. e-Business students*, Business School, Newcastle University, June 12, 2008.
9. **Coursaris, C.K.** (2008). Video Games: An Exploration into the Worlds of Professional and Casual Gamers. *Invited talk to M.Sc. e-Business students*, Business School, Newcastle University, June 12, 2008.
8. **Coursaris, C.K.** (2008). Usability and Aesthetics. *Invited Research Presentation by the Center for Knowledge, Innovation, Technology and Enterprise (KITE)*, Business School, Newcastle University, June 16, 2008.
7. **Coursaris, C.K.** (2008). Human Computer Interaction and Political Marketing. *Invited Research Presentation by the Center for Knowledge, Innovation, Technology and Enterprise (KITE)*, Business School, Newcastle University, June 16, 2008.
6. **Coursaris, C.K.** (2006). A Research Agenda for Mobile Usability, *Faculty Research Seminar*, IESEG School of Management, Lille, France, October 19, 2006.
5. **Coursaris, C.K.** (2006). Human Computer Interaction in Health Care and Commercial Applications, *Faculty Research Seminar*, IESEG School of Management, Lille, France, May 4, 2006.
4. **Coursaris, C.K.** (2004). E-Business Strategies: Mobile Commerce and the Value Chain.

*Invited speaker for MBA students, School of Business, McMaster University, March 15, 2004.*

3. **Coursaris, C.K.** (2003). Wireless Privacy Issues in m-Commerce. *Workshop session at the 14<sup>th</sup> Annual IBM Centers for Advanced Studies Conference (CASCON 2003)*, Toronto, Ontario, Canada, October 6-9, 2003.
2. **Coursaris, C.K.** (2002). Mobile Commerce: Coming to a Wireless Device Near You. *Invited speaker for MBA students, School of Business, McMaster University, November 2002.*
1. **Coursaris, C.K.** (2001). E-Commerce Management: Strategy & Issues. *Invited speaker for Commerce students, School of Business, McMaster University, March 2001.*

## Media

20. **Coursaris, C.K.** (2013, May 20). [Mention, by Paul Bupte, during his interview about his experience with Dr. Coursaris' study abroad program in Japan and Korea; retrieved on September 13, 2013, from <http://www.cas.msu.edu/about-the-college/recent-news/1042-cas-study-abroad-programs-stay-or-go>.
19. **Coursaris, C.K.** (2013, May 2). [Mention, by Dr. Johannes Bauer, regarding three projects: (i) Undergraduate Research presented at MSU's Undergraduate Research and Arts Forum – UUARF – on strategic marketing on social media; (ii) hosting a campus-wide meeting for SENER-G, the Science and Innovation through Research Networks Group, which grow a campus-wide community of researchers over the course of the next year to explore joint interests, projects, and pursue funding opportunities; and (iii) the I.T. Specialization Capstone he teaches every Spring; retrieved on September 13, 2013; from: <http://tc.msu.edu/impressive-achievements>.
18. **Coursaris, C.K.** (2013, March 27). [Interview, by Samantha Radecki] Local musicians help Greater Lansing Food Bank, The State News. Retrieved on September 13, 2013, from the State News website: <http://statenews.com/article/2013/03/local-musicians-help-greater-lansing-food-bank>.
17. **Coursaris, C.K.** (2013, March 5). [Interview with Jason Acidre, author Kaiser the Sage – Philippines' premier online marketing blog]. Digital Marketing Tips from 12 Marketing Profesors. Published and Retrieved on September 13, 2013, from the blog: <http://kaisersagesage.com/digital-marketing-tips/>.
16. **Coursaris, C.K.** (2013, January 7). [Mention, by Dr. Johannes Bauer, about the Best Paper Award received at the SIGHCI Workshop on MIS Research at ICIS 2012; retrieved on September 13, 2013, from <http://tc.msu.edu/new-semester>.  
- Also mentioned in: <http://mediasandbox.cas.msu.edu/cas-faculty-continue-to-push-the-envelope/>

15. **Coursaris, C.K.** (2012). [Interview with Kent Huffman, author of 8 Mandates for Social Media Marketing Success]. Published and Retrieved on September 13, 2013, from Academia.edu:  
[http://www.academia.edu/2629167/8\\_Mandates\\_for\\_Social\\_Media\\_Marketing\\_Success](http://www.academia.edu/2629167/8_Mandates_for_Social_Media_Marketing_Success).
14. **Coursaris, C.K.** (2012, July 12). [Interview with Melissa Anders, writer for ‘M-Live’] Amazon reportedly eyes same-day delivery while Michigan retailers continue to fight for online sales tax law (with poll). Published and Retrieved on September 13, 2013, from the MLive website: [http://www.mlive.com/business/index.ssf/2012/07/amazon\\_tax\\_same-day\\_delivery.html](http://www.mlive.com/business/index.ssf/2012/07/amazon_tax_same-day_delivery.html).
13. **Coursaris, C.K.** (2012, April 18). [Interview with Lauren Gibbons, writer for The State News] Shirmob offers deals to businesses. Published and Retrieved on September 13, 2013, from the State News website:  
[http://statenews.com/article/2012/04/shirmob\\_offers\\_deals\\_at\\_businesses](http://statenews.com/article/2012/04/shirmob_offers_deals_at_businesses).
12. **Coursaris, C.K.** (2011, November 11). [Mention, by Tina Ray] Social Media Tips from World Usability Day, MessageMakers, Retrieved on September 13, 2013, from the MessageMakers website:  
<http://www.messagemakers.com/News/tabid/62/ID/141/language/en-US/Social-Media-Tips-from-World-Usability-Day.aspx>.
11. **Coursaris, C.K.** (2011, February 7). [Interview, by Dan Chalk] From Facebook to Twitter, athletes, and coaches deal with the pros and cons, Midland Daily News, Retrieved on September 13, 2013, from the Midland Daily News website:  
[http://www.ourmidland.com/sports/prep/article\\_2b2b0266-b77c-53f3-a9da-3b9b12e004a2.html](http://www.ourmidland.com/sports/prep/article_2b2b0266-b77c-53f3-a9da-3b9b12e004a2.html).
10. **Coursaris, C.K.** (2010, November 10). [Mention, by Brett Kopf during his interview by Jack Ebling] Remind101, Podcast retrieved on November 10, 2010, from:  
[http://www.webwiseforradio.com/site\\_files/368/Media/11-8-10\\_Brett%20Kopf.mp3](http://www.webwiseforradio.com/site_files/368/Media/11-8-10_Brett%20Kopf.mp3)
9. **Coursaris, C.K.** (2010, November 7). [Mention, by Alanna Thiede] MSU students participate in Startup Weekend Lansing competition, Lansing State Journal, Retrieved on November 8, 2010, from the Lansing State Journal website:  
[http://www.statenews.com/index.php/article/2010/11/msu\\_students\\_participate\\_in\\_startup\\_weekend\\_lansing\\_competition](http://www.statenews.com/index.php/article/2010/11/msu_students_participate_in_startup_weekend_lansing_competition)
8. **Coursaris, C.K.** (2010, September 13). [Mention, by Louise Knott Ahern] Service makes sure no one forgets at MSU, Chicago Tribune, News, Retrieved on September 13, 2010, from the Lansing State Journal website:  
<http://www.lansingstatejournal.com/article/20100910/NEWS06/9100330/Remind101-com-New-service-makes-sure-no-one-forgets-at-MSU>  
Reprinted in:  
- Chicago Tribune: <http://www.chicagotribune.com/news/chi-ap-mi-exchange-msuremin,0,200302.story>.

- Education Week:  
[http://www.edweek.org/ew/articles/2010/09/13/375299miexchangemsureminders\\_ap.html](http://www.edweek.org/ew/articles/2010/09/13/375299miexchangemsureminders_ap.html)
  - University Business:  
<http://www.universitybusiness.com/newssummary.aspx?news=yes&postid=24074>
  - CT Post: <http://www.ctpost.com/default/article/Service-makes-sure-no-one-forgets-at-Michigan-St-655990.php>
7. **Coursaris, C.K.** (2010, August 1). [Interview with A. Thiede, writer for The State News]. Biggby Coffee launches mobile phone website. The State News, Published and Retrieved on August 1, 2010, from The State News website:  
[http://www.statenews.com/index.php/article/2010/08/biggby\\_coffee\\_launches\\_mobile\\_phone\\_website](http://www.statenews.com/index.php/article/2010/08/biggby_coffee_launches_mobile_phone_website).
  6. **Coursaris, C.K.** (2010, May 19). [Featured Story by V. Lorraine, writer for Capital Gains magazine]. Cross-Cultural Coursaris, Capital Gains, Published and Retrieved on May 19, 2010, from the Capital Gains website:  
<http://www.capitalgainsmedia.com/features/coursar0419.aspx>.
  5. **Coursaris, C.K.** (2009, Winter). [Mention] 2009 Annual Meeting, Michigan State University Alumni Club of Japan, Newsletter, Vol. 20, Winter 2009, Retrieved on May 1, 2009 from the Michigan State University website:  
<https://www.msu.edu/~msuaa094/pdf/Vol.20.pdf>.
  4. Edleman, M. W. (2004, October 21). [Interview with Tavis Smiley, host of The Tavis Smiley Show]. Marian Wright Edelman: Bush leaving kids behind. Retrieved October 24, 2004, from NPR Web site: <http://www.npr.org/templates/story/story.php?storyId=4120281>
  3. **Coursaris, C.K.** (2008, March 23). [Interview with A. Hekimoglou, writer for ‘To Vima’, Greece’s largest circulating and most prestigious newspaper]. From the balcony to the Internet – Revealing study for the first, slow, and hesitant steps made by Greek politicians in Cyberspace. Published and Retrieved on March 23, 2008, from To Vima website:  
[http://www.tovima.gr/print\\_article.php?e=B&f=15317&m=A46&aa=1](http://www.tovima.gr/print_article.php?e=B&f=15317&m=A46&aa=1).
  2. **Coursaris, C.K.** (2008, March 1). [Interview with A. Peterka, writer for The Big Green]. Changing Channels - The shift from analog to digital could leave many TV viewers fumbling in the dark. The Big Green, 6(7), Published and Retrieved on March 1, 2008, from The Big Green website: <http://thebiggreen.net/article.php?id=1035>.
  1. **Coursaris, C.K.** (2007, September 20). [Photo opportunity by K. Kane, writer for The State News regarding Study Abroad at MSU]. Telling tales from Study Abroad, The State News, Published and Retrieved on September 20, 2007, from The State News website:  
[http://www.statenews.com/index.php/article/2007/09/telling\\_tales\\_from\\_study\\_abroad](http://www.statenews.com/index.php/article/2007/09/telling_tales_from_study_abroad).

## RESEARCH GRANTS

## Grants Awarded

11. Text Messaging (SMS): An Added Intervention to Reduce AMI 30-Day Readmission Rates. **MSU-Sparrow Center for Research and Innovation**, 2014-2015, **Co-Principal Investigator (Co-PI)**, with J. Savage (PI, Sparrow Health System) et al., \$50,000, Research Activities.
10. Deconstructing Strategic Marketing Communications on Social Media: Enabling Structuration, Socialization, and Crisis Management. **Leo Burnett Detroit**, 2013-2014, **Principal Investigator (PI)**, \$65,000. Research Activities. RC102401  
Project Scope: A ground-up investigation of multi-channel, multi-sector, multi-brand social media marketing messaging to produce contextually relevant and generalizable recommendations for strategic communications.
9. Text Messaging to Improve Adherence to Oral Chemotherapy Agents. **McKesson Foundation**, 2012-2013, **Co-Principal Investigator (Co-PI)**, with S. Spoelstra (PI, Nursing) et al., \$250,000, Research Activities. RC102392
8. Brand Social Media for Consumer Engagement. **Leo Burnett**, 2011, **Principal Investigator (PI)**, \$25,000. Research Activities. Gift; no CGA entry.  
Project Scope: Research to understand how can consumers, who engage with companies listed in Fortune 500 and Ad Age's Top 100 Leading National Advertisers on Facebook be characterized in terms of personas, and what are recommended marketing/engagement strategies for each of these consumer personas.
7. Community Engagement Workshop (Workshop Bid) for **King Faisal University (KFU)**, 2011, **Co-Principal Investigator (Co-PI)** (with Pat Farrell, PI, Outreach) - \$49,523.90. RC100586
6. E-Learning Entrepreneurship and Education program for **King Khalid University (KKU)**, Saudi Arabia, 2010-2011, **Co-Principal Investigator (Co-PI)** (with B. Fails, ANR). \$100,000. Outreach/Other Activities. Gift, no CGA entry.  
Project Scope: This partnership will build upon MSU's unique expertise in community-enabled entrepreneurship, and will enable KKU students to develop sustainable small businesses. The focus is on the professional development, empowerment, and entrepreneurship skills training for young women enrolled in undergraduate university studies and beyond.
5. Role of Internet in Knowledge Transfer, Knowledge Management and Public Participation in Outdoor Recreation: Continuation No. 1, \$260,788 (\$248,810 continuation award + \$11,978 renewal), **U.S. Department of Agriculture (USDA)**. **Co-Principal Investigator (Co-PI)** (with D. Propst PI from Forestry Dept.). RC064240 / 2009-39478-20071; USDA/CSREES.
4. Role of Internet and Mobile Technologies in Knowledge Transfer, Knowledge Management, and Public Participation in Outdoor Recreation. \$81,235.00, **United States Department of Agriculture's (USDA)**, 2012-2013, Research activities, **Co-Principal Investigator (Co-PI)**, with S. Swierenga (UARC) and D. Propst (Forestry). RC102042

Project Scope: The Corps team has approved a mobile usability pilot project to conduct a user needs analysis for park visitors and to develop a mobile website/application for Corps Lakes Gateway.

- Conducted review of existing mobile sites and applications to determine the current state-of-the-art and catalog what features may be expected by visitors to the Corps Lakes Gateway mobile site.
  - Conducting academic literature review on the topic to find relevant research and best practices.
  - The Corps project managers will be on-site with our research team on May 9-10 (Scott Jackson and Kathleen Perales from headquarters in Vicksburg, MS).
3. Usability and Accessibility of Nutrition and Physical Activity Education Information for Blind and Low Vision Internet Users, **United States Department of Agriculture's (USDA)**, Food Stamp Program-Nutrition Network, 2007-2008, \$80,913, Research activities, **Co-Principal Investigator** (15% match), with S. Swierenga, P.I. (15%) and P. Whitten, Co-PI (3%); Booth (PI). ADMIN-08-99009
  2. Vulnerable Medicaid Populations: A Public Policy Assessment of Abuse Reduction: 2005-2007, **Michigan Department of Public Health**, (\$994,034). **Co-Principal Investigator** (36%) with Lori A. Post, P.I. et al. RC069211 / CFDA 93.778.
  1. Low Literacy Website for Parents of Pediatric Patients: 2005-2006, **Michigan Department of Community Health (MDCH)**, \$165,000. **Co-Principal Investigator** (3%) with Pamela Whitten, P.I., et al.

### Unfunded relevant experience

- Design Considerations and Usability of a Mobile Web App for Coupon-Based Promotions on Smartphones, **ECU INC.** 12/17/10-2/28/11. Unfunded. Research activities, **Principal Investigator**. RC069142.  
Project Scope: Constantinos was part of a team at TISM working with an industry client on a research project to design and develop a smartphone-focused mobile marketing platform that enables brands to create digital promotions, retailers to time the offering of these promotions, and consumers to receive these promotions before and at the point of purchase; the service leverages QR codes. The project was discontinued, as funds were not received by the grantor.

### COURSES TAUGHT

- Big Data & Social Network Analysis (American Semester Program, Michigan State U.)
- New Media for Business and Digital Marketing (American Semester Program, MSU)
- Social Media Marketing (Graduate, Michigan State University)
- Advertising and Promotion Management (Graduate, Michigan State University)
- Design and Development of Media Projects (Graduate, Michigan State University)
- HCI and Experience Design (Michigan State University)
- I.T. Project Management (Michigan State University)

- Wireless Networks and Applications (Michigan State University)
- Human-Computer Interaction and Web Design (Michigan State University)
- Introduction to Telecommunication Technology (Michigan State University)
- The Information Society (Michigan State University Dubai)
- Human Communication (Michigan State University Dubai)
- Undergraduate Research Seminar – Human-Computer Interaction, Usability, and Mobile Advertising (Michigan State University)
- Undergraduate Research Seminar – New Media Marketing (Michigan State University)
- Study Abroad in Japan: Technology and Culture – Communication and Games (Michigan State University)
- Study Abroad in Korea: Technology and Culture – Communication and Games (Michigan State University)
- American Semester Program on New Media for Digital Business and Marketing (MSU for Università Cattolica del Sacro Cuore – Italy – and AIM Overseas Australia)
- American Semester Program on Big Data and Social Network Analysis (MSU for AIM Overseas Australia)
- Social Media Marketing (Graduate, IESEG)
- Human-Computer Interaction I: Web Design and Flash (Graduate, IESEG)
- Human-Computer Interaction II: Usability Evaluation (Graduate, IESEG)
- E-Business Management (Graduate, IESEG)
- Introduction to e-Business (Graduate, McMaster University)

## SERVICE ACTIVITIES

### University Committees & Advising

- **Director - Graduate Studies**, Department of Telecommunication      Effective: Jan. 1, 2014
- **College Representative**, Academic Council, MSU      2009 – *present*
- **College Representative**, Faculty Council, MSU      2009 – *present*
- **Faculty/University Council Representative**, College Advisory Council      2009 – *present*
- **Member**, Scholarship Committee      2009 – *present*
- **Faculty Advisor**, ASCOT – TISM’s undergraduate student association      2008 – *present*
- **Committee Member**, MA Degree Comprehensive Exam review Committee, Department of Telecommunication      2007 - *present*
- Information Studies, and Media, Michigan State University, Fall, 2009.
- **Member**, IT Specialization Committee, College of CAS, MSU      2006 – *present*
- **Event Organizer**, World Usability Day @ MSU      2005 – *present*
- **Search Committee Member**, TISM (Social Media position)      2011 – 2012
- **Search Committee Member**, TISM (PR & Social Media position)      2010 – 2011
- **Web Communications Manager**, MSU Dubai      2008 – 2010
- **Representative**, ConnecTech      2008 – 2009
- **Member**, Appeals Board Committee, MSU      2007 – 2009
- **Member**, Capital Area I.T. Council      2007 – 2009
- **Editor**, Freshman Newsletter, MSU Dubai      2009
- **Acting Advisor**, Media Management at MSU Dubai      2008

- **Member**, Recruitment Team, MSU Dubai 2008
- **Member**, Recruitment & Retention Subcommittee, Capital Area I.T. Council 2007 – 2008
- **Member**, Publicity Stealth Committee, Department of TISM, MSU 2005 – 2007
- **Member**, Undergraduate Committee, Department of TISM, MSU 2005 – 2008
- **Member**, Scholarship Committee, Department of TISM, MSU 2008
- **Co-Organizer**, Meet Michigan program, Office of Faculty Development, MSU 2007 - 2008
- **Chair**, Masters' Degree Comprehensive Exam review, Department of Telecommunication, Information Studies, and Media Spring 2008
- **Member**, Masters' Degree Comprehensive Exam review committee, Department of Telecommunication, Information Studies, and Media, MSU Spring 2007
- **Faculty Advisor**, Documentary Film Club (Doc Film) 2006 – 2007
- **Faculty Advisor**, Cypriot and Greek Student Association (CYGRA) 2005 – 2006

### National & International Committees & Boards

- **Program Board**, HCI in Business 2014 2014
- **Chair**, Parallel Session at HCI in Business 2014 2014
- **Scientific Committee Member**, Multimedia HCI '14 2014
- **Vice-President for Marketing**, SIGHCI 2012-2013
- **Vice-President for Teaching Resources**, SIGHCI 2012
- **Program Committee Member**, Int'l Conference on Mobile Business 2010
- **International Editorial Review Board**, Int'l Journal of Mobile HCI 2009
- **Guest Editor**, International Journal of E-Business Research 2009
- **Program Committee Member**, 2009 World Congress on Privacy, Security, Trust, and the Management of e-Business, August 25-27, St. John, New Brunswick, Canada 2009
- **Co-Organizer**, Annual World Usability Day @ MSU / Usability and Accessibility Conference, East Lansing, MI, USA 2005-2009
- **Visiting Fellow**, Business School, Newcastle University, June 6-19 2008
- **Program Chair**, World Congress on the Management of e-Business conference, Ottawa, Ontario, Canada, Oct. 5-7, event cancelled due to insufficient qualified submissions 2008
- **Program Committee Member**, Pre-ICIS HCI Workshop 2007
- **Editorial Review Board**, Journal of Information, Information Technology and Organizations (JIITO) 2006

### Scholarship Reviews - Journals

- **Reviewer**, *Computers in Human Behavior (CHB)* 2010-present
- **Reviewer**, *Information & Management (I&M)* 2013-present
- **Reviewer**, *The DATA BASE for Advances in Information Systems (DATABASE)* 2013
- **Reviewer**, *Journal of Organizational Computing and Electronic Commerce (JOCEC)* 2013
- **Reviewer**, *Cyberpsychology, Behavior, and Social Networking* 2008-2013
- **Reviewer**, *New Media & Society (NM&S)* 2011-2012
- **Reviewer**, *AIS Transactions on HCI (THCI)* 2011-2012
- **Reviewer**, *International Journal on Mobile Human Computer Interaction (IJMHCI)* 2010
- **Reviewer**, *Color Research & Application (CRA)* 2010
- **Reviewer**, *Ergonomics* 2010

- **Reviewer, *Information Systems Management (ISM)*** 2006, 2010
- **Reviewer, *International Journal on Mobile Human Computer Interaction (IJMHCI)*** 2010
- **Reviewer, *International Journal of Human Computer Studies (IJHCS)*** 2007-2008
- **Reviewer, *Journal of Usability Studies (JUS)*** 2006-2008
- **Reviewer, *Asian Journal of Communication (AJC)*** 2008
- **Reviewer, *Decision Support Systems (DSS)*** 2007
- **Reviewer, *European Journal of Information Systems (EJIS)*** 2007
- **Reviewer, *International Journal of Electronic Business (IJEB)*** 2007
- **Reviewer, *Special Issue “Convergence as a Technology Management Challenge,”  
International Journal of Technology Management (IJTM)*** 2007
- **Reviewer, *Group Decision and Negotiation (GDN)*** 2006
- **Reviewer, *Clinical and Experimental Pharmacology and Physiology*** 2005

### **Scholarship Reviews – Panels, Books, & Conferences**

- **Reviewer, *International Conference on Information Systems (ICIS)*** 2005-present
- **Reviewer, *SIGHCI Pre-ICIS HCI Workshop (@ ICIS)*** 2005-present
- **Reviewer, *European Conference on Information Systems (ECIS)*** 2011-present
- **Reviewer, *Hawaii International Conference on System Sciences (HICSS)*** 2012-present
- **Reviewer, *Americas Conference on Information Systems (AMCIS)*** 2006-present
- **Reviewer, *Computer/Human Interaction (CHI)*** 2010
- **Reviewer, *Italian Association for Information Systems (ItAIS)*** 2010
- **Reviewer, *Mediterranean Conference on Information Systems (MCIS)*** 2010
- **Reviewer, *Midwest Association for Information Systems (Midwest AIS)*** 2010
- **Reviewer, *NIH Challenge Grant, National Institute of Health*** 2009
- **Reviewer, *British Academy of Management (BAM)*** 2008
- **Reviewer, *Mobile and Ubiquitous Computing (Eds. M. Head and E. Li)*** 2008
- **Reviewer, *Information Systems Division, Administrative Sciences Association of Canada  
(ASAC) Ottawa, ON*** 2005-2007
- **Reviewer, *World Congress on the Management of e-Business, Hamilton, Ontario*** 2002-2007
- **Reviewer, *International Conference on Electronic Commerce (ICEC), Halifax, CA*** 2006
- **Reviewer, *3rd Annual Supply Chain Symposium, Toronto, ON*** 2005
- **Reviewer, *The 8<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS)*** 2004

### **Business Case Competition Coaching**

- **Coach, *Royal Roads International Undergraduate Case Competition, Victoria, BC*** 2005
- **Coach, *Concordia Undergraduate National Case Competition, Montreal, QC*** 2005
- **Coach, *Concordia International Business Case Competition, Montreal, QC*** 2005

### **Professional Associations**

- **Association for Information Systems (AIS)** 2004 – present
- **AIS Special Interest Group – Human Computer Interaction (SIGHCI)** 2005 - present

- Usability Professionals Association (UPA) 2006 - *present*
- Michigan Usability Professionals Associations (MiUPA) 2006 - *present*
- ACM Special Interest Group in Computer/Human Interaction (SIGCHI) 2007 - 2009
- Association for Computing Machinery (ACM) 2007 - 2009
- Information Resources Management Association (IRMA) 2007 - 2009
- Administrative Sciences Association of Canada (ASAC) 2005 – 2009
- Canadian Aeronautics and Space Institute (CASI) 1995/96, 1997 – 1999

## ACADEMIC RECOGNITION

### Awards & Honours

- **Received the Best Paper Award**, AIS SIGHCI pre-ICIS Workshop on HCI Research, International Conference on Information Systems (ICIS), for Van Osch, W., and **Coursaris, C.K.** (2012). The Duality of Social Media: Enabling Structuration and Socialization through Organizational Communication. Orlando, Florida, December 15. 2012
- **Inducted** in Phi Beta Delta (Alpha Alpha Chapter) **Honor Society for International Scholars** 2010
- **Nominated for the best paper award**, AIS SIGHCI pre-ICIS Workshop on HCI Research, International Conference on Information Systems (ICIS), for Coursaris, C.K., Yun, Y., and Sung, J. Understanding Twitter’s adoption and use continuance: the Synergy between Uses and Gratifications and Diffusion of Innovations. St. Louis, U.S.A., Dec. 12-15. 2010
- Received the **Outstanding Faculty Award** by MSU’s Senior Council for his commitment to and achievements in undergraduate education 2009-2010
- Received the **ITERA Innovative Course Award** at the 2009 ITERA Conference in Atlanta (note: ITERA is the International Telecommunication Education and Research Association) 2009
- **Nominated for the best paper award**, European Conference on Information Systems (ECIS), for Coursaris, C.K., Hassanein, K, Head, M., and Bontis, N. The Impact of Distractions on the Usability and Adoption of Mobile Devices for Wireless Data Services 2007
- People’s Choice Poster award, World Usability Day, for Coursaris, C.K., Swierenga, S., and Watrall, E. (2007). Effects of Aesthetics on Website Usability. 2007
- Ontario Graduate Scholarship (OGS), Provincial – held at McMaster University 2004 – 2005
- Graduate Scholarship (Ph.D.), McMaster University, waived due to OGS 2004 – 2005
- Academic Scholarship, Hellenic-Canadian Federation of Ontario 2003 – 2004
- Graduate Scholarship (Ph.D.), McMaster University 2003 – 2004
- Academic Scholarship, Hellenic-Canadian Federation of Ontario 2002 – 2003
- Entrance Scholarship (Ph.D.), McMaster University 2002 – 2003
- Valedictorian Finalist, McMaster University 2001
- M.B.A. Dean's Honour List, McMaster University 2000 – 2001
- National Honour Society, American Community Schools of Athens, Greece 1991

## CONSULTING/OTHER NON-ACADEMIC POSITIONS

**2012-2014**

**Saudi Aramco**

P.O. Box 5000, Dhahran, 31311, Saudi Arabia

Project Scope:

Consulting on Developing Strategic Communications (Dec. 8-14, 2012 & May 30-June 6, 2013):

- Members of various Divisions, including Public Relations, PR Operations, the King Abdulaziz Center for World Culture, and more.
- Training on the communication plans for both traditional and new media

**2011**

**Consultant to United Nations Development Program (UNDP) Jordan**

P.O.Box 941631, Amman, Jordan, 11194

Project Scope:

Consulting on Capacity Development through Social Media for four Democratic Governance projects (April-December 2011):

- Members and staff of the Lower House of Parliament
- National Center for Human Rights (NCHR)
- Ministry of Political Development (MOPD)
- Project of Support to Anti-Corruption Commission (ACC) to Implement Elements of the National Anti-Corruption Strategy

The engagement included an overview of social media and its impact on Democratic Governance; examples and case studies of social media used in related or transferable contexts; how-to training on specific social media and third party social media tools and applications

Contacts:

- Jacinta Barrins, UNDP Country Director (Jacinta.Barrings@undp.org)
- Sawsan Gharaibeh, Governance Analyst (Sawsan.Gharaibeh@UNDP.org)
- Hadeel Saadeh, Governance Programme Associate (Hadeel.Saadeh@UNDP.org)
- Ramzi Nozha, Anti-Corruption Commission (ACC) Board Member (Ramzi.Nozha@UNDP.org)
- Nirmeen Obeiday, ACC Communication Consultant (Nirmeen.Obeiday@UNDP.org)
- Tharwat Abzakh, ACC Project Manager (Tharwat.Abzakh@UNDP.org)
- Bushra Abu Shahout, National Center for Human Rights (NCHR) Project Manager / Coordinator, (Bushra.AbuShahout@UNDP.org)

**2011**

**Consultant to Vital Voices Global Partnership**

1625 Massachusetts Ave., NW, Suite 300, Washington, DC 20036

Project Scope:

Presenter/Trainer on “Social Media for Advocacy”, February 20-24, 2011

Policy Advocates for Women’s Issues in the Middle East and North Africa Region workshop

- Overview and statistics on the use of social and mobile media in MENA
- Strategies and case studies on social media use for advocacy
- ‘How-to’ hands-on tutorials on Facebook, Twitter, YouTube, Blogging, & measuring impact

Contacts:

- Malini Patel, Director, Middle East & North Africa (MENA) (MaliniPatel@VitalVoices.org)
- Christine German, Regional Program Manager, MENA (ChristineGerman@VitalVoices.org)
- Christie Edwards, Program Coordinator, MENA (ChristieEdwards@VitalVoices.org)

- Sophia Aziz, Program Assistant, MENA (SophiaAziz@VitalVoices.org)
- Maria Dayton, MENA Regional Program Manager (MariaDayton@VitalVoices.org)

**2011                      Consultant to China Advertising Association**

Executive Training Program, Feb. 21-25

Hosted by Michigan State University (MSU)

Project Scope:

Present seminar on Innovations in Digital Advertising 20 representatives from media agencies in China.

Contacts:

- Dr.Hairong Li, Associate Professor, Advertising, Public Relations, MSU (hairong@msu.edu)

**2011                      Consultant to Ingage Networks**

Social Media for Executives Development Program, Apr. 19-20

Project Scope:

- Organize a 1-day event on Social Media focusing on training relevant to senior management;
- Present on strategies & tactics on measuring the Return on Investment (ROI) of Social Media
- For more details, visit <http://tism.msu.edu/msusocialmedia>

Contacts

- Liz Morgan, Senior Director of MI Team, Ingage Networks (lmorgan@ingagenetworks.com)

2010                      Consultant to One World One Future, Katie Lynn LaRoche,  
katielynnlaroche@gmail.com.

Consultant to MSU Department of Surgery, Marc Basson & Cheryl Anderson, Sparrow Professional Building, Suite 655, Lansing, MI, 48912. 517-267-2468

Consultant to Baker Publishing Company, Jill Baker, 2929 Covington Court, Lansing, MI, 48912. 517-230-4665

Consultant to Christ Community Church, Yogi Saxena, 227 North Capitol Avenue, Lansing, MI. 517-881-9083

2009                      Consultant to Symbiosis International, Heritage Office Park, 3965 Okemos Road, Suite B2, Okemos, MI, 48864. 517-347-7500

2005-2007              Consultant to the State of Michigan, Michigan Department of Information Technology, George W. Romney Building, 8<sup>th</sup> Floor, 111 South Capitol Avenue, Lansing, MI, 48913

2006-2007              Consultant to the The Detroit Medical Center (DMC), 3990 John R., Detroit, MI 48201

2006                      Consultant to Merrill Gordon P.C., 31275 Northwestern Hwy., Suite 145, Farmington Hills, MI 48334

- 2005 Consultant to the Ingham County Prosecuting Attorney, 303 W. Kalamazoo St., Lansing, MI, 48933
- 2001-2002 M-Commerce Research Analyst, *McMaster University, Hamilton, Ontario, Canada*. Researched the Mobile Commerce (m-Commerce) industry, including: driving technology, consumer needs, business applications, advantages & limitations, and market overview. Published articles to industry journals and presented in conference.
- 2000 e-Business Analyst, *Pratt & Whitney Canada, Longueuil, Quebec, Canada*
- Developed strategic plan for adoption of e-commerce in the Procurement & Logistics Divisions to enhance Supply Chain Management by harnessing SAP / Internet EDI technologies.
  - Collaborated with suppliers to assess existing Procurement & Logistics processes.
  - Produced operational plan for utilization of IT / Internet technologies to enhance communication between Engineering Divisions across four companies located internationally within four months.
  - Redesigned the e-Business Intranet site utilizing HTML, JavaScript, and Perl.
  - Managed the translation and publishing of the e-Business Intranet site in both English and French.
  - Deployed new software package (ColdFusion) for on-line submission and processing of claims forms by Warranty Division. Application goals achieved: reduced labour hours by one and a half hours per claim, minimized paperwork, and processing time decreased from two weeks to two business days.

### **ADDITIONAL SKILLS**

- Fluent in Greek and English; working knowledge of German; beginner in Italian and French
- MS Office (Word, Excel, Powerpoint), Access, FrontPage, Project, NetObjects Fusion, Dreamweaver, Flash, ColdFusion, DBApp, AutoCAD, 3-D Studio Max, Photoshop, Acrobat, Visio, AgentBuilder, SAP
- HTML, CSS, PHP, XML, Java, JavaScript, SQL, ASP, Turbo Pascal and C++; DOS, Windows, and UNIX OS