
Detailed Curriculum Vitae

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1. Educational Background

2006

Doctor of Philosophy (Ph.D.) Business Administration

Management Science / Information Systems

Field: E-Business, Concentration: Mobile Commerce & Usability

Michael G. DeGroot School of Business, McMaster University, Hamilton, ON, CA

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

2001

Master of Business Administration (M.B.A)

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

1998

Bachelor of Aerospace Engineering (B.Eng.)

Concentration in Aerodynamics, Propulsion and Vehicle Performance

Carleton University, Ottawa, ON

1992

International Baccalaureate

American Community Schools of Athens, Greece

2. University Appointments

2015- Present

Associate Chairperson

Department of Media & Information, Michigan State University

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)

2012- Present

Professor by Courtesy

Usability / Accessibility Research and Consulting, University Outreach and Engagement, Michigan State University

2006-2014

Assistant Professor

Department of Telecommunication, Information Studies, and Media, Michigan State University (75% effort)

2012-2014

Assistant Professor

Department of Department of Advertising and Public Relations, Michigan State University (25% effort)

2005-2014

Adjunct Professor

University Outreach and Engagement – Usability / Accessibility Research and Consulting (rebranded in 2010 from Usability and Accessibility Center), Michigan State University (25% effort)

August – December 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

3. Peer-Reviewed Journal Articles¹

25. **Coursaris, C.K.** and Van Osch, W. (in print). A Cognitive-Affective Model of Perceived User Satisfaction (CAMPUS): The Complementary Effects and Interdependence of Utility and Hedonics in IS Design. *Information & Management*. **ISI Impact factor = 1.865**. DOI: [10.1016/j.im.2015.10.003](https://doi.org/10.1016/j.im.2015.10.003)
24. Spoelstra, S. L., Given, C. W., Sikorskii, A., **Coursaris, C. K.**, %Majumder, A., DeKoekkoek, T., %Schueller, M., & Given, B. A. (in print) Proof-of-Concept of a mHealth SMS Text Message Intervention that Promotes Adherence to Oral Anti-Cancer Agent Medications: A Randomized Controlled Trial. *Telemedicine Journal and e-Health*. **ISI Impact factor = 1.668**.
23. Spoelstra, S. L., Given, C. W., Sikorskii, A., **Coursaris, C. K.**, %Majumder, A., DeKoekkoek, T., %Schueller, M., Given, B. (in print). Feasibility of a SMS text messaging intervention to promote symptom management and medication adherence for patients prescribed oral anti-cancer agents: A randomized controlled trial. *Oncology Nursing Forum*. **ISI Impact Factor = 2.830** (and ranks 1st among 105 Nursing journals).
22. **Coursaris, C.K.**, Van Osch, W., and %Balogh, B. (in print). Informing Brand Messaging Strategies via Social Media Analytics. *Online Information Review*. **ISI Impact factor = 1.443**.
21. Spoelstra, S. L., Given, C. W., Sikorskii, A., **Coursaris, C. K.**, %Majumder, A., DeKoekkoek, T., %Schueller, M., Given, B. (2015). A randomized controlled trial of the feasibility and preliminary efficacy of a texting intervention on medication adherence in adults prescribed oral anti-cancer agents: study protocol. *Journal of Advanced Nursing*. **ISI Impact Factor = 1.685** (ranks 18th among 105 Nursing journals). DOI: 10.1111/jan.12714
20. **Coursaris, C.K.** and Van Osch, W. (2015). Lifestyle-Technology Fit: Theorizing the Role of Self-Identity in IS Research, *Computers in Human Behavior*, 49, August 2015, pages 460-476. DOI:10.1016/j.chb.2015.02.049 (**CHB**). **ISI impact factor = 2.273**.
19. **Coursaris, C.K.** and Van Osch, W. (2014). A Scientometric Analysis of Social Media Research (2004-2011), *Scientometrics*, 101(1), 357-380. DOI: 10.1007/s11192-014-1399-z **ISI Impact factor = 2.274**. Available at: http://bit.ly/Sciento_SM_2014.
18. Van Osch, W. and **Coursaris, C.K.** (2014). Social Media Research: An Assessment of the Domain's Productivity and Intellectual Evolution. *Communication Monographs*, 81(3), 285-309. DOI: 10.1080/03637751.2014.921720 **ISI impact factor = 2.540**. Available at: http://bit.ly/CM_SM_2014.

¹ Note: Authorship order denotes role, i.e. **first name is lead author**. Superscript “%” preceding author name denotes student author

17. **Coursaris, C.K.**, Van Osch, W., %Sung, J., and %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.
16. **Coursaris, C.K.** and %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. **ISI impact factor = 2.052.**
15. **Coursaris, C.K.**, %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.
14. **Coursaris, C.K.**, %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. **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. **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 (IJEBr)*, 8(1), 35-53. Available at: http://bit.ly/IJEBr_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.
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. **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. **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.
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.
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.
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.
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.
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.
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.

4. Peer-Reviewed Conference Proceedings

47. **Coursaris, C.K.**, Van Osch, W. and %Balogh, B. (2016). Do Facebook Likes Lead to Shares or Sales? Exploring the Empirical Links between Social Media Content, Brand Equity, Purchase Intention, and Engagement Intention. *Proceedings of the 49th Hawaiian International Conference on System Sciences (HICSS)*, Kauai, Hawaii, USA, January 4-7, 2016.
46. **Coursaris, C.K.**, Van Osch, W. and %Balogh, B. (2015). Informing the Successful Adoption of Social for Healthcare Human Resources: A Delphi Study. In the *proceedings of the Fourteenth Annual Pre-International Conference on Information Systems HCI Workshop in MIS Research (pre-ICIS)*, Ft. Worth, Texas, USA, December 13-16, 2015.
45. Van Osch, W. and **Coursaris, C.K.** (2015). Tracing the Evolution of Social Media Research: Topics and Theories. *Proceedings of the 4th International Conference on Economics, Business, and Management*, Bali, Indonesia, May 6-9, 2015. **Best Paper Award.**
44. Spoelstra, S. L., Given, C. W., Sikorskii, A., **Coursaris, C. K.**, %Majumder, A., DeKoekkoek, T., %Schueller, M., Given, B. (2015). Feasibility of a text messaging intervention to promote symptom management and medication adherence for patients prescribed oral anti-cancer agents. *Proceedings of the Oncology Nursing Society 40th Annual Congress*, Orlando, Florida on April 23—26, 2015.
43. **Coursaris, C.K.**, Spoelstra, S. L., Given, B., Sikorskii, A., Majumder, A., DeKoekkoek, T., %Schueller, M., Ridenour, K., Wormser, M., and Given, C. W. (2015). A Health Belief Messaging Framework and a Randomized Controlled Trial of an SMS-based Intervention for Cancer Patient Outcomes. *Proceedings of the 48th Hawaiian International Conference on System Sciences (HICSS)*, Kauai, Hawaii, USA, January 5-8, 2015. ***Best Paper Award in HCI and Consumer Health Informatics (mini-track); Nominated for the Best Paper Award in Healthcare (track).**
42. Van Osch, W. and **Coursaris, C.K.** (2015). A Meta-Analysis of Theories and Topics in Social Media Research. *Proceedings of the 48th Hawaiian International Conference on System Sciences (HICSS)*, Kauai, Hawaii, USA, January 5-8, 2015.
41. Spoelstra S, Given B, Sikorskii A, **Coursaris C.K.**, %Majumder A, DeKoekkoek T, %Schueller M, Given CW. (2014). *Acceptability & Preliminary Efficacy of a SMS Text Message Intervention in Older Cancer Patients*. Proceedings of the Gerontological Society of America's 2014 Scientific Meeting, Washington DC. November 5-9, 2014.
40. Given CW, Given B, Sikorskii A, **Coursaris C.K.**, %Majumder A, DeKoekkoek T, %Schueller, M, Spoelstra S. (2014). *Recruitment and Enrollment of Older Cancer*

Patients in a Text Message Trial. Proceedings of the Gerontological Society of America's 2014 Scientific Meeting, Washington DC. November 5-9, 2014.

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 16th 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 16th 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 (**mHS**): 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 21st 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 46th 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 46th 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
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
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 8th 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 13th 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: 9th 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: 2nd 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: 5th 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: 3rd World Congress on the Management of Electronic Commerce (MWC)*, Hamilton, Ontario, Canada, January 16-18, 2002.

5. Peer-Reviewed Edited Volumes (Books 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.

6. 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.

7. Non-Refereed Papers, Presentations, Invited Seminars, and Colloquia

61. **Coursaris, C.K.** (2015). Creating Marketing Value through Social Media Messages. *Keynote Speaker, 2015 International Scientific Academy of Engineering and Technology (ISAET)*, Bali, Indonesia, May 6-9, 2015.
60. Coursaris, C.K. (2015). Social Media: The Springboard for HR Success. 2015 Michigan Healthcare Human Resources Conference. Lansing, Michigan, April 15, 2015.
59. **Coursaris, C.K.**, Zantjer, R., & Swierenga, S. J. (2014, November 18). *[Redacted] User Interface Report*. East Lansing, MI: Michigan State University, Usability/Accessibility Research and Consulting.
58. **Coursaris, C.K.** (2014). Fine Tuning Your Organization's Social Media Strategy. *Invited Seminar to 100+ business owners, Business and Bagels, Henry Center for Executive Development*, East Lansing, MI, November 18, 2014.
57. **Coursaris, C.K.** (2014). New Media Business Models. *Invited Quello Seminar to Korean delegation from the Visiting International Professionals Program (representatives from SK Telecom and LG)*, November 11, 2014.
56. **Coursaris, C.K.** (2014). Social Media Marketing. *Invited Seminar, IESEG School of Management, Lille, France, November 3, 2014.*
55. **Coursaris, C.K.** (2014). Human-Computer Interaction. *Invited Seminar, IESEG School of Management, Lille, France, September 22, 2014.*
54. **Coursaris, C.K.** (2014). Introduction to Digital Advertising and Google AdWords. *University of Aegean – 2nd Summer School on E-Business, Lesvos, Greece, July 25 – 31, 2014.*
53. **Coursaris, C.K.** (2014). New Media Research. *Invited Seminar, Kobe City University of Foreign Studies, Kobe, Japan, May 13, 2014.*
52. **Coursaris, C.K.** (2014). Social Media Marketing. *Invited Seminar, IESEG School of Management, Paris, France, April 15, 2014.*
51. **Coursaris, C.K.** and Van Osch, W. (2014). Do you really know the science of social media? *Invited Seminar to various divisions of General Motors, Troy, MI, April 2, 2014.*
50. **Coursaris, C.K.** (2014). New Media Business Models. *Invited Quello Seminar to Korean delegation from the Visiting International Professionals Program (representatives from SK Telecom and LG)*, March 27, 2014.
49. **Coursaris, C.K.** and Van Osch, W. (2014). A Framework of the Strategic Use of Social Media Messaging. *Invited Seminar to various units of Leo Burnett Detroit, Troy, MI, March 25, 2014.*

48. **Coursaris, C.K.** (2014). Developing A Social Media Strategy for Your Organization. *Invited Seminar to 100+ business owners, Business and Bagels, Henry Center for Executive Development, East Lansing, MI, March 20, 2014.*
47. **Coursaris, C.K.** (2014). Social Media in the House. *Invited Seminar to the Michigan House of Representatives – Republican Caucus, Anderson House Office Building (HOB), Lansing, MI, March 20, 2014.*
46. **Coursaris, C.K.** (2014). Human-Computer Interaction. *Invited Seminar, IESEG School of Management, Paris, France, March 10, 2014.*
45. **Coursaris, C.K.** (2014). Social Media Marketing. *Invited Seminar, IESEG School of Management, Lille, France, March 3, 2014.*
44. **Coursaris, C.K.** (2014). Governance of Social Media. *Invited talk to Saudi Aramco Senior Management, Saudi Aramco, Dhahran, Saudi Arabia, January 9, 2014.*
43. **Coursaris, C.K.** (2014). Planning for Strategic Communications. *Workshop on Communication at Saudi Aramco, Dhahran, Saudi Arabia, January 5-8, 2014.*
42. 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.*
41. **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. Event agenda available on <http://www.mediaandhealth.gr/default.asp?pid=4&la=1>.*
40. 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.*
39. **Coursaris, C.K.** (2013). Introduction to E-Marketing and Social Media Marketing for E-Businesses. *University of Aegean – 1st Summer School on E-Business, Lesvos, Greece, July 28 – August 3, 2013.*
38. **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.*
37. **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.*
36. **Coursaris, C.K. (2014).** Planning for Strategic Communications. *Workshop on Communication at Saudi Aramco, Dhahran, Saudi Arabia, June 2-6, 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 14th 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.*

8. Manuscripts in Development or Under Peer Review

1. Spoelstra, S. L., Sikorskii, A., Given, C. W., **Coursaris, C. K.**, %Majumder, A., DeKoekkoek, T., %Schueller, M., Given, B. (submitted). Adult Cancer Patient Recruitment and Enrollment into Cell Phone Text Message Trials. *Research in Nursing & Health*.
2. Kang, J., Coursaris, C. K., and Maity, M. (submitted). Texting among the Bottom of the Pyramid. *Information Technology and Development (IT4D)*. Second round of revisions.
3. Coursaris, C. K. and Van Osch, W. (pending submission). An Integrated Model of User Satisfaction (IMUS): Disrupting the Dichotomy of Utilitarian Versus Hedonic System Performance. *Information & Management*. Second round of revisions.
4. Coursaris, C. K., Swierenga, S. and Whitten, P. (pending submission). Evaluating the Usability of E-Health Websites. *International Journal of Telemedicine and e-Health*.
5. Coursaris, C. K., Molina Castillo, F.J., Lopez-Nicolas, C., and Pavlou, P. (pending submission). A Cross-Cultural Examination in the user adoption of virtual worlds. *Computers in Human Behavior*.
6. Coursaris, C.K. and Swierenga, S. (pending submission). A Cross-Cultural Examination of Mobile Advertising Perceptions. *Behavior and Information Technology*.
7. Coursaris, C.K. and Van Osch, W. (pending submission). A Contextual Health Messaging Framework: Developing Messages for Patient Health Outcomes.
8. Coursaris, C.K., Spoelstra, S. L., Given, B., Sikorskii, A., Majumder, A., DeKoekkoek, T., %Schueller, M., Ridenour, K., Wormser, M., and Given, C. W. Changing Lives via SMS: A Health Belief Messaging Framework and a Randomized Controlled Trial of a Text Messaging Intervention for Cancer Patient Outcomes (pending submission). *AIIS Transactions on Human-Computer Interaction*.
9. Coursaris, C.K., Van Osch, W., and Balogh, B. (pending submission). A Longitudinal Study of Social Media Marketing Content Effects on Brand Equity, Purchase Intention, and Engagement Intention.
10. Van Osch, W. and Coursaris, C.K. (pending submission). A Strategic Social Action Framework.

9. 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 Siner-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://kaiserthesage.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.
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.

13. **Coursaris, C.K.** (2012, April 18). [Interview with Lauren Gibbons, writer for The State News] Shirtmob offers deals to businesses. Published and Retrieved on September 13, 2013, from the State News website: http://statenews.com/article/2012/04/shirtmob_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.
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
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
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/2010/09/13/375299miexchangemsureminde_rs_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.
- 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/~msuua094/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.
- 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.

10. Awards and Honors

2015

- **Received the Best Paper Award** for Van Osch, W. and Coursaris, C.K. (2015). Tracing the Evolution of Social Media Research: Topics and Theories. *Proceedings of the 4th International Conference on Economics, Business, and Management*, Bali, Indonesia, May 6-9, 2015.
- **Received the Best Paper Award** in HCI and Consumer Health Informatics mini-track (and nominated for Best Paper in Healthcare track), for Coursaris, C.K., Spoelstra, S. L., Given, B., Sikorskii, A., Majumder, A., DeKoekkoek, T., Schueller, M., Ridenour, K., Wormser, M., and Given, C. W. (2015). A Health Belief Messaging Framework and a Randomized Controlled Trial of an SMS-based Intervention for Cancer Patient Outcomes. *Proceedings of the 48th Hawaiian International Conference on System Sciences (HICSS)*, Kauai, Hawaii, USA, January 5-8, 2015.

2012

- **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.

2010

- **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.

2009-2010

- Received the **Outstanding Faculty Award** by MSU's Senior Council for his commitment to and achievements in undergraduate education

2009

- Received the **ITERA Innovative Course Award** at the 2009 ITERA Conference in Atlanta (note: ITERA is the International Telecommunication Education and Research Association)

2007

- **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.

2004 – 2005

- **Ontario Graduate Scholarship (OGS)**, Provincial – held at McMaster University

2004 – 2005

- **Graduate Scholarship (Ph.D.)**, McMaster University, waived due to OGS

2003 – 2004

- **Academic Scholarship**, Hellenic-Canadian Federation of Ontario

2003 – 2004

- **Graduate Scholarship (Ph.D.)**, McMaster University

2002 – 2003

- **Academic Scholarship**, Hellenic-Canadian Federation of Ontario

2002 – 2003

- **Entrance Scholarship (Ph.D.)**, McMaster University

2001

- **Valedictorian Finalist**, McMaster University

2000 – 2001

- **M.B.A. Dean's Honour List**, McMaster University

1991

- **National Honour Society**, American Community Schools of Athens, Greece

11. Research Grants

Grants Awarded

11. Improving care transitions for acute stroke patients through a patient-centered home based case management program. **Patient-Centered Outcomes Research Institute (PCORI)**, 10/1/2014-9/30/2017, **Co-Principal Investigator (Co-PI)**, with M. Reeves (PI, Epidemiology) et al., \$2,000,000, Research Activities.

Project Scope: Test the efficacy of these two complementary interventions in 480 acute stroke patients discharged from four Michigan hospitals. Patients will be randomly assigned to one of the following three groups: (1) usual care, (2) the SWBC case management program, and (3) the SWBC plus the VSSP. They will examine outcomes identified as important by both stroke patients and caregivers. Efforts to redesign health systems by focusing on the entire "episode of care" demand improvements in the care patients receive after they return home. At the end of this three-year project, the research team will have developed and tested two patient-centered interventions that can be replicated on a larger scale and are designed to improve transitions and outcomes for stroke patients who have returned home.

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. Falls, 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.

- o 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.
- o Conducting academic literature review on the topic to find relevant research and best practices.
- o 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

- 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.

Project Scope: 1) To decrease Acute Myocardial Infarction (AMI) 30-day readmission rates and the associated financial burden on Sparrow Health System (SHS) by enhancing the current AMI Post Discharge Program (AMIPDP) to newly diagnosed AMI patients.

2) To improve patient adherence to disease management including 2,000mg sodium restriction, medications, and follow-up appointments post AMI discharge.

3) To improve patient self-care efficacy in AMI disease management and patient satisfaction with hospital care.

The project was discontinued, as funds were not received following the departure of the PI from the project site.

- 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.

Grant Proposals Under Review

- Mobile Usage, its Antecedents and Consequences: A Multi-Method Research Program. Social Sciences and Humanities Research Council (SSHRC) Partnership Grant, Requested: \$2,448,500, 2016-2023. Research activities. Co-Investigator, Led by HEC Montreal, Canada, and involving several other universities.

12. 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 Universita' 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*)

13. Service Activities

University Committees and Administrative Roles

2015 - present

- **Associate Chair**, Department of Media and Information (Media & Info)

2014 - present

- **Director of Graduate Studies**, Department of Media & Info

2014 – present

- **Member**, Reappointment, Tenure, and Promotion Committee, Media & Info

2009 – present

- **Member**, Undergraduate Curriculum Committee, Media & Info

2012 – present

- **Administrator**, American Semester Programs, Media & Info

2009 – present

- **Member**, Scholarship Committee, Media & Info

2006 – present

- **Member**, IT Minor Committee, College of CAS, Michigan State University (MSU)

2005 – present

- **Event Organizer**, World Usability Day @ MSU

2009 – 2014

- **College Representative**, Academic Council, MSU

2009 – 2014

- **College Representative**, Faculty Council, MSU

2009 – 2014

- **Faculty/University Council Representative**, College Advisory Council

2007 – 2014

- **Committee Member**, MA Degree Comprehensive Exam review Committee, Department of Telecommunication, Information Studies, and Media, MSU

2011 – 2012

- **Search Committee Member**, TISM (Social Media position)

2010 – 2011

- **Search Committee Member**, TISM (PR & Social Media position)

2008 – 2010

- **Web Communications Manager**, MSU Dubai

2008 – 2009

- **Representative**, ConnecTech

2007 – 2009

- **Member**, Appeals Board Committee, MSU

2007 – 2009

- **Member**, Capital Area I.T. Council

2009

- **Editor**, Freshman Newsletter, MSU Dubai

2008

- **Member**, Recruitment Team, MSU Dubai

2007 – 2008

- **Member**, Recruitment & Retention Subcommittee, Capital Area I.T. Council

2005 – 2007

- **Member**, Publicity Stealth Committee, Department of TISM, MSU

2005 – 2008

- **Member**, Undergraduate Committee, Department of TISM, MSU

2008

- **Member**, Scholarship Committee, Department of TISM, MSU

2007 – 2008

- **Co-Organizer**, Meet Michigan program, Office of Faculty Development, MSU

Spring 2008

- **Chair**, Masters' Degree Comprehensive Exam review, Department of Telecommunication, Information Studies, and Media

Spring 2007

- **Member**, Masters' Degree Comprehensive Exam review committee, Department of Telecommunication, Information Studies, and Media, MSU

National & International Committees & Boards

2014-present

- **Program Board**, HCI in Business

2014-present

- **Scientific Program Committee Member**, Multimedia and HCI

2014

- **Chair**, Parallel Session at HCI in Business 2014

2012-2013

- **Vice-President for Marketing, SIGHCI**

2012

- **Vice-President for Teaching Resources, SIGHCI**

2010

- **Program Committee Member, Int'l Conference on Mobile Business**

2009

- **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*

2005-2009

- **Co-Organizer**, *Annual World Usability Day @ MSU / Usability and Accessibility Conference, East Lansing, MI, USA*

2008

- **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*

2007

- **Program Committee Member**, Pre-ICIS HCI Workshop

2006

- **Editorial Review Board**, *Journal of Information, Information Technology and Organizations (JIITO)*

Scholarship Reviews - Journals

1. **Reviewer**, *Computers in Human Behavior (CHB)* (since 2010)
2. **Reviewer**, *Information & Management (I&M)* (since 2013)
3. **Reviewer**, *The DATA BASE for Advances in Information Systems (DATABASE) (2013)*
4. **Reviewer**, *Journal of Organizational Computing and Electronic Commerce (JOCEC)* (2013)
5. **Reviewer**, *Cyberpsychology, Behavior, and Social Networking* (2008-2013)
6. **Reviewer**, *New Media & Society (NM&S)* (2011-2012)
7. **Reviewer**, *AIS Transactions on HCI (THCI)* (2011-2012)
8. **Reviewer**, *International Journal on Mobile Human Computer Interaction (IJMHCI)* (2010)
9. **Reviewer**, *Color Research & Application (CRA)* (2010)
10. **Reviewer**, *Ergonomics* (2010)
11. **Reviewer**, *Information Systems Management (ISM)* (2006, 2010)
12. **Reviewer**, *International Journal on Mobile Human Computer Interaction (IJMHCI)* (2010)
13. **Reviewer**, *International Journal of Human Computer Studies (IJHCS) (2007-2008)*
14. **Reviewer**, *Journal of Usability Studies (JUS)* (2006-2008)
15. **Reviewer**, *Asian Journal of Communication (AJC)* (2008)
16. **Reviewer**, *Decision Support Systems (DSS)* (2007)
17. **Reviewer**, *European Journal of Information Systems (EJIS)* (2007)
18. **Reviewer**, *International Journal of Electronic Business (IJEB)* (2007)

19. **Reviewer**, *Special Issue "Convergence as a Technology Management Challenge," International Journal of Technology Management (IJTM)* (2007)
20. **Reviewer**, *Group Decision and Negotiation (GDN)* (2006)
21. **Reviewer**, *Clinical and Experimental Pharmacology and Physiology* (2005)

Scholarship Reviews – Panels, Books, & Conferences

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

Advising – Groups

1. **Faculty Advisor**, ASCOT – Media & Info undergraduate student association (2008 – present)
2. **Acting Advisor**, Media Management at MSU Dubai (2008)
3. **Faculty Advisor**, Documentary Film Club (Doc Film) (2006 – 2007)
4. **Faculty Advisor**, Cypriot and Greek Student Association (CYGRA) (2005 – 2006)

Advising – Students

5. **Chairperson – Doctoral Dissertation Committee**, Brigitte Balogh (2012-present)
6. **Chairperson – Doctoral Dissertation Committee**, Jieun Sung (2007 – 2012)
7. **Member – Doctoral Dissertation Committee**, Mi Jung Kim (2013 – 2014)
8. **Member – Doctoral Dissertation Committee**, Juhee Kang (2013 – 2014)
9. **Member – Doctoral Dissertation Committee**, Bradly Alicia (2007 – 2008)
10. **Chairperson – Master’s Thesis/Project Committee**, Chris Bachelder (2012–present)
11. **Chairperson – Master’s Thesis/Project Committee**, Fei Yu (2012 – 2014)
12. **Chairperson – Master’s Thesis/Project Committee**, Xiyao Jia (2012 – 2014)
13. **Chairperson – Master’s Thesis/Project Committee**, David Mulder (2011 – 2012)
14. **Chairperson – Master’s Thesis/Project Committee**, Michael Weber (2011 – 2012)
15. **Chairperson – Master’s Thesis/Project Committee**, Gugulethu Mabuza (2008 – 10)
16. **Chairperson – Master’s Thesis/Project Committee**, Konstantinos Kripintiris (2006–08)
17. **Member – Master’s Thesis/Project Committee**, Paul Harmon (2012 – present)
18. **Member – Master’s Thesis/Project Committee**, Mike Miller (2012 – present)
19. **Member – Master’s Thesis/Project Committee**, Sungwon Chung (2006 – 2008)
20. **Academic Advisor – Master’s**, Paul Harmon (2012 – present)
21. **Academic Advisor – Master’s**, Michael Albern Miller (2012 – present)
22. **Academic Advisor – Master’s**, Christopher Marcus Bachelder (2012 – present)
23. **Academic Advisor – Master’s**, Fei Yu (2012 – 2014)
24. **Academic Advisor – Master’s**, Xiyao Jia (2012 – 2014)
25. **Academic Advisor – Master’s**, Amy Akers (2012 – 2013)

26. **Academic Advisor – Master’s**, Eugene Park (2010 – 2012)
27. **Academic Advisor – Master’s**, David Mulder (2010 – 2012)
28. **Academic Advisor – Master’s**, Michael Weber (2010 – 2012)
29. **Academic Advisor – Master’s**, Erik Selke (2008 – 2010)
30. **Academic Advisor – Master’s**, Gugulethu Mabuza (2008 – 2010)
31. **Academic Advisor – Master’s**, Meena Kanthakumar (2007 – 2010)
32. **Academic Advisor – Master’s**, Igor Crljenica (2008 – 2010)
33. **Academic Advisor – Master’s**, Craig Carlen (2007 – 2008)
34. **Academic Advisor – Master’s**, Brie Deadman (2007 – 2008)

Coaching - Business Case Competitions

1. **Coach**, Royal Roads International Undergraduate Case Competition, Victoria, BC (2005)
2. **Coach**, Concordia Undergraduate National Case Competition, Montreal, QC (2005)
3. **Coach**, Concordia International Business Case Competition, Montreal, QC (2005)

Professional Associations

1. Association for Information Systems (AIS) (2004 – present)
2. AIS Special Interest Group – Human Computer Interaction (SIGHCI) (2005 – present)
3. Usability Professionals Association (UPA) (2006 – present)
4. Michigan Usability Professionals Associations (MiUPA) (2006 – present)
5. ACM Special Interest Group in Computer/Human Interaction (SIGCHI) (2007 – 2009)
6. Association for Computing Machinery (ACM) (2007 – 2009)
7. Information Resources Management Association (IRMA) (2007 – 2009)
8. Administrative Sciences Association of Canada (ASAC) (2005 – 2009)
9. Canadian Aeronautics and Space Institute (CASI) (1995/96, 1997 – 1999)

14. 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.Barrins@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, 8th 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.

15. Additional Skills

Computer Skills

- 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, OSX, and UNIX OS

Language Skills

- Fluent in Greek and English; working knowledge of German; beginner in Italian and French