

Aaron Baird

Dean's Distinguished Research Fellow, Associate Professor
Director, Center for Digital Insights (CDI)
Department of Computer Information Systems
Colorado State University

SPECIALTIES

- Health Analytics / IT
- AI for Business

EDUCATION

Ph.D., Information Systems <i>W. P. Carey School of Business, Arizona State University</i>	2008-2012
M.B.A. <i>Anderson College of Business and Computing, Regis University</i>	2003-2004
B.S., Computer Science <i>Colorado Mesa University</i>	1996-2000

FELLOWSHIP AND AWARDS

1. 2025: Deans Distinguished Research Fellow, College of Business, Colorado State University
2. 2024: Mid-Career Award, Association for Information Systems (AIS)
3. 2024: Faculty Recognition Award for Distinguished Contributions in Service, Robinson College of Business, Georgia State University
4. 2023: Faculty Recognition Award for Distinguished Contributions in Research, Robinson College of Business, Georgia State University
5. 2023: Distinguished Member Cum Laude, Association for Information Systems
6. 2022: Trailblazer Award from the "This IS Research Podcast" (Dr. Nick Berente and Dr. Jan Recker) for our paper in MISQ on "The Next Generation of IS Use: A Theoretical Framework of Delegation to and from Agentic IS Artifacts"
7. 2021: Member of the MedMorph (CDC) team that received a CDC/ATSDR Honor Award (<https://www.cdc.gov/od/science/aboutus/shepard/about/index.html>) and also received the Award for Excellence in Surveillance and Health Monitoring from the CDC Center for Surveillance, Epidemiology, and Laboratory Services (CSELS)
8. 2020: Distinguished Member, Association for Information Systems
9. 2019: Best Paper Award, Association for Information Systems (AIS) College of Senior Scholars
10. 2019: Best Paper Award, Information & Organization
11. 2017: Early Career Award, Association for Information Systems (AIS)
12. 2017: Member of the team that won the CAHME/Cerner Award for Excellence in Healthcare Management Systems Education

13. 2016: Best Reviewer Award, IS in Health Care Track at the International Conference in Information Systems (ICIS)
14. 2014: Best Research-in-Progress Paper, International Conference in Information Systems (ICIS)
15. 2012: National Health Information Management and Systems Society (HIMSS) Scholarship
16. 2011: Arizona Health Information Management and Systems Society (HIMSS) Scholarship

ACADEMIC WORK EXPERIENCE

College of Business, Colorado State University

Department of Computer Information Systems

Director, Center for Digital Insights 2026 - Present

Dean's Distinguished Research Fellow, Associate Professor 2025 - Present

Robinson College of Business, Georgia State University

Institute for Insight

Affiliated Faculty 2025 - Present

Associate Professor, Director of the 2CI Health Analytics/Health IT Cluster 2023 - 2025

Institute of Health Administration

Associate Professor 2019 - 2023

Assistant Professor 2012 - 2019

PUBLICATIONS: Scholarly Journals: Editorially Reviewed

1. Baird, A., Xia, Y., and Kohli, R. "Health Analytics and IS Theorizing." *Journal of the Association for Information Systems*. 2025 (26:3): 575-759.
2. Baird, A. and Xia, Y. "Precision Digital Health: A Proposed Framework and Future Research Opportunities." *Business Information Systems and Engineering*. 2024 (June), 1-11.
3. Baird, A. "On Writing Research Articles Well: A Guide for Writing IS Papers." *Journal of the Association for Information Systems*. 2021 (22:5), 1197-1211.
4. Baird, A., Angst, C., and Oborn, E., "Health Information Technology," in *MIS Quarterly Research Curations*, <http://misq.org/research-curations>, June 20, 2018; updated September 2020. DOI: 10.25300/06212018.

PUBLICATIONS: Scholarly Journals: Peer Reviewed

1. Baird, A., Cheng, Y., Lesandrini, J., and Xia, Y. "A Causal Machine Learning Framework for Estimating the Impact of Cancer Diagnosis on Receipt of Advance Care Planning." *Health Services Research*, 2026 (61:2), e70039.
2. Baird, A., Xiao, H., Xia, Y., Sellers, C., Metzger, K., Patterson, K., Nyankori, L., and Anderson, R. "Toward Precision Stroke Rehabilitation: An Integrated Causal Machine Learning and Clinician Feedback Approach." *JAMLA Open*, 2025 (8:6), oaf146.
3. Olivera, W., Baird, A., and Mathiassen, L. "Differences in Perspectives between Enterprise System Consultants: An Inquiry into Technology Frame of Reference in Health Care." *Information & Organization*, 2025 (35:2): 1-18.

4. Chen, L., Baird, A., and Straub, D. "Structural Holes and Peer Knowledge Production in Professional Q&A Communities: A Middle-Range Theory of User Engagement." *Journal of the Association for Information Systems*, 2025 (26:2): 363-393.
5. Baird, A. and Xia, Y. "Applying Analytics to Sociodemographic Disparities in Mental Health." *Nature Mental Health*, 2025, 1-15.
6. Queiroz, M., Anand, A., and Baird, A. "Manager Appraisal of Artificial Intelligence Investments." *Journal of Management Information Systems*, 2024 41(3), 682-707.
7. Xiao, H., Xia, Y., and Baird, A. "Predicting Digital Product Performance with Team Composition Features Derived from a Graph Network." *Decision Support Systems*, 2024 (183): 114266.
8. Baird, A., Cheng, Y., and Xia, Y. "Determinants of Outpatient Substance Use Disorder Treatment Length-of-Stay and Completion: The Case of a Treatment Program in the Southeast U.S." *Scientific Reports*, 2023 13(1): 13961.
9. Lee, J., Keil, M., Lee, J., Baird, A., and Choi, H. "Gender Effects on the Impact of Colorectal Cancer Risk Calculators on Screening Intentions: An Experimental Study." *JMIR Formative Research*, 2023 7(1): e37553.
10. Baird, A., Cheng, Y., and Xia, Y. "Use of Machine Learning to Examine Disparities in Completion of Substance Use Disorder Treatment." *PLoS One*, 2022 (17:9): e0275054.
11. Choi, H., Keil, M., and Baird, A. "Intention to Use Smartwatch Health Applications: A Regulatory Fit and Locus of Control Perspective." *Information & Management*, September 2022 (59:6), 1-40.
12. Baird, A., Xia, Y., and Cheng, Y. "Consumer Perceptions of Telehealth for Mental Health or Substance Abuse: A Twitter-Based Topic Modeling Analysis." *JAMLA Open*, July 2022 (5:2), 1-8.
13. Baird, A., Cheng, Y., and Xia, Y. "Telehealth Adoption and Discontinuation by U.S. Hospitals: Results from 2 Quasi-Natural Experiments." *JMIR Formative Research*, 2022 (6:2), e28979.
14. Chen, L. Baird, A., and Straub, D. "The Impact of Hierarchical Privilege Levels and Non-Hierarchical Incentives on Continued Contribution in Online Q&A Communities: A Motivational Model of Gamification Goals." *Decision Support Systems*, 2022 (153), 1-12.
15. Baird, A. and Maruping, L. "The Next Generation of Research on IS Use: A Theoretical Framework of Delegation to and from Agentic IS Artifacts." *MIS Quarterly*, 2021 (45:1), pp. 315-341.
16. Singh, R., Baird, A., and Mathiassen, L. "Ambidextrous Governance of IT-Enabled Services: A Pragmatic Approach." *Information & Organization*, 2020 (30:4), 1-14.
17. Baird, A., Kibbe, B., and Lesandrini, J. "Stakeholder Bias in Best Practice Advisories: An Ethical Perspective." *JAMLA Open*. 2020 (3:2), 142-145.
18. Chen, L., Baird, A., and Straub, D. "A Linguistic Signaling Model of Social Support Exchange in Online Health Communities." *Decision Support Systems*, 2020 (30), 1-12.
19. Chen, L., Baird, A., and Rai, A. "Mobile Health (mHealth) Channel Preference: An Integrated Perspective of Approach-Avoidance Beliefs and Regulatory Focus." *Journal of the Association for Information Systems*, 2019 (20:12), 247-265.
20. Chen, L., Baird, A., and Straub, D. "An Analysis of the Evolving Intellectual Structure of Health Information Systems Research in the Information Systems Discipline." *Journal of the Association for Information Systems*, 2019 (20:8), 1023-1074.
21. Chen, L., Baird, A., and Straub, D. "Why Do Participants Continue to Contribute? Evaluation of Usefulness Voting and Commenting Motivational Affordances within an Online Knowledge Community." *Decision Support Systems*, 2019 (118), 21-32.

22. Chen, L., Baird, A., and Straub, D. "Fostering Participant Health Knowledge and Attitudes: An Econometric Study of a Chronic Disease-Focused Online Health Community." *Journal of Management Information Systems*, 2019 (36:1), 194-229.
23. Singh, R., Baird, A., and Mathiassen, L. "Collaboration Risk Management in IT-Enabled Asymmetric Partnerships: Evidence from Telestroke Networks." *Information & Organization*, 2018 (28:4), 170-191.
24. Davidson, E., Baird, A., and Prince, K. "Opening the Envelope of Health Care Information Systems Research." *Information & Organization*, 2018 (28:3), 140-151.
25. Baird, A., Davidson, E., and Mathiassen, L. "Reflective Technology Assimilation: Facilitating Electronic Health Record Assimilation in Small Physician Practices." *Journal of Management Information Systems*, 2017 (34:3), 664-694.
26. Baird, A., Miller, C., T. S. Raghu, and Sinha, R. K. "Product Line Extension in Consumer Software Markets in the Presence of Free Alternatives," *Information Systems Research*, 2016 (27:2), 282-301.
27. Baird, A. and T. S. Raghu. "Associating Consumer Preferences with Business Models for Digital Services," *European Journal of Information Systems*, 2015 (24), 4-22.
28. Baird, A., Furukawa, M., Rahman, B., and Schneller, G. "Corporate Governance and the Adoption of Health Information Technology within Integrated Delivery Systems," *Health Care Management Review*, 2014 (39:3), 234-244.
29. Baird, A., T. S. Raghu, North, F., and Edwards, F. "When Traditionally Inseparable Services are Separated by Technology: The Case of Patient Portal Features Offered by Primary Care Providers," *Health Systems*, 2014 (3:2), 143-158.
30. Baird, A. "Making the Case for Leveraging the Patient Centered E-Health (PCEH) Context to Expand Information Systems Theory," *Communications of the Association for Information Systems*, 2014 (34), 365-380.
31. Rai, A., Chen, L., Pye, J., and Baird, A. "Understanding Determinants of Consumer Mobile Health (mHealth) Usage Intentions, Assimilation, and Channel Preferences," *Journal of Medical Internet Research*, 2013 (15:8 e149), 1-20.
32. Baird, A., Furukawa, M., and T. S. Raghu. "Understanding Contingencies Associated with the Early Adoption of Customer-Facing Web Portals," *Journal of Management Information Systems*, 2012 (29:2), 293-324.

PUBLICATIONS: Professional and Translational Journals: Peer Reviewed

1. Baird, A., Sumner, A., and Xia, Y. "How U.S. Hospitals can Overcome Barriers to Automation of Electronic Clinical Quality Measurement (eCQM)." *Health Management, Policy and Innovation*, Spring 2020 (5:2), 1-14.
2. Baird, A. and Olivera, W. "Health Information Sharing and Exclusion in the Age of COVID-19." *Health Management, Policy and Innovation*, 2020 (5:1 Special Issue on COVID-19), 1-12.
3. Baird, A., Mermin-Bunnell, K., and Lesandrini, J. "Ethics of Digital Contact Tracing by U.S. Employers during the COVID-19 Pandemic." *Health Management, Policy and Innovation*, 2020 (5:1 Special issue on COVID-19), 1-7.
4. Baranick, E., Baird, A. and Vinze, A. "An Economic Framework for Transitioning to Capacity Building," *Global Public Health*, 2015 (10:1), 15-27.
5. Baird, A., and Nowak, S. "Why Primary Care Practices Should Become Digital Health Information Hubs for their Patients," *BioMed Central (BMC) Family Practice*, 2014 (15:190), 1-5.

6. Baird, A., T. S. Raghu, and Tullidge-Scheitel, S. "The Role of Policy in the Prevention of Personal Health Record (PHR) Market Failure," *Journal of Information Technology and Politics*, 2012 (9:2), 117-132.

PUBLICATIONS: Pedagogical Journals: Peer Reviewed

1. Baird, A., Eaton, R., and Sumner, A. "Digital Health Strategy: An Updated Approach to Teaching Graduate-Level Health Information Systems." *Journal of Health Administration Education*, 2019 (36:3), 263-274.
2. Baird, A. and Riggins, F. "Planning and Sprinting: Use of a Hybrid Project Management Methodology within a CIS Capstone Course," *Journal of Information Systems Education*, 2012 (23:3), 243-258.

PUBLICATIONS: Books

1. Contributed to Chapter 4, "Quality and Technology" of: Askin, E., and Moore, N. *The Health Care Handbook: A Clear and Concise Guide to the United States Health Care System, 3rd Edition*. Washington University, St. Louis, 2023.

ACADEMIC CONFERENCES AND PROFESSIONAL MEETINGS

1. Wang, Z., Youn, S., and Baird, A. "Online Reputation Spillovers in Healthcare Markets: Evidence from Physician Reviews and Medicare Claims." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2026.
2. Baucum, M., Baird, A., and Chen, A. "A bridge to better treatment: Gateway effects of telehealth on substance use treatment service utilization." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2026.
3. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y., "Extending Task-Technology Fit with Digital Technologies for Mental Health Services." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2026.
4. Jetley, G., and Baird, A. "Physiologic Discharge Stringency and ICU Outcomes: Evidence of a Non-Monotonic Relationship in Readmissions." *Production and Operations Management Society (POMS) Conference*, Reno, NV 2026.
5. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y. "Value Co-creation in Digitally Enabled Mental Health Services Value Co-creation in Digitally Enabled Mental Health Services." TREO talk at *International Conference on Information Systems (ICIS)*, Nashville, TN, 2025.
6. Gao, X., Baird, A., and Xia, Y. "Regulatory Spillover and Privacy Rationalization: Evidence from ChatGPT Discourse After the TikTok Ban." *International Conference on Information Systems (ICIS)*, Nashville, TN, 2025.
7. Baucum, M, Chen, A., and Baird, A. "Heterogenous impacts of substance use disorder telehealth on public health outcomes: A causal machine learning approach." TREO Talk at *Americas Conference on Information Systems (AMCIS)*, Montreal, Quebec, Canada, 2025.
8. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y. "Impact of Remote Patient Monitoring Ecosystems on Health Outcomes for Chronic Heart Disease Patients." *Conference on Health IT and Analytics (CHITA)*, Austin, TX, April 2025.
9. Yi, Y., Rai, A., and Baird, A. "Uncovering Average and Heterogenous Treatment Effects of Digital and Social Capital on Community Mental Health." *Production and Operations Management Society (POMS) Conference*, Atlanta, GA, 2025.

10. Lajnef, M., Baird, A., Rai, A., and Xia, Y. "Substance Use Disorder Treatment Hypothesis Generation with Machine Learning." *Production and Operations Management Society (POMS) Conference*, Atlanta, GA, 2025.
11. Gao, X., Baird, A., and Xia, Y. "Explaining the Heterogeneous Impact of Teaching Hospitals on Pneumonia and Influenza Readmissions." *Production and Operations Management Society (POMS) Conference*, Atlanta, GA, 2025.
12. Buckman, J., Maruping, L., and Baird, A. "Group Composition in Delegation Decisions Involving Humans and AI," *Conference on Information Systems and Technology (CIST)*, Seattle, WA, 2024.
13. Anderson, R., Sellers, C., Xiao, H., Xia, Y., Baird, A. "Drivers of Stroke Independence During Inpatient Rehabilitation Care: Causal Forest Modeling." *American Congress of Rehabilitation Medicine (ACRM)*, Dallas, TX, 2024.
14. Anderson, R., Baird, A., Sellers, C., Xiao, H., Molnar, M., Xia, Y. "Spinal Cord Injury Inpatient Recovery: Sequence Modeling with Emphasis on Physical and Occupational Therapy." *American Congress of Rehabilitation Medicine (ACRM)*, Dallas, TX, 2024.
15. Gao, X., Baird, A., Xia, Y. "Academic Hospitals and Readmissions: Identification of Risk- and Benefit-Based Heterogenous Treatment Effects." *Northwestern University Causal Inference Workshop*, Chicago, IL, August 2024.
16. Queiroz, M., Anand, A., and Baird, A. "Leveraging Artificial Intelligence to Enable Competitive Actions," *Americas Conference on Information Systems (AMCIS)*, Salt Lake City, Utah, August 2024.
17. Gao, X., Baird, A., Xia, Y. "Exploring the Impact of Hospital Knowledge and Operational Capacity on Patient Readmission: A Causal Analysis." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2024.
18. Panelist. *JAIS Writing Workshop*. HICSS 2024.
19. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y. "The Heterogeneous Effects of Remote Patient Monitoring on Patients with Chronic Heart Conditions." *Americas Conference on Information Systems (AMCIS)*, Panama City, Panama, August 2023.
20. Yi, Y., Rai, A., Baird, A. "How Does the Adoption of Telehealth and Telepsychiatry Services Level in US counties Affect Community Mental Health Outcomes: Results from a Quasi-Natural Experiment." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2023.
21. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y. "The Impact of Configuration Heterogeneity on Remote Patient Monitoring Outcomes for Patients with Chronic Heart Conditions." *Conference on Health IT and Analytics (CHITA)*, Washington, D.C., May 2023.
22. Olivera, W., Baird, A., Mathiassen, L., and Xia, Y. "The Impact of Remote Patient Monitoring on Chronic-Disease Readmissions: The Role of Disparities," *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, 2022.
23. Panelist. "Embracing Heterogenous Data in Healthcare." *Georgia Innovation Summit*, 2022.
24. Panelist. *JAIS Writing Workshop*. HICSS 2023.
25. Zhang, A., Baird, A., Buckman, J., and Xia, Y. "The effect of Telehealth for Psychiatry and Substance Use on U.S. Hospital Utilization," *Academy of Management, Health Care Management Division, Research in the Rough Workshop*, Seattle, 2022.
26. Lee, J., Keil, M., Lee, J. S., Baird, A. "Explaining the Lackluster Impacts of Colorectal Cancer (CRC) Risk Calculators," *Academy of Management (AOM) Annual Conference* (virtual), 2021.
27. Olivera, W., Baird, A., Cheng, Y., and Xia, Y. "Disparities in Patient-Generated Health Data Sharing with U.S. Hospitals," *INFORMS Virtual Healthcare Conference*, 2021.

28. Baird, A. and Maruping, L. "Toward a Theory of Delegation in Human-IS Artifact Interactions: An Agentic Perspective," *MIS Quarterly Next Generation Theory Special Issue Workshop*, University of Maryland, Washington, D.C., 2019.
29. Chen, L., Baird, A., and Straub, D. "Why Do Users Participate in Online Communities? The Effects of Motivational Affordances, Comments, and Peer Contribution on Continuance," *Americas' Conference on Information Systems (AMCIS)*, New Orleans, LA, 2018.
30. Baird, A. and Maruping, L. "Distributing Agency between Users and Information System (IS) Artifacts: Toward a Theory of User-Artifact Delegation," *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
31. George, A., Ramesh, B., and Baird, A. "Contextualized Theorization in Gamification: An Environmental Enrichment Perspective," *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
32. Baird, A. and Riggins, F. "A Resource Complementarity View (RCV) of Value Creation in the Context of Connected Smart Devices," *Hawaii International Conference on System Sciences (HICSS) 49*, 2016.
33. Baird, A., T. S. Raghu, and Rai, A. "Toward a Theory of Persuasive IS Artifact Design," *JAIS Theory Development Pre-ICIS Workshop*, Fort Worth, TX, 2015.
34. Rai, A., Baird, A., and Pye, J. "Impacts of Value-Based Goals and Care Coordination on U.S. Hospital Effectiveness," *Patient-Centric Healthcare Management in the Age of Analytics Conference at Indiana University*, Oct. 9-10, 2015.
35. Pye, J., Rai, A., and Baird, A. "Health Information Technology in U.S. Hospitals: How Much, How Fast?" *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014. (*Winner of best research-in-progress paper award*).
36. Rai, A., Chen, L., and Baird, A. "Consumer use of mobile health (mHealth): An integrated individual and local influence mechanisms evaluation," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C, 2013.
37. Baird, A., Rai, A., T. S. Raghu, and Sambamurthy, V. "Toward a persuasive design theory of information systems," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
38. Singh, R., Baird, A., and Mathiassen, L. "Absorptive capacity co-creation of IT value: Evidence from two telestroke networks," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
39. Chen, L., Rai, A., and Baird, A. "The influence of individual- and regional- innovativeness and health risks on healthcare channel preferences," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
40. Baird, A., North, F., Edwards, F., and T. S. Raghu. "Patient perceptions of personal health records and patient portals," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2013. Baird, A., Furukawa, M., and T. S. Raghu. "Early adoption of patient portals by U.S. hospitals," *Americas' Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.
41. Baird, A., Furukawa, M., and T. S. Raghu. "Hospital analytics adoption: Determinants of choice and performance impacts," *Americas' Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.
42. Baird, A., and T. S. Raghu. "Consumer perceptions of Personal Health Record (PHR) privacy and security," *4th Annual Workshop on Information Assurance Research and Education*, Information Assurance Center, Arizona State University, 2011.
43. Baird, A., North, F., and T. S. Raghu. "Personal Health Records (PHRs) and the future of the physician-patient relationship," *iConference*, Seattle, Washington, 2011.

44. Baird, A., Furukawa, M., and T. S. Raghu. "Adoption of patient-centric information systems by ambulatory care providers," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2010.
45. Baird, A. and T. S. Raghu. "Are EMR and clinical analytics systems impacting hospital quality and efficiency?" *Claremont Graduate University Spring Health Informatics Workshop*, 2010.

EXTERNALLY FUNDED RESEARCH PROJECTS

1. Consultant / Advisor for the Public Health Informatics & Technology (PHIT) Workforce Development grant received by Dominican College, Orangeburg, NY (<https://www.healthit.gov/topic/onc-funding-opportunities/public-health-informatics-technology-phit-workforce-development>). Total award to Dominican College: \$1.9 million.
2. Augusta University and Georgia State University Seed Award Program for Collaborative Clinical & Translational Research. 2020-2021. Co-PI. \$44,984. "Determinants, Impacts, and Spillover Effects of Telestroke Therapy in Georgia." Press Release: <https://news.gsu.edu/2020/06/25/georgia-state-university-augusta-university-partner-to-support-health-research-in-georgia/>.
3. Contributed to the Stanford University and Carnegie Mellon University Open Learning Initiative (OLI) Certified Associate in Healthcare Information and Management Systems (CAHIMS) preparation initiative funded by NSF (2014) as part of the "National Health IT Technician Certification, Curriculum and Implementation" initiative. I developed the Consumer Health Informatics module.
4. Robinson College of Business (RCB) Summer Research Grants. After my first three years of summer funding, I received competitive summer research grant awards from 2016 to 2024.
5. Georgia State University Open Access (BioMed Central) Publishing Grant. 2014. \$2,000. I was the principal applicant and recipient of the award.
6. 2CI Health IT Grant. 2012-Present. Recruited and hired as a participating faculty member for the internally awarded and funded 2nd Century Initiative (2CI) program.

DOCTORAL STUDENTS

Ph.D. Students

- Mouayed Lajnef, Health Analytics/IT Fellow, Center for Digital Innovation (CDIN) Ph.D. Program.
- Xuan Gao, Health Analytics/IT Fellow, Interdisciplinary Ph.D. Program.
- Yang Yi, Health Analytics/IT Fellow, Center for Digital Innovation (CDIN) Ph.D. Program. Assistant Professor, Ohio University, August 2025.
- William Olivera, Health Analytics/IT Fellow, Center for Digital Innovation (CDIN) Ph.D. Program. Assistant Professor, Florida State University, August 2024.
- Amber (Xinying) Liu, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, University of Houston Clear Lake, August 2020.
- Hyoungyong Choi, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, University of North Carolina Greensboro, 2020.
- Langtao Chen, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Missouri University of Science and Technology, 2016.
- Fred Zhao, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Texas State University, August 2025.
- Jeremy Lee, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Marquette University, August 2023.

- Kambiz Saffarizadeh, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Marquette University, 2020.
- Amrita George, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Marquette University, 2019.
- Alan Yang, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, University of Nevada Reno, 2018.
- Jessica Pye, Center for Digital Innovation (CDIN) Ph.D. Program, Assistant Professor, Arizona State University, 2017.
- Liwei Chen, Center for Digital Innovation (CDIN) Ph.D. Program, Assistant Professor, University of Cincinnati, 2016.

Committee Member DBA Program Students

- Freeha Khan, Class of 2025
- Emoy Reid, Class of 2024
- Alli Bowen, Class of 2024
- Angela Hernandez, Class of 2024
- Derek Marbell, Class of 2024
- Joseph Michael Williams, Class of 2023
- Charleata Battle, Class of 2022
- Audria King, Class of 2021
- William Dicker, Class of 2021
- Mindy Oberg, Class of 2021
- Osie Gaines, Class of 2021
- Jimmy Mahgoub, Class of 2020
- Esther Chance, Class of 2019
- Jessica Helsten, Class of 2019

SERVICE ACTIVITIES INTERNAL TO THE UNIVERSITY

Colorado State University

- 2026 – Present: Director, Center for Digital Insights (CDI)
- 2026 – Present: Provost AI Working Group (Member)
- 2025 – Present: College of Business Graduate Programs Council (GPC) (Member)
- 2025: Department of CIS TT Search Committee (Member)

Georgia State University

- 2023 – 2025: Ph.D. Coordinator (and 2CI Cluster Director) for the Institute for Insight
- 2022 – 2025: GSU Internal Grants Peer Review Committee (Member)
- 2019 – 2025: RCB Faculty Affairs Committee (Member)
- 2023: Faculty Director of the MBA/MHA and MSHA graduate programs.
- 2023: RCB MBA Core Redesign Committee (Chair)
- 2022: IHA NTT Promotion Review Committee (Chair)
- 2019 – 2022: RCB Undergraduate Steering Committee (Member)
- 2021 – 2022: RCB Academic Dishonesty Committee (Member)
- 2021: IHA NTT Faculty Review Committee (Chair)
- 2020 – 2021: RCB Graduate Programs Task Force (Member)

- 2019: Host for a delegation from North-West University, South Africa
- 2012 – 2013, 2018 – 2020: CAHME Accreditation Participation
- 2012 – 2013, 2018 – 2020: AACSB Accreditation Participation
- 2015 – 2016: RCB Undergraduate Analytics Task Force (Member)

SERVICE ACTIVITIES IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS

Editorial Boards

- 2026 – Present: Senior Editor, Journal of the Association for Information Systems, JAIS
- 2023 – Present: Editorial Review Board, Information Systems Research, ISR
- 2019 – Present: Editorial Board, Information & Organization
- 2021 – 2025: Associate Editor, Journal of the Association for Information Systems, JAIS
- 2023 – 2025: Guest Senior Editor (along with Dr. Yusen Xia and Dr. Rajiv Kohli), JAIS Special Issue on Health Analytics and IS Theorizing
- 2017 – 2021: Editorial Board, IEEE Transactions on Engineering Management

Referee

- MIS Quarterly (MISQ), Management Science (MS), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), European Journal of Information Systems (EJIS), Journal of the American Medical Informatics Association (JAMIA), Decision Support Systems (DSS), and others as requested.
- 2023 – 2024: Invited AE for the *Reimagining Digital Health* special issue in *Business & Information Systems Engineering (BISE)*
- 2014 – 2020: Associate Editor (AE) for the *International Conference on Information Systems (ICIS)* “IS in Healthcare” Track
- 2020: Associate Editor (AE) for the “Creating value through digital innovation in health care” for the annual meeting of German IS researchers March 8th - 11th, 2021, Duisburg, Germany.
- 2018 – 2019: Ad-hoc grant review panelist and proposal reviewer for the National Science Foundation (NSF)

Academic and Professional Organization Service

- 2026: Track Co-Chair for the “Health and Wellbeing” track at the *International Conference in Information Systems (ICIS)*, 2026, Lisbon, Portugal.
- 2024: Mentor for the *AIS Mentor Paper Development Workshop*
- 2022 – 2024: On the *Office of the National Coordinator (ONC) for Health IT* guest speaker list for Public Health IT grantees
- 2022 – 2023: Member of the *Business School Alliance for Healthcare Management (BAHM)* Research and Faculty Support Committee
- 2020 – 2022: Technical expert panel member on the CDC Public Health Informatics Office’s “Making EHR Data more Available for Research and Public Health (MedMorph)” evaluation panel leveraging FHIR for eCR use cases (<http://build.fhir.org/ig/HL7/fhir-medmorph/>)
- 2021: Track Co-Chair for the “IS in Healthcare” track for the *International Conference in Information Systems (ICIS)*, 2021, Austin, TX.
- 2021: Invited panelist and mentor at the *J AIS Theory Workshop* (virtual), December 2021.

- 2017: Session Chair at the *Conference for Health IT and Analytics (CHITA)*, November 2017.
- 2015 – 2016: Professional and Student Development Committee Chair, *Georgia Health Information Management and Systems Society (GA HIMSS) Board of Directors*.
- 2014: Reviewer for the book “A Practitioner’s Guide to Health Informatics” for publication consideration by Springer.
- 2014: Program committee member for the “HCI in Health and Wellness Workshop,” a joint pre-conference workshop conducted by SIGHCI and SIG-Health, AMICS 2014, Savannah, Georgia.
- 2012 – 2013: Contributing Member, *Provider Value Proposition Task Force*, HIMSS.
- 2010 – 2012: Student Representative, *Arizona Health Information Management and Systems Society (AZ HIMSS) Board of Directors*.

Organizational Memberships

- Association of Information Systems (AIS)
- Academy of Management (AoM)
- Healthcare Data and Analytics Association (HDAA)

SERVICE TO THE COMMUNITY

Helped the following organizations solve health care challenges:

2024 – 2026: Shepherd Center

Application of causal ML and other ML approaches (e.g., sequence pattern mining) toward identification of heterogeneous treatment effects association with precision rehabilitation goals.

2017 – 2025: Wellstar

Development of a predictive model and associated CDS for Advance Care Planning. Previously, evaluated sources of bias and potential ethical considerations of Best Practice Advisories (BPAs) in CDS systems.

2021 – 2023: Stand, Inc.

Working with a substance use disorder treatment facility (Stand, Inc.) to apply machine learning toward optimizing treatment and patient outcomes.

2020 – 2022: Augusta University Health and Medical College of Georgia

Evaluation of the determinants, impacts, and spillover effects of telestroke therapy in Georgia through analysis of AHRF, HCUP, AHA, and CDC Wonder data. Also, a partner in the CTSA grant application.

2015 – 2016: Island Health Care

Analysis of productivity and quality data related to remote patient monitoring (RPM) use and corresponding nursing scheduling tactics.

2014 – 2015: Pruitt Health

Development of survey instrument for assessing automated pill packaging and dispensing workflows.

2013 – 2016: Grady Health System

Oversight of graduate internships and undergraduate applied capstone projects.

2012 – 2013: Mayo Clinic

Research project: “Perceptions of patient portal features offered by primary care providers”

2009 – 2010: Maricopa County Department of Public Health

Design and development of software to assist the Maricopa County Department of Public Health with the allocation of scarce resources (vaccines) during the H1N1 outbreak.

TEACHING

Courses Taught

- *CIS 355 Data Foundations for Analytics and 655 Business Database Systems (Undergraduate and Graduate, CIS)*: These courses focus on connecting business needs to data through use of databases and analysis. I redesigned these courses to leverage Snowflake for teaching data pipelines including SQL, feature engineering, basic ML, and visualization via Streamlit
- *IFI 9010 Advanced Topics in Analytics (Doctoral)*: This seminar was taught as a Causal Inference in Analytics course focused primarily how on business research is now applying and using causal ML methods. I included methods and application as well as instruction on how to advance theory with causal ML-based research designs.
- *MSA 8395 Special Topics in Analytics (Graduate, MSA)*: My topic for this course is “ML for Precision Medicine” and focused primarily on applying causal ML methods to health care data.
- *Executive MBA Analytics Certificate (Graduate, MSA)*: This is a weekend course in analytics, and I teach the Text Analytics section (survey of text analytics approaches and discussion of how to strategically deploy analytics in organizations) and provide mentorship on the weekend data analytics project.
- *Health Analytics Sprints*: I have led a number of health analytics sprints for the Institute for Insight focused on: 1) predicting what types of hospitals would use electronic Advance Care Planning tools, 2) explaining and predicting telestroke adoption in Georgia and throughout the U.S., 3) evaluating the relationship between telehealth adoption by U.S. hospitals and ED utilization, 4) predicting addiction treatment completion, and 5) and a variety of social media topic modeling projects.
- *HA 8750 Health Analytics (Graduate, in the MBA/MHA and MSHA programs)*: Taught multiple sections of this course (2021-2022) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.7 to 4.9 (on a 5.0 scale).
- *HA 8670 Health Information Systems (Graduate, in the MBA/MHA and MSHA programs)*: Taught many sections of HA 8670 Health Information Systems (2014-2022) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.6 to 4.9 (on a 5.0 scale).
- *HA 3970 Health Information Systems (Undergraduate: For RCB as well as BIS students from CNHP)*: Taught 12 sections of HA 3970 (2013-2021) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.6 to 5.0 (on a 5.0 scale).
- *HA 8389 Directed Readings*: Taught 4 sections (Spring 2018, Spring 2020, Summer 2020, Summer 2022) of HA 8389 for doctoral students on Health IT Fellowships. These courses were customized to individual student interests and focused on generation literature reviews or research proposals.
- *HA 3900 Introduction to the U.S. Health Services Systems (Undergraduate)*: Taught 4 sections of HA 3900 (Fall 2012, Spring 2013, Fall 2013, Spring 2014) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.7 to 4.9 (on a 5.0 scale).

Additional Instructional Activities

- *AI Certificate: Text Analytics*: I redeveloped and taught a text analytics overview as part of the AI Certificate for EMBA students.
- *Designed new Causal Inference courses*: I designed a graduate course focused on application of causal ML to health care data and also designed a doctoral level seminar focused on how causal ML methods are being applied (and could be further applied) in the business literature.

- *Redesigned the HA 8750 Health Analytics course (graduate):* To modernize this course and make it relevant to student needs, I redesigned the entire course to focus on Applied Population Health Analytics. Using synthetic patient data generated by Synthea, and a simulated process over the 8-week course of extracting this data from a simulated data warehouse, creating features, exploring the data, and assigning patient to risk strata and resource clusters, students were taught how to analyze data in general as well as specifically for population health purposes.
- *Redesigned the HA 8670 Health Information Systems course (graduate)* from a full-semester course to a Maymester (compressed, 4 week) course and then to an 8 week “mini-mester” course. Shifted the content toward “Digital Health Strategy,” as further explained in our JHAE paper cited above. Included many new teaching innovations including inclusion of topic/article presentations by the students, incorporation of several in-class activities, an updated set of case studies, and an increased focus on structured query language (SQL).
- *Redesigned the HA 3970 Health Information Systems course (undergraduate)* from a focus on RCB students to one that also focused on BIS students from the College of Nursing and Health Professions (CNHP). Included many new teaching innovations in the course redesign including significant use of LinkedIn Learning videos/courses (rather than using a book for the course), inclusion of several in-class activities, and redesign of the final project for the course.
- *Designed HA 8389 Directed Readings from scratch* for interested Ph.D. students.