September 2025

Bradley J. Prince

The University of West Georgia
Professor
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Professional Positions

Professor, University of West Geogia. (2014 - Present).

Author/Co-Author, John Wiley Publisher. (2009 - Present).

Associate Dean, Richards College of Business, University of West Georgia. (2015 - 2022).

Associate Professor, University of West Georgia. (2009 - 2014).

Assistant Professor, University of West Georgia. (2003 - 2009).

Graduate Teaching Assistant, Management Department, Auburn University. (2002 - 2003).

Education

PhD, Management, Management Information Systems. Auburn University, 2006.

MBA, Business Administration. Auburn University, 2002.

BS, Marketing. Jacksonville State University, 2000.

Awards and Honors

Apollo Award for Excellence in Online Training, Department of Distance Education.

Best Paper Award, Enhancing Student Learning of Human Capital Management with Hands-On ERP Exercises, California Business Review.

Five Star Award, WMBA-UWG.

Outstanding Faculty Member, WebMBA Cohort 29.

Service Award, Richards College of Business.

WebMBA Cohort 37 Teaching Award, WebMBA, University of West Georgia.

2009 Service Award, Richards College of Business. (2009).

Publications

Tabar, S., Towhidi, G., Dhar, S., Prince, B. J. (2025). INFLUENCE OF OPINION LEADERSHIP AND CONSUMER FEEDBACK ON CONSUMER TRUST. *European Journal of Management Studies*. https://doi.org/10.1108/EJMS-11-2024-0117

Godin, J., Prince, B. J., Bandyopadhyay, T., Pridmore, J. L., Woszczynski, A. B. (2021). Agile Course Design: Multi-University Faculty Collaboration to Design the MIS Course for an Online MBA Program. *Journal of Information Systems Education, 32*(1), 9-26.

Prince, B., Pridmore, J. (2020). Multi-University Faculty Collaboration to Design the MIS Course for an Online MBA Program. Journal of Information Systems Education. *Journal of Information Systems Education*.

Udombon, H., Pridmore, J., Nickell, D., Prince, B., Boldt, D. (2020). Using Conjoint Analysis to Understand a Regional MBA Market. *Journal of Higher Education Theory and Practice, 20*, 81-93.

Towhidi, G., Pridmore, J. L., Prince, B. J. (2019). *Aligning Information Systems Security in Higher Education with Industry Needs*. Proceedings of 22nd Southern Association for Information Systems Conference.

Pridmore, J., Towhidi, G., Prince, B. (2019). *Proceedings of 22nd Southern Association for Information Systems Conference*. Proceedings of 22nd Southern Association for Information Systems Conference.

Bergiel, E. B., Prince, B., White, S. (2019). *Proceedings for the Academy of Business Research, Spring 2019 Conferences*. Proceedings for the Academy of Business Research, Spring 2019 Conferences.

Deng, J., Turner, D., Prince, B. (2017). Investigating Factors Influencing Adoption of Mobile Payment. *Quarterly Review of Business Disciplines (QRBD), 3*, 59-79.

Deng, L., Prince, B. J., Turner, D. E. (2017). Investigating Factors Influencing Adoption of Mobile Payment. *Quarterly Review of Business Disciplines (QRBD), 3*, 59-79.

McIntyre, F., Prince, B., Kassis, M., Anderson, J. R. (2017). University and Business Accreditation Processes: Building on Commonalities. *Journal of Higher Education Theory and Practice, 17*, 10-20.

Turner, D., Deng, J., Prince, B. (2016). *2016 International Academy of Business Disciplines (IABD) 28th Annual Conference*. 2016 International Academy of Business Disciplines (IABD) 28th Annual Conference.

White, S., Prince, B., Pridmore, J. (2015). Enhancing Student Learning of Human Capital Management with Hands-On ERP Exercises. *California Business Review, 3*, 13-20.

Pridmore, J., White, S., Prince, B. (2015). Using the Flipped Classroom to Teach Undergraduate Students in an Introduction to Information Systems Course. *Review of Business Research, 15*, 71-76.

Prince, B., Rainer, K. (2015). Introduction to Information Systems. *Wiley Publishihng*. Wiley Publishihng.

Deng, J., Pridmore, J., Turner, D., Prince, B. (2014). *SAIS Conference*. SAIS Conference.

Rainer, K., Cegielski, C., Prince, B. (2014). Introduction to Information Systems. *Wiley Publishing*. Wiley Publishing.

Rainer, K., Prince, B. (2014). Management Information Systems. *John Wiley & Sons*. John Wiley & Sons.

Prince, B., Pridmore, J. (2013). MIS Career Planning by Course Related MIS Research. *Review of Business Research, 13*, 93-96.

Prince, B. (2012). Experience Based Adoption of Electronic Textbooks in Information Systems Courses. *European Journal of Business Research, 12*, 178.

Rainer, K., Prince, B. (2012). Management Information Systems: Moving Business Forward. *CourseSmart*. CourseSmart.

White, S., Prince, B., Bergiel, E. B. (2012). *International Academy of Business and Public Administrative Disciplines (IABPAD)*. International Academy of Business and Public Administrative Disciplines (IABPAD).

Rainer, K., Prince, B. (2011). Introduction to Information Systems: Supporting and Transforming Business. *CourseSmart*. CourseSmart.

(2010). *Ruby's Club - Interactive Case, Introduction to Information Systems , 3ed*.

Bergiel, E. B., Anderson, J. R., Upson, J., Prince, B. (2010). Advice Seeking and Small Firm Strategy. *International Journal of the Academic Business World, 4*.

Upson, J. W., Bergiel, E. B., Anderson, J. R., Prince, B. J. (2010). Advice Seeking and Small Firm Strategy. *International Journal of the Academic Business World, 4*.

Prince, B., Turner, D., Gehling, B., Deng, J. (2010). User Experience, Satisfation and Continual Use Intention of IT. *European Journal of Information Systems, 19*.

Prince, B., Turner, D., Deng, J. (2009). Group Decision Support Systems: A Comprehensive Developer's Guide. *Journal of Business, Industry & Economics, 12*.

Prince, B., Cegielski, Rainer (2009). Introduction to Information Systems: Supporting and Transforming Business. *John Wiley & Sons* (vol. 3 ed.). John Wiley & Sons.

(2008). An Exploration of the Effect of Speech Recognition on Group Effectiveness and Efficiencies. *Review of Business Research, 8*.

Prince, B. (2008). Toward a Bi-Dimensional Measure of Computer Experience. *Journal of Academy of Business and Economics, 8*.

Prince, B. (2008). *International Academy of Business and Economics*. International Academy of Business and Economics.

(2008). *International Academy of Business and Economics*. International Academy of Business and Economics.

Lankford, B., Prince, B. (2007). Principle Key Success Factors. *Insights for a Changing World*.

Lankford, B., Prince, B. (2007). The Strategic Oasis. *Journal of International Business Strategy, 7*.

Lankford, B., Prince, B. J. (2007). *Academics Business World International Conference*. Academics Business World International Conference.

Prince, B., Lankford, B. (2007). *International Association of Business and Economics*. International Association of Business and Economics.

Rebman, C., Cegielski, C., Prince, B. (2006). Examining the differences of gender perception in the use of Speech Recognition as a tool in Group Support Systems. *Academy of Information and Management Science Journal, 99*.

Prince, B. J. (2004). *Southern Association of Information Systems*. Southern Association of Information Systems.

(2003). *Southern Association of Information Systems*. Southern Association of Information Systems.

Presentations

Prince, B., Southern Association of Information Systems, "Measures and Relationship of Computer Usage, Computer Locus of Control, Computer Literacy, and End-User Satisfacton Among College of Business Seniors."

Lankford, B., Prince, B., Academic Business World International Conference, "Potential Impact for Speech Recognition on A Group Decision Support System."

Bergiel, E. B., White, S. D., Prince, B. J., Academy of Business Reserach, "Looking for your next employee or job? Swipe right."," New Orleans. (2019).

Prince, B., Herrera, A., White, S., Bergiel, E. B., Academy of Business Research, "Looking for Your Next Employee or Job? Swipe Right." (March 31, 2019).

Prince, B., Pridmore, J., Towhidi, G., Southern Association of Information Systems, "Aligning Information Systems Security in Higher Education With Industry Needs," Southern Association of Information Systems. (March 22, 2019).

White, S. D., Bergiel, E. B., Prince, B. J., Academy of Business Reserach, "Looking for your next employee or job? Swipe right," New Orleans Hilton, New Orleans. (February 2019).

Pridmore, J., Prince, B., Godin, J., Woszczynski, A., Bandyopadhyay, T., Southern Association for Information Systems Annual Conference 2018, "Collaborative Teaching," Southern Association for Information Systems. (March 31, 2018).

Deng, J., Prince, B., Turner, D., 2016 International Academy of Business Disciplines (IABD) 28th Annual Conference, "Investigating Factors Influencing Adoption of Mobile Payment." (April 30, 2016).

White, S., Pridmore, J., Prince, B., Innovations in Pedagogy Conference, "Integrating Real Life Technology into the Curriculum," University of West Georgia. (December 31, 2015).

White, S., Prince, B., Pridmore, J., UWG Innovations in Pedagogy, "Integrating Real-Life Technology into the Curriculum," University of West Georgia. (April 30, 2015).

Prince, B., White, S., Pridmore, J., Faculty Brown Bag Research Presentation, "Enhancing Student Learning of Human Resource Management With Hands-on ERP Exercises," Richards College of Business, University of West Georgia. (February 28, 2015).

Prince, B., Innovatios in Pedagogy Conference, "Statement of Student Service," University of West Georgia. (December 31, 2014).

Deng, J., Prince, B., Turner, D., Pridmore, J., SAIS Conference, "Enhancing Student Learning of ERP and Business Process Knowledge with Hands-On ERP Exercises." (March 31, 2014).

Pridmore, J., Prince, B., ICIS Conference, "Using the Flipped Classroom to Teach Undergraduate Students in an Introduction to Information Systems Course." (March 31, 2014).

Prince, B., International Academy of Business and Economics, "Experience Based Adoption of Electronic Textbooks in the Information Systems Courses," University of West Georgia. (December 31, 2012).

Bergiel, E. B., Prince, B., White, S., International Association of Business and Public Administration Disciplines Fall Conference, "The Impact of Mobile Telecommunications on Developing Countries: Opportunities & Threats of Afghanistan." (October 31, 2012).

Prince, B., SOBIE Conference, "Covering Your Bases with IT Strategy." (April 30, 2012).

Prince, B., The Society of Business, Industry and Economics (SOBIE), "Apps Make the iPad Sing," University of West Georgia. (April 30, 2011).

Prince, B., The Society of Business, Industry, and Economics (SOBIE), "Student Response to a Simulated Internship in the Introduction to Information Systems Course," University of West Georgia. (April 30, 2011).

Anderson, J. R., Upson, J., Prince, B., Bergiel, E. B., Academic Business World International Conference, "Advice seeking and small firm strategy." (December 31, 2009).

Deng, J., Turner, D., Sun, >., Prince, B., 30th Annual Meeting of Southeast Decision Sciences Institute, "Motivations for Using Short Messaging Service." (December 31, 2009).

International Academy of Business and Economics, "An Exploration of the Impact of Speech Recognition Technologies on Group Effectiveness and Efficiencies." (December 31, 2008).

Prince, B., "Toward a Bi-Dimensional Measure of Computer Experience," International Academy of Business and Economics. (December 31, 2008).

Prince, B., "Longevity in the Midst of Change," Department of Distance Education. (December 31, 2007).

Lankford, B., Prince, B., International Association of Business and Economics, "The Strategic Oasis." (December 31, 2007).

"A Prelminary Evaluation of Using LITEE Multimedia Instructional Materials in a Non-Traditional Graduate Information Systems Classroom," Southern Association of Information Systems. (December 31, 2004).

Southern Association of Information Systems, "Is Open Source Software a Diffuseable Product." (December 31, 2003).

Contracts, Fellowships, Grants and Sponsored Research

Prince, B. J., "Mini-Grant for a Student Research Assistant," Sponsored by UWG, $0.00. (January 1, 2007 - December 31, 2008).

Teaching Experience

CISM 3330, Management of Information Sys, 11 courses.
CISM 4310, System Analysis and Design, 11 courses.
CISM 4330, Intro to Enterprise Software, 3 courses.

CISM 4350, Enterprise Simulation & Analyt, 2 courses.
CISM 4386, Business Internship (Management Information Systems), 1 course.
CISM 5330, Enterprise Architecture, 3 courses.
CISM 6460, Security Planning & SysDevelop, 1 course.
MGNT 4660, Strategic Management, 1 course.
MGNT 6683, Research in Business, 1 course.
MGNT 6684, Management Internship Course, 2 courses.
MGNT 6685, Special Problems in Business, 1 course.
WMBA 6080, Management Information Syst, 6 courses.
XIDS 2002, 7 Habits-Highly Effective Stdn, 2 courses.

Faculty Development Activities Attended

"Faculty Development Workshop," Carrollton. (2016).

"D2L Train the Trainer," Macon. (2014).

"MOOCs Conference," Atlanta. (2014).

"SAP Training," Atlanta. (2014).

"D2L Training," Athens. (2013).

"Designing Your Online Course, Applying the QM Rubric, and Peer Reviewer." (2013).

"D2L Training, Fall Faculty Retreat," Carrollton. (2012).

"ELI Conference," Washington. (2010).

"iTunes U Program," Carrollton. (2010).

"Traditional vs. Online Course Development," Wilmington. (2010).

"Joomla Day NYC." (2009).

"Apollo Luncheons," Carrollton. (2007).

Professional Service

Reviewer/Referee. (2022).

Reviewer/Referee, B-Quest. (2022).