

Bradley J. Prince, Ph.D.

Associate Dean
Richards College of Business
University of West Georgia

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ACADEMIC EMPLOYMENT

University of West Georgia

Professor, MIS	2014 – Present
Associate Dean	2015 – 2022
Associate Professor, MIS	2009 – 2014
Assistant Professor, MIS	2004 – 2009
Lecturer, MIS	2003 – 2004

Auburn University

Graduate Teaching Assistant, Strategy, MIS	2001 - 2003
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EDUCATION

Ph. D. in Management

Auburn University	May 2006
Support Area: Management Information Systems	Auburn, AL

Dissertation Topic: An Exploration of the Impact of Speech Recognition Technologies on Group Efficiency and Effectiveness During an Electronic Idea Generation Scenario

Master of Business Administration

Auburn University	May 2002
	Auburn, AL

Bachelor of Science in Marketing

Jacksonville State University	May 2000
	Jacksonville, AL

RESEARCH INTERESTS

Technology Adoption, Computer Experience, Mobile, Analytics

PUBLISHED REFEREED PUBLICATIONS

Nickell, D., Pridmore, J., Prince, B., Udombon, H., & Boldt, D. 2020. Using Conjoint Analysis to Understand a Regional MBA Market. *Journal of Higher Education Theory and Practice*, 20(6).

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

Anderson, J., McIntyre, F., Kassis, M., Prince, B. 2017. University and Business Accreditation Processes: Building on Commonalities. *Journal of Higher Education Theory and Practice*. 17(1)

Deng, J., Turner, D., Prince, B. 2016. Investigating Factors Influencing Adoption of Mobile Payment. *Quarterly Review of Business Disciplines*. 3(1): 59-76

Pridmore, J., Prince, B., and Dukes, S. (2015) Using Flipped Classroom to Teach Undergraduate Students in an Introduction to Information Systems Course. *Review of Business Research*, 15 (1), 71 – 76.

Pridmore, J., Dukes, S., and Prince, B. (2015) Enhancing Student Learning of Human Capital Management with Hands-On ERP Exercises. *California Business Review*, 3 (1), 13 – 20. (Best Research Publication in Journal Award)

Prince, B., Pridmore, J. 2013. MIS Career Planning By Course Related MIS Research. *Review of Business Research*. 13(1): 93-96.

Prince, B. 2012. Experience-Based Adoption of Electronic Textbooks in Information System Courses. *European Journal of Business Research*. 12(1).

Anderson, J. R., Bergiel, E., Prince, B., & Upson, J. 2010. Advice seeking and small firm strategy. *International Journal of the Academic Business World*, 4(1): 1-8.

Deng, L., Turner, D., Gehling, B., Prince, B. 2010. User Experience, Satisfaction and Continual Use Intention of IT. *European Journal of Information Systems*. 19(1): 60-75.

Prince, B., Turner, D., Deng, L. 2009. GDSS, A Comprehensive Developer's Guide. *Journal of Business Industry and Economics*. 12: 61-70.

Prince, B., Huett, J., Cegielski, C. 2008. An Exploration of the Impact of Speech Recognition Technologies on Group Effectiveness and Efficiencies. *Review of Business Research*. 8(6): 151-159.

Prince, B. 2008. Toward a Bi-Dimensional Measure of Computer Experience. *Journal of Academy of Business and Economics*. 8(4): 15-33.

Prince, B., Lankford, W. 2007. The Strategic Oasis. *International Journal of Business Strategy*. 7(2): 171-179.

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

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(1).

OTHER PUBLISHED WORK

Rainer, K., Prince, B. 2023. Introduction to Information Systems 10e. John Wiley & Sons.

Rainer, K., Prince, B. 2021. Introduction to Information Systems 9e. John Wiley & Sons.

Rainer, K., Prince, B. 2019. Introduction to Information Systems 8e. John Wiley & Sons.

Rainer, K., Prince, B. 2017. Introduction to Information Systems 7e. John Wiley & Sons.

Rainer, K., Prince, B., Watson, H. 2016. *Management Information Systems 4e*. John Wiley & Sons.

Rainer, K., Prince, B. 2015. Introduction to Information Systems 6e. John Wiley & Sons.

Rainer, K., Prince, B., Watson, H. 2015. *Management Information Systems 3e*. John Wiley & Sons.

- Rainer, K., Prince, B. 2015. *Introduction to Information Systems 5e*. John Wiley & Sons.
- Rainer, K., Prince, B., Cegielski, C. 2015. *Introduction to Information Systems 5e*. John Wiley & Sons.
- Rainer, K., Watson, H., Prince, B. 2013. *Management Information Systems 2e*. John Wiley & Sons.

ACADEMIC PRESENTATIONS

- Prince, B., Pridmore, J. 2013. Experience-Based Adoption of Electronic Textbooks in Information System Courses. Paper presented at the *2013 IABE Winter Conference*, Orlando, FL.
- Prince, B., 2012. Covering Your Bases with IT Strategy. Paper Presented at the *2012 SOBIE Conference*, San Destin, FL.
- Prince, B. 2012. Experience-Based Adoption of Electronic Textbooks in the Introduction to Information Systems Course. Paper Presented at the *2012 IABE Winter Conference*, Key West, FL.
- Prince, B. 2011. Student Response to a Simulated Internship in the Introduction to Information Systems Course. Paper presented at the *2011 SOBIE Conference*, San Destin, FL
- Prince, B. 2011. Apps That Make The iPad Sing. Paper presented at the *2011 SOBIE Conference*, San Destin, FL
- Anderson, J. R., Bergiel, E., Prince, B, & Upson, J. 2009. Advice seeking and small firm strategy. Paper presented at the *Academic Business World International Conference*, Nashville, TN. (Best paper award).
- Prince, B., Huett, J., Cegielski, C. 2008. An Exploration of the Impact of Speech Recognition Technologies on Group Effectiveness and Efficiencies. Paper presented at the *2008 International Academy of Business and Economics*. Las Vegas, NV.
- Prince, B., Lankford, W. 2008. Potential Impact for Speech Recognition on a Group Decision Support System. Paper presented at the *2008 Academic Business World International Conference*. Nashville, TN.
- Prince, B., Lankford, W. 2007. The Strategic Oasis. Paper presented at the *2007 International Academy of Business and Economics*. Las Vegas, NV.
- Prince, B. 2006. Measures and Relationships of Computer Usage, Computer Locus of Control, Computer Literacy, and End-User Satisfaction among College of Business Seniors. Paper Presented at the *2006 Southern Association of Information Systems Conference*. Savannah, GA.
- Bradley, R., Pridmore, J., Prince, B. 2004. A Preliminary Evaluation of Using LITEE Multimedia Instructional Materials in a Non-traditional Graduate Information Systems Classroom. Paper presented at the *2004 Southern Association of Information Systems Conference*. Savannah, GA.
- Prince, B., Pridmore, J., Bradley, R., Cegielski, C. 2003. Is Open Source Software a Diffusible Product? Paper presented at the *2003 Southern Association of Information Systems Conference*. Savannah, GA.

SERVICE ACTIVITIES

Referee Activity

Ad hoc reviewer for Computers in Human Behavior
Ad hoc reviewer for Decision Sciences Journal of Innovative Education
Reviewer for BI Congress, International Conference of Information Systems

Service to Profession

Session Chair, BI Congress, International Conference of Information Systems, 2013
Session Chair, BI Congress, International Conference of Information Systems, 2012
Guest Presenter, Wiley Guest Lecture Series, Several Sessions during 2010-2012
Invited Presenter at the Inaugural Innovations in Pedagogy by UWG Online, 2013

Service to University

VPAA Search Committee, 2020
AOL Director, Georgia WebMBA, 2015-Present
MIS Course Lead, Georgia WebMBA, 2011-2016
Intercollegiate Athletics Committee, 2010-2014
Ad-Hoc Committee to Rewrite the Wireless/Mobile Device Policy for UWG, 2016
Online Cheating Taskforce, RCOB, Present
Invited Reviewer, Online Course Reviews for UWG Online, 2013
Tenure & Promotions Committee, 2010-2012
Department Representative, Mardi Gras of Majors, 2012
RCOB Representative, ITS Search Committee, 2012
RCOB Tenure & Promotions Committee, 2011
Dean Evaluation Committee, 2010-2011
Chair, Department Search Committee, 2011
iPad Presentation, Management Department, 2011
Graduate Programs Committee, 2010 – 2013
Chair, Graduate Programs Committee, 2011-2012
Chair, eTuition Funds Review Committee, 2009-2010
Faculty Athletics Representative, 2007-2009
Preview Day RCOB Representative, 2008

Service to Community

Board Member, Keep Carroll Beautiful, April 2017 - Present

COURSES TAUGHT

CISM 3330: Management of Information Systems

This course introduces students to the study of organizations as systems supported by information processing. Students will be able to distinguish needs for information at different levels in organizations and will analyze business information problems.

CISM 3350: Information Systems Research

This course introduces students to basic research concepts. Additionally, students demonstrate their ability to recognize and understand emerging MIS-related technology.

CISM 4330: Telecommunications Management

An introduction to the concepts and practices of managing business telecommunications resources. This course examines the constituencies of telecommunications from three different perspectives: the client, the designer and the implementer.

CISM 4350: Decision Systems Management

Application of computerized models and modeling techniques to business problem solving and decision making. Topics include computer simulation, decision/executive support systems and expert systems.

CISM 4390: Information Systems Topics

Development of an information systems project to apply (IS) problem solving and management skills including (IS) planning, hardware and software evaluation, resource allocation, and both oral and written communications. Course content reflects new and current technologies.

WMBA 6080: Management Information Systems

The Management Information Systems course is designed to provide a framework for understanding how technology can support or destroy everything from strategic decisions to operational actions. Course lectures, discussions, and application-oriented essay exams are used to develop the ability to incorporate academic theories into business practice. Business cases, current events, and personal experiences are discussed to help students learn to find points of success or failure based on the theories presented in class. Each student team investigates and records a video to present current research from top academic journals and trade publications to find any new research trends that have not made it into textbooks yet. The final project is an interview with their CIO (or equivalent) that helps students apply these skills in a very personal way to develop their own framework for IT decisions as they exit the course.

HONORS AND AWARDS

2017 – 2018. Outstanding Faculty of the Year, Georgia WebMBA, Cohort 73
2016 – 2017. Outstanding Faculty of the Year, Georgia WebMBA, Cohort 58
2015 – 2016. Outstanding Faculty of the Year, Georgia WebMBA, Cohort 51 and 56
2014 – 2015. Outstanding Faculty of the Year, Georgia WebMBA, Cohort 44 and 48
2013 – 2014. Outstanding Faculty of the Year, Georgia WebMBA, Cohort 37
2012 – 2013. Richards College of Business Annual Faculty Service Award
2009. Apollo Award: Excellence in Distance Teaching, Training, and Mentorship
2009. Robert J. Stone Endowment for Entrepreneurial Studies Grant
2007. Apollo Award: Excellence in Distance Teaching, Training, and Mentorship
2008-2009. Student Government Association Faculty Member of the Year for the Richards College of Business

PROFESSIONAL DEVELOPMENT

2017. AACSB – Leadership in the Academic Enterprise Session 2 – Strategic Thinking and Creative Problem Solving
2016. Conflict Management: An Exercise in Enriching Relationships
2016. AACSB – Leadership in the Academic Enterprise Session 1 – Leading People and Organizational Change
2016. SACSCOC Institute on Quality Enhancement and Accreditation
2013. Desire2Learn Training by the University System on behalf of the WebMBA
2012. Desire2Learn Training by the University System on behalf of the WebMBA
2010. UWG iTunes U Mentoring Program