# Jeannie L. Pridmore

Associate Professor MIS
Richards College of Business
University of West Georgia
Director of Graduate Programs RCOB
RCOB Research Scholar
USG Chancellor Scholar
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**Education**
**Auburn University**
Doctor of Philosophy in Management, 2007
Management of Information Technology and Innovation
**Troy University**
Master of Business Administration, 2000
**Auburn University**
Bachelor of Chemical Engineering, 1996

**Research**
**Journal Publications:**

1. Godin, J., & Pridmore, J. (2019). **Using Design Thinking Strategies and Virtual Reality in Global Virtual Teams**. *Issues in Information Systems*, *20*(4), 104-106.
2. Pridmore, J., & Godin, J. (2018). **Investigation of virtual teams and serious games**. *Journal of Computer Information Systems*, 1-7.
3. 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.
4. 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)
5. Pridmore, J., & Overocker, J. (2014). **Privacy in Virtual Worlds: A US Perspective**. *Journal of Virtual Worlds Research, 7*(1). doi:10.4101/jvwr.v7i1.7067.
6. Prince, B. J., & Pridmore, J. L. (2013). **MIS Career Planning by Course Related MIS Research.** Review of Business Research, 13(1), 93-96.
7. Bradley, R., Byrd, T., Pridmore, J., Thrasher, E., Pratt, R., & Mbarika, V. (2012). **An empirical examination of antecedents and consequences of IT governance in US hospitals.** Journal of Information Technology (Palgrave Macmillan), 27(2), 156. doi:10.1057/jit.2012.3.
8. Pridmore, J., and Wren, G. (2011). **Assessing Decision Making in Face-to-Face Teams versus Virtual Teams in a Virtual World,** Journal *of Decision Systems*. *20 (3).*
9. Pridmore, J., Bradley, R., and Mehta, N. (2010). **Methods of Learning Outcomes: A Theoretical Analysis of Two Approaches in an Introductory Information Technology Course,** *Decision Sciences Journal of Innovative Education, 8 (2), p.289-311.*
10. Bradley, R., Pridmore, J., and Byrd, T. (2006). ***Examining the DeLone and McLean Model of Information Systems Success in the Context of Different Corporate Cultural Types: An Empirical Investigation**, Journal of Management Information Systems*, 23 (2), p. 267-294.

**Book Publications:**
1. Pridmore, J. and Overocker, J. (2016) **Leadership and Information Technology** In Global Encyclopedia of Public Administration, Public Policy, and Governance. Springer – Switzerland.
2. Pridmore, J. and Overocker, J. (2015) **Privacy in Virtual Worlds: A US Perspective to a Global Concern** In Y. Sivan (Ed.) Handbook on 3D3C Virtual Worlds: Applications, Technologies and Policies for Three Dimensional Systems for Community, Creation and Commerce. Springer-Verlag, Germany.
3. Pridmore, J. **Second Life: Virtual Teams in an Information Technology Course.** in *Transformation in Teaching: Social Media Strategies in Higher Education,* Santa Rosa, CA: Informing Science Institute. (2011, nominated for most outstanding submission)
4. Pridmore, J. (2002). **Transmission Control Protocol / Internet Protocol and Its Effect on the Internet,** in H.Carr & C. Snyder (Eds. 2), *The Management of Telecommunications*, New York, NY: McGraw-Hill Irwin.

**Conferences and Invited Presentations:**
1. J. Pridmore, and J. Godin, & A. Stein. **Design Thinking in Virtual Reality.** Decision Science Institute, New Orleans, 2019.
2. J. Pridmore, G. Towhidi, and D. Porsche. **Design Thinking in Virtual Reality.** Decision Science Institute, New Orleans, 2019.
3. J. Godin, and J. Pridmore. **Using Design Thinking Strategies and Virtual Reality in Global Virtual Teams**. International Association of Computer Information Systems Annual, Clearwater, 2019.
4. J. Pridmore. **Backward Course Design Workshop.** USG Teaching & Learning Conference, Athens, 2019.
5. J. Pridmore. **Backward Course Design Tutorial**. UWG Teaching & Pedagogy Conference 2019.
6. White, S., & Pridmore, J. **Data Analytics in Human Resources**. Southern Association of Information Systems, St. Simons Island, 2019.
7. Towhidi, G., Pridmore, J., & Prince, B. (2019). **Aligning Information Systems Security in Higher Education With Industry Needs**. Southern Association of Information Systems, St. Simons Island, 2019.
8. White, S., Pridmore, J., and Rollins, M. (2018) **ERP Across the Curriculum**. Southern Association of Information Systems, Atlanta, 2018.
9. Prince, B., Woszczynski, A., Bandyopadhyay, T., Godin, J., and Pridmore, J. (2018) **Collaborative Course Design.** Southern Association of Information Systems, Atlanta, 2018.
10. Pridmore, J., and Godin, J. (2017) **An Investigation of the use of Virtual Teams and Serious Games.** Decision Sciences Institute, Washington D.C., 2017.
11. Pridmore, J., and Godin, J. (2017). **Virtual Teams and ERPsim**. Southern Association of Information Systems, St. Simons Island, 2017.
12. Pridmore, J., and White, S. (2017). **Integrating Technology into a Management of Human Resources Course**. Southern Association of Information Systems, St. Simons Island, 2017.
13. Pridmore, J., and Dukes, S. **ERP Building Blocks: How to Integrate SAP Curriculum to Create an Exciting Learning Environment.** SAP North Americas University Alliance Conference. San Diego, 2016.

14. Pridmore, J., and Dukes, S. **Use of Emerging Technologies for Leadership and Management Development Courses**. Academy of Management Conference, Vancouver, 2015.
15. Pridmore, J., Dukes, S., and Prince, B. **Integrating Real Life Technology into the Curriculum**. Innovations in Pedagogy Conference, University of West Georgia, 2015.
16. Pridmore, J. (2015). **Developing Tools to Support Academic Integrity Workshop**. Hawaii International Conference on Systems Science, Kauai, 2015.
17. Pridmore, J. and Dukes, A. **Enhancing Student Learning of Human Resource Management with Hands-On ERP Exercises.** Society of Business Research International Conference, Nashville, 2014.
18. Pridmore, J. (2014). **Working with Industry to Develop and Implement Active Learning Methods in the Classroom.** Innovations in Pedagogy Conference, University of West Georgia, 2014.
19. Pridmore, J., Deng, J., Prince, B., and Turner, D. (2014). **Enhancing Student Learning of ERP and Business Process Knowledge with Hands-On ERP Exercises**. Southern Association of Information Systems, Macon, 2014.
20. Pridmore, J. & Prince, B. (2014). **Using the Flipped Classroom to Teach Undergraduate Students in an Introduction to Information Systems Course**. Institute of Strategic and International Studies. Key West, 2014.
21. Pridmore, J. and Overocker, J. (2013) **Privacy in Virtual Worlds: A US Perspective,** Journal of Virtual Worlds Research Workshop at International Conference of Information Systems, Milan, Italy, 2013.
22. Prince, B. and Pridmore, J. (2013) **MIS Career Planning by Course Related MIS Research,** International Academy of Business and Economics, Orlando (2013).
23. Pridmore, J., and Wren, G. (2010). **Teaching Data Mining to Undergraduates,** Business Intelligence Congress II. St. Louis, MI. 2010.
24. Pridmore, J., Wren, G., and Wright, G. (2010). **Virtual Teams within Virtual Worlds: Impact on Team Collaboration Processes and Decision Making,** Annual Conference of the Decision Sciences Institute, San Diego, CA, 2010.
25. Pridmore, J., and Byrd, T. (2010). **Designing for the Improvement of Operator Situation Awareness in Automation Systems,** Annual Conference of the Decision Sciences Institute, San Diego, CA, 2010.
26. Bradley, R., Pridmore, J. (2008) LITTE Multimedia Workshop- **An Innovative Instructional Approach for Improving Students' Teaming and Dynamic Decision-Making Skills and Attitudes Towards MIS,** Annual Conference of the Decision Sciences Institute, Baltimore, MD. 2008.
27. Pridmore, J. (2007). **The Impact of Human Factor Design on User Comprehension, Situation Awareness, and Performance,** MeadWestvaco's corporate headquarters in Richmond, September, 2007.
28. Bradley, R., Pridmore, J., and Byrd, T. (2004). **Examining the DeLone and McLean Model of Information Systems Success in the Context of Different Corporate Cultural Types: An Empirical Investigation,** Annual Conference of the Decision Sciences Institute, Boston, MA, 2004.
29. Bradley, R., Pridmore, J., and Prince, B. (2004). **A Preliminary Evaluation of Using LITEE Multimedia Instructional Materials in a Non-traditional Graduate Information Technology Course,** Southern Association of Information Systems, Savannah, GA, 2004.
30. Prince, B., Pridmore, J., and Bradley, R. (2003). **Is Open Source a Diffuseable Product?,** Southern Association of Information Systems, Savannah, GA, 2003.

31. McMullen, P., Pentico, D., and Pridmore, J. (2002). **Sequencing Techniques to Minimize Tooling Replacements,** Annual Conference of the Decision Sciences Institute, San Diego, CA, 2002.

**Research Under Review:**
1. Woszczynski, A., Pridmore, J., Bandyopadhyay, T., Godin, J., and Prince, B. **Multi-University Faculty Collaboration to Design the MIS Course for an Online MBA Program. Journal of Information Systems Education –** 1st Round of Revise and Resubmit.

**Research in Progress:**
1. Towhidi, E., Pridmore, J. and Prince, B. **Aligning Information Systems Security in Higher Education with Industry Needs.**
2. Pridmore, J., Towhidi, E., and Porsche, D. **IoT and Self Driving Cars.**
3. Pridmore, J. **Working with Industry to Develop and Implement Active Learning Methods in the Classroom.**
4. Pridmore, J., Godin, J., and Stein, A. **Virtual Reality and Design Thinking.**
5. Nickell, D., Pridmore, J, Boldt, D., Prince, B., and Udombon, H. **Using a Conjoint Analysis for MBA Program Design.**

**Research Interests**
Situation Awareness and Decision Making
Human Computer Interaction
Information Systems Success
Virtual Reality Technology and Virtual Collaboration
Healthcare and Information Technology
Enterprise Information Systems
Technology Innovation in Education

**Awards and Recognition:**
Runner up for the William H. Holley, Jr. Outstanding Doctoral Student, April 2003
Junior Sabbatical Sellinger School of Business and Management, awarded 2010
Richards College of Business Teaching Excellence Award 2014
UWG Presidential Grant 2015
Richards College of Business Teaching Excellence Award 2017
UWG Best of the West Values Recognition
UWG Best of the West Strategic Recognition
UWG Best of the West Mission Recognition
USG Chancellor Scholar 2018-2020
Richards College of Business Service Award 2019
Richards College of Business Research Scholar of the Year 2019-2020
Cisco CCNA 1& 2 Instructor Certified 2019

**Teaching Experience and Interests:**
Work Practicum (Graduate Work Abroad Course)
Networking and IoT (Undergraduate and Graduate with Cisco and Raspberry Pi technologies)
Enterprise Architecture: (Undergraduate and Graduate using SAP HANA Platform, UI5, Fiori and Persona)
Enterprise and Decision Support Systems (Undergraduate using SAP HANA and Analytic Software, ERPsim, PrimeSuite EHR, and Developed the Greenway Electronic Health Records Certificate)

Introduction to Information Systems (Undergraduate core and honors using SAP)
Introduction to Programming (Undergraduate using HTML5, CSS, PHP, MySQL, Apache Web Server, and Dreamweaver)
Business Intelligence and Analytics (Undergraduate Independent Study using SAP Analytic Software)
Analysis and Design (Undergraduate Independent Study)
Virtual Worlds (Undergraduate)
Business Statistics (Undergraduate)
Strategic Management (Undergraduate using Capsim)
Business Intelligence and Data Mining (Undergraduate using SAS Enterprise Miner, developed BI certificate program with SAS)
Information Systems Internship (Undergraduate)
Information Technology for Management (Graduate)
Operations Management and Decision Making (Graduate)
Operations Management (Executive & Fellows Graduate)
Operations Management Executive Independent Study
Six Sigma (Green Belt and Black Belt Certification Classes)

**Teaching Experience:**
Associate Professor, University of West Georgia, Richards College of Business, Department of Management, Graduate Program Director
2012-Present: Teaching graduates Work Practicum a collaborative teaching and research course with an international partner where the students use design thinking methods to complete a project for an international organization. Teaching undergraduate and graduate networking and IoT courses using raspberry pi and Cisco technologies. Teaching undergraduate and graduate Enterprise Architecture using SAP ERPsim and Lumira Discovery. Teaching undergraduates Introduction to Information Systems implemented SAP into course. Teaching Introduction to Programming with HTML5, CSS, PHP, MySQL, Apache Web Server, and Dreamweaver. Teaching undergraduates Enterprise and Decision Support Systems to include SAP and Greenway's PrimeSuite EHR software and developed hands-on exercises using SAP's HANA, SAP Predictive Analytics, Lumira, SAP Analytic Cloud, Tableau, and mobile app/Fiori development and a real life group project to allow the students the ability to obtain a Greenway Electronic Health Records Certificate and a SAP Student Award Certificate.

Assistant Professor, Loyola University Maryland, Sellinger School of Business and Management, Department of Information Systems and Operations Management
2007-2012:  Taught undergraduates Introduction to Information Systems, Business Intelligence and Data Mining, Virtual Worlds (developed the course), and IS Internship Course.  Teaching graduates Information and Technology for Management, Operations Management and Decision Making, and Operations Management in the Executive and Fellows MBA programs.
Graduate Teaching Fellow, Auburn University, College of Business, Management Department, 2001-2005: Taught undergraduates Introduction to Management Information Systems, Telecommunications and Networking, Business Statistics, and Strategic Management.
Adjunct teaching at Troy State University 2004-2007: Taught undergraduates Introduction to Management Information Systems, Data communications, and Business Statistics.
Six Sigma Instructor 2003-2006: Taught Six Sigma certification classes at MeadWestvaco Coated Board, specifically: basic statistics, linear regression, correlation, logistic regression, ANOVA, DOE design, fractional DOE design, DFSS – Project Management, and Human Factors Training.

**Industry/Community Service**
Girls Who Code – Faculty Lead
Coding Club at Elementary and Middle School – Created and Facilitate
President Southern Association of Information Systems 2019-2020
Conference Chair Southern Association of Information Systems 2018-2019
Program Chair Southern Association of Information Systems 2017-2018
Associate Editor of the Business Intelligence and Data Mining Track ICIS (2013)
Co-Chair Teaching Track Business Intelligence Congress II (2011)
Reviewer, International Conference on Information Systems
Reviewer, Americas Conference on Information Systems
Reviewer, Australian Conference on Information Systems
Reviewer, Southern Association for Information Systems Conference
Reviewer, Decision Sciences Institute Conference
Reviewer, Hawaii International Conference on Systems Sciences
Reviewer, Business Intelligence Congress
Reviewer, Decision Sciences Journal of Innovative Education
Reviewer, Communications of the Association of Information Systems
Reviewer, Journal of Virtual World Research

**University Service**
University of West Georgia:
Women in Technology Campus – Faculty Sponsor
RCOB Graduate Program Director (2016- 2020)
Cisco Academy - Faculty Lead
Greenway Faculty Lead (2012 – 2017)
SAP University Alliance –Faculty Lead
New Business Building Committee
University Graduate Programs Committee (2012-2017)
Richards College of Business Graduation Programs Committee (2013-2020; Chair 2014 - 2016)
Office of Research and Sponsored Projects Faculty Advisory Board Member (2013-2015)
Department Mission Committee (2014)
Department Member of the Promotion and Tenure Committee (2014, 2018)
MIS Search Committee 2016-2018

Loyola University:
Faculty Founder and Sponsor of Information System Student Organization
Faculty Founder and Sponsor of Alpha Iota Delta Honor Society
Faculty Developer and Sponsor of SAS Business Intelligence Certificate Program
Faculty Lead for SAP University Alliance Membership
Faculty Lead for the Emerging Leaders and Executive MBA Domestic Field Study Trips
Member of the Intellectual Contribution Committee
Member of the Cybersecurity Executive Program Development Team
Major and Core Advisor

**Professional:**
**MeadWestvaco Coated Board** Phenix City, Alabama: 1997-2006
**Six Sigma Project Leader and Trainer**: 2002-2006
Became certified in Six Sigma through Qualtec. Lead and supported productivity improvement teams through the use of statistical analysis and Six Sigma Methodologies. Project outcomes ranged from improving customer satisfaction and quality improvements worth 1.8 million in

logistics improvements. Designed, preformed, and analyzed DOEs. Trained in and have experience with 5S Lean and Triz projects. Taught classes for Green Belt and Black Belt certification classes, such as regression, ANOVA, logistic regression, and DOE. Worked on the design, development, and testing of a process control system project at the paper mill, specifically focused on the interface design that centered around human factors and information seeking principles in order to support operator situation awareness and decision-making.

**Marketing Analyst**: 2000-2002
Designed and managed advertising programs and market research programs to provide strategic and competitive information for management decision-making. Lead the Customer Satisfaction Information Management Team and the Customer Service Diagnostic Team. Lead the revamping of the internal quality reporting system. Lead the Customer Satisfaction Management process from survey development, data analysis, identifying improvement opportunities, and sharing the results with management and the division. Participated as an active team member in providing product analysis information, and recommended specific changes to address competitive position. Provided and presented monthly reports to senior management team. Active member of the E-Commerce Development team. Intranet and Internet development for division by utilizing Microsoft and Lotus software development tools. Active member of the SAP R/3 ERP "make it better" team. Six Sigma Green Belt certified. Projects included Port Inventory reduction, which lead to a reduction of assets by 1.8 million dollars Paperboard Knowledge Seminar instructor.

**Controls System Engineer**: 1997- 2000
Engineer in Chemical Recovery Area, responsible for day-to-day control work, optimization, and capital projects. Interacted daily with operations, E&I personnel, and contractors to ensure effective and timely start-up of projects. Project lead on several automation projects including several million dollar projects to expand the fiber optic network and to automate processes in the Chemical Recovery Area. The area consisted of two recovery boilers, two sets of evaporators, tall oil plant, two recausticizing plants, and two lime kilns. Specific experience includes the following: AB PLCs, Bailey DCS, Batch programming, MMI, PCView, and PI. Served as part of the development and implementation of the SAP R/3 ERP team.

**Programming Languages**
UI5, Eclipse, Flash, HTML5, CSS, PHP, PLC, DCS, SQL

**Professional Affiliations**
Southern Association of Information Systems
Americas SAP User Group
Alpha Iota Delta
Decision Sciences Institute
Association of Information Systems
International Society of Six Sigma Professionals

## References

R. Kelly Rainer, Jr., Ph.D.
George Phillips Privett Professor of Information Systems
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Auburn, AL 36849
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Patrick R. McMullen, Ph.D.
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Wake Forest University
Babcock Graduate School of Management
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