

SEP 2025

GELAREH “ELLIE” TOWHIDI

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Richards College of Business
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ACADEMIC APPOINTMENTS

➤ ASSOCIATE PROFESSOR OF MANAGEMENT INFORMATION SYSTEMS (TENURED) RICHARDS COLLEGE OF BUSINESS, UNIVERSITY OF WEST GEORGIA	2022- PRESENT
➤ ASSISTANT PROFESSOR OF MANAGEMENT INFORMATION SYSTEMS (TENURE-TRACK) RICHARDS COLLEGE OF BUSINESS, UNIVERSITY OF WEST GEORGIA	2018- 2022
➤ ADJUNCT FACULTY OF MANAGEMENT INFORMATION SYSTEMS LUBAR SCHOOL OF BUSINESS, UNIVERSITY OF WISCONSIN-MILWAUKEE	2014- 2017

EDUCATION

➤ PH.D. MANAGEMENT INFORMATION SYSTEMS, MINOR: MARKETING SHELDON B. LUBAR SCHOOL OF BUSINESS, UNIVERSITY OF WISCONSIN – MILWAUKEE (AACSB ACCREDITED) Dissertation Title: Three Essays on Trust Mining in Online Social Networks, GPA: 3.96	2018
➤ M.SC. INFORMATION TECHNOLOGY, MINOR: E-COMMERCE IUST (IRAN UNIVERSITY OF SCIENCE AND TECHNOLOGY), TEHRAN, IRAN Distinguished Graduate Student, Thesis: A Framework for Selecting the best e-Business Models for Iranian SMEs	2006
➤ B.SC. INDUSTRIAL ENGINEERING, MINOR: PLANNING AND SYSTEM ANALYSIS ALZAHRA UNIVERSITY, TEHRAN, IRAN Ranked 3 rd in Class of 2002, Thesis: Effective Mechanisms for Bridging the Industry-Academia Gap	2002

AWARDS

➤ RCOB Faculty Service Award, UWG	2025
➤ UWG Faculty Recognition Award- Relevance Award	2023
➤ RCOB Research Excellence Award, UWG	2023
➤ RCOB Teaching Excellence Award, UWG	2023
➤ RCOB Research Influence Award, UWG	2021
➤ RCOB Teaching Innovation Award, UWG	2020
➤ UWM Chancellor’s Fellowship, UWM	2016
➤ UWM Chancellor’s Summer Research Fellowship, UWM	2015
➤ UWM Sheldon B. Lubar Doctoral Scholarship, UWM	2014
➤ UWM Chancellor’s Fellowship, UWM	2013
➤ UWM Chancellor’s Doctoral Fellowship, UWM	2012
➤ Distinguished Graduate Student, IUST	2006
➤ Top Undergraduate Student, Alzahra University	2002

CERTIFICATION

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- CISCO NETWORKING ACADEMY CCNA CYBEROPS ASSOCIATE CERTIFIED INSTRUCTOR, 2020
- CCNA Cyber Security Operations Associate, Stanley Community College, NC.
 - CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 3, 2020
- CCNA Enterprise Networking, Security, and Automation, Stanley Community College, NC.
 - CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 2, 2019
- CCNA Routing and Switching Essentials, Stanley Community College, NC.
 - CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 1, 2019
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- CCNA Introduction to Networks, Stanley Community College, NC.
- **SAP-ERP TERP 10 CERTIFIED INSTRUCTOR, 2017**
 - Graduate Certificate in Enterprise Resource Planning (ERP) / SAP TERP10 Certification, UCC at University of Wisconsin-Milwaukee, WI.
- **ERPSIM HEC MONTREAL CERTIFIED INSTRUCTOR, 2017**
 - ERPsim Lab Instructor Certification (Level 1), UCC at University of Wisconsin-Milwaukee, WI.

PROFESSIONAL AFFILIATION

- Association for Information Systems (AIS)
- Cisco Networking Academy
- SAP University Alliance North America
- ERPsim HEC Montreal Lab

RESEARCH

➤ JOURNAL PUBLICATIONS

- Towhidi, G., Tabar, S., and Srite, M. *Under Review*. “Bridging Theory and Practice: A Culture-Aware Predictive Model for Optimizing E-Commerce Design and Purchase Intentions”. *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)*.
- Towhidi, G., Sinha, A., and Zhao, H. *Under Review*. “A Theory-Based Link Prediction Model for Online Social Networks”. *Communications of the Association for Information Systems (CAIS)*.
- Tabar, S., Towhidi, G., Dhar, S., & Borna, S. *Under Review*. “Opinion Leadership, Data Quality, and Consumer Decision Making”. *European Journal of Management Studies (EJMS)*.
- Tabar, S., Towhidi, G., Dhar, S., and Prince, B. 2025. “Influence of Opinion Leadership and Consumer Feedback on Consumer Trust”. *European Journal of Management Studies (EJMS)*, 30(2), PP.165-196.
- Tabar, S., Towhidi, G., and Bryant, T. 2025. “Overview of the Challenges and Potential Solutions in Securing Digital Ecosystem in the US”. *Issues in Information Systems (IIS)*.
- Towhidi, G., & Pridmore, J. 2023. “Aligning Cybersecurity in Higher Education with Industry Needs”, *Journal of Information Systems Education (JISE)*, 34(1), PP.70-83.
- Towhidi, G. and Pridmore J., 2022. “Hackathons for Experiential Learning in IS Higher Education”, *Issues in Information Systems (IIS)*, 23(1), PP.293-305.
- Towhidi, G. and Pridmore J., 2022. “Increasing Cybersecurity Awareness, Interest, and Self-Efficacy through Experiential Labs”, *Issues in Information Systems (IIS)*, 23(2), PP.119-131.
- Towhidi, G., Sinha, A.P., Srite, M., and Zhao, H. 2020. “Trust Decision-Making in Online Social Communities: A Network-Based Model,” *Journal of Computer Information Systems (JCIS)*, Taylor and Francis, PP.1-11.
- Towhidi, G. and Srite, M. 2016. “The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences,” *Full Paper, Association for Information Systems, AIS eLibrary, AMCIS 2016- Human-Computer Interaction (SIGHCI)*, PP.1-10.
- Towhidi, G. and Sinha, A.P. 2015. “Predicting Opinion Leaders in WOM Communities,” *Full Paper, Association for Information Systems, AIS eLibrary, Business Analytics, AMCIS 2015- Big Data and Knowledge Management (SIGDSA)*, PP.1-10.

➤ PEER-REVIEWED CONFERENCE PROCEEDINGS

- Towhidi, G., Pridmore, J., and Prince, B. 2019. “Aligning Information Systems Security in Higher Education with Industry Needs,” in *Proceedings of 22nd Southern Association for Information Systems Conference*, St. Simons Island, GA.
 - Towhidi, G., Srite M., and Pridmore J. 2019. “Designing an E-Commerce Website to Increase Customer Repurchase Intention Based on Cultural Market Segmentation,” in *Proceedings of 31st Annual Conference of the International Academy of Business Disciplines*, Jacksonville, FL.
 - Pridmore J., Towhidi, G., and Porche D. 2019. “Implementing IoT into the MIS Curriculum,” *Presented at 50th Annual Conference of the Decision Sciences Institute*, New Orleans, LA.
 - Towhidi, G. and Srite, M. 2016. “The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences,” in *Proceedings of 22nd Americas Conference on Information Systems (AMCIS 2016)*, San Diego, CA.
 - Towhidi, G. and Sinha, A.P. 2015. “Predicting Opinion Leaders in WOM Communities,” in *Proceedings of 21st Americas Conference on Information Systems (AMCIS 2015)*, Puerto Rico.
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- Towhidi, G. and Zhao, H. 2015. "Are They in Your "Web of Trust" or "Block List"? Trust Prediction in Social Networks," *25th Workshop on Information Technologies and Systems in International Conference of Information Systems (ICIS2015)*, Forth Worth, TX.

➤ **CONFERENCE PRESENTATIONS AND INVITED TALKS**

- Tabar, S., Towhidi, G., and Bryant, T. 2025. "Overview of the Challenges and Potential Solutions in Securing Digital Ecosystem in the US". *65nd International Association for Computer Information Systems Conference*, Clearwater Beach, FL. October 2025.
- Towhidi, G. and Pridmore J., 2022. "Hackathons for Experiential Learning in IS Higher Education". *62nd International Association for Computer Information Systems Conference*, Las Vegas, NV. October 2022.
- Towhidi, G. and Pridmore J., 2022. "Increasing Cybersecurity Awareness, Interest, and Self-Efficacy through Experiential Labs". *62nd International Association for Computer Information Systems Conference*, Las Vegas, NV. October 2022.
- Towhidi, G. 2021. "Trust in Online Social Communities- A Network Based Model". *Presented at ISC Paris International Week*, Institut supérieur du commerce de Paris, France. Winter 2021.
- Towhidi, G., Pridmore, J., and Prince, B. 2019. "Aligning Information Systems Security in Higher Education with Industry Needs," *in Proceedings of 22nd Southern Association for Information Systems Conference*, St. Simons Island, GA.
- Towhidi, G., Srite M., and Pridmore J. 2019. "Designing an E-Commerce Website to Increase Customer Repurchase Intention Based on Cultural Market Segmentation," *in Proceedings of 31st Annual Conference of the International Academy of Business Disciplines*, Jacksonville, FL.
- Pridmore J., Towhidi, G., and Porche D. 2019. "Design Thinking in Virtual Reality," *Presented at 50th Annual Conference of the Decision Sciences Institute*, New Orleans, LA.
- Towhidi, G. and Zhao, H. 2019. "Trust Mining in Online Social Networks", *Presented at Hefei University of Technology*, China.
- Towhidi, G. and Zhao, H. 2018. "Trust Mining in Online Social Networks", *Presented at Xidian University*, China.
- Towhidi, G. 2017. "Trust Mining in Online Social Networks: Trust Formation and Trust Prediction," *Presented at University of West Georgia*, Carrollton, GA.
- Towhidi, G. 2017. "Trust Mining in Online Social Networks: Trust Formation and Trust Prediction," *Presented at Butler University*, Indianapolis, IN.
- Towhidi, G. 2017. "Trust Mining in Online Social Networks: Trust Formation and Trust Prediction," *Presented at Bradley University*, Peoria, IL.
- Towhidi, G. and Srite, M. 2016. "The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences," *in Proceedings of 22nd Americas Conference on Information Systems (AMCIS 2016)*, San Diego, CA.
- Towhidi, G. and Sinha, A. 2015. "Predicting Opinion Leaders in WOM Communities," *in Proceedings of 21st Americas Conference on Information Systems (AMCIS 2015)*, Puerto Rico.
- Towhidi, G. and Zhao, H. 2015. "Are They in Your "Web of Trust" or "Block List"? Trust Prediction in Social Networks," *25th Workshop on Information Technologies and Systems (WITS 2015) in International Conference of Information Systems (ICIS2015)*, Forth Worth, TX.
- Walsh, K J., Thomas, K J., and Towhidi, G. 2013. "The Impact of CEO Compensation Composition and Environment on Merger Exposure," *Midwest Academy of Management 56th Annual Conference*, Chicago, IL.
- Towhidi, G. and Fathian, M. 2007. "Critical Success Factors for Decision Making on e-Business Model Selection," *5th International Conference in Industrial Engineering*, Tehran, Iran.
- Towhidi, G. and Fathian, M. 2006. "A Framework for Selecting the Best e-Business Model for Iranian SMEs," *4th International Management Conference*, Tehran, Iran.

➤ **WORKING PAPERS**

- Towhidi, G. Tabar, S., Zhao, H., and Sinha. A. "Mining Big Data: Lexicon-Based Text Mining User-Generated Content in Social Networks".
- Towhidi, G., Tabar. S., and Prince, B. "Enhancing Student Learning and Interests in Enterprise Systems using ERPsim Simulation Games".
- Deng, L. and Towhidi, G., "IT Affordances, User Experiences and Purchase Intention in Social Commerce".
- Tabar, S. and Towhidi, G. "Customer-Aid Internet of Things".

- Tabar, S. and Towhidi, G. “Role of Motivation is Alleviating Dropout rate in MOOC”.

RESEARCH INTERESTS

- Data Analytics
- Consumer Behavior
- IS Education
- Business Intelligence
- Design Science

TEACHING

UNIVERSITY OF WEST GEORGIA, RICHARDS COLLEGE OF BUSINESS

➤ **Courses Taught**

- DATA 1501- Intro to Data Science
- MGNT 3600- Principles of Management
- CISM 3330- Management of Information Systems
- CISM 3335- Business Programming and Web Design
- CISM 4330-5330 Enterprise Systems
- CISM 4333 Intro to Networking
- CISM 4355- Fundamentals of Cybersecurity
- CISM 5333- Fundamentals of Computer Networks
- CISM 5355 Cybersecurity Operations
- CISM 5500 Advanced Networking
- CISM 5600 Advanced Enterprise Security
- IT Internships, Honor Capstone Projects,

➤ **Courses Developed**

- CISM 4333 Intro to Networking
- CISM 4355- Fundamentals of Cybersecurity
- CISM 5333- Fundamentals of Computer Networks
- CISM 5355 Cybersecurity Operations
- CISM 5500 Advanced Networking
- CISM 5600 Advanced Enterprise Security

UNIVERSITY OF WISCONSIN – MILWAUKEE, LUBAR SCHOOL OF BUSINESS

➤ **Adjunct Faculty 2015-2017**

- BusAdm 230- Intro to Information Technology Management
- BusAdm 530- Intro to e-Business
- BusAdm 537- Enterprise Systems Concepts and Issues

➤ **Teaching Assistant 2014-2016**

- BusAdm 335- Visual System Development
- BusAdm 536- Business Intelligence

TEACHING INTERESTS

- Computer Networks and Cybersecurity, Cisco Certified
- Enterprise Systems, ERP/SAP Certified
- Business Intelligence & Data Analytics

SERVICE

ACADEMIC SERVICES- UNIVERSITY OF WEST GEORGIA

- Tenure & Promotion Committee- Chair 2025
- Tenure & Promotion Committee- Member 2019, 2020, 2022, 2024
- Cisco Faculty Lead- 2023-2025
- SAP Faculty Coordinator- 2023-2025
- MIS Director- 2023
- MIS/SAP Lab Lead- 2023

- MIS Assistant Professor Search Committee- Chair- 2023
- MIS Assistant Professor Search Committee- Member- 2022
- MIS Lecturer Search Committee- Chair- 2023
- MIS Lecturer Search Committee- Member- 2021
- UWG Faculty Senate- Student Affairs Committee- Chair- 2020
- UWG Faculty Senator- Student Affairs and Intercollegiate Activities Committee- 2019
- UWG Senate ExeCom Member- 2019
- UWG LEAP (Liberal Education and America’s Promise) Summit
- RCOB Faculty Research Lunch- 2018
- RCOB Future Faculty Talk- 2018
- RCOB Undergraduate Program Committee- 2020
- Management Department Promotion and Tenure Committee- 2022, 2024, 2025
- Management Department 3rd Year Review Committee- 2023
- MIS Search Committee- 2022
- MIS Curriculum and Minor Ptah Development- 2022
- CISM 3335 Annual Assessment- 2020-2023
- AACSB Learning Workshop
- Department Representative at UWG Preview Day
- Department Representative at UWG Graduation Commencement
- SAP University Alliance- Certified Faculty Member
- CISCO Networking Academy: Certified Faculty Member
- ERPsim HEC Montreal Lab: Certified Faculty Member
- Guest Speaker for Management Classes
- Industry Collaboration- Infosys, Southwire, Equifax, Delta, Home Depot
- Reviewer and Editorial Member for AIS journals and Conferences

EDITORIAL BOARD MEMBER / REVIEWER

- Journal of Computer Information Systems (JCIS)
- Journal of Information Systems Education (JISE)
- Association for Information Systems (AIS)
- Issues in Information Systems (IIS)
- Information Systems Management (ISM)
- Academy of Marketing Science (AMS)
- Americas Conference on Information Systems, AMCIS
- International Conference on Information Systems, ICIS
- International Association for Information Systems Conference, IACIS
- Southern Association for Information Systems Conference, SAIS

PROFESSIONAL GROWTH

- Annual Cisco Instructor Professional Development Workshops
- Annual SAP University Alliances North America Faculty Workshops
- Annual SAP Faculty Coordinators Workshops
- Annual ERPsim Lab Advanced Instructor Workshops
- Annual USG e-campus Faculty Conference
- Regular Training Programs by Institution for Faculty Excellence
- Regular Training Programs by UWG online
- Regular Training Programs by e-Campus Faculty