

Kholekile L. Gwebu

University of New Hampshire
Peter T. Paul College of Business & Economics
Decision Sciences Department
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EDUCATION

Ph.D., Kent State University (2006)
Major: Management Systems
Supporting Area of Emphasis: Applied Statistics

MBA, Kent State University (2002)
Major: Management Information Systems

Bachelor of Commerce, National University of Lesotho (1998)
Major: Accounting

POSITIONS HELD

University of New Hampshire, Associate Professor (2013-Present)
University of New Hampshire, Department Chair (2018-Present)
University of New Hampshire, Faculty Fellow for
Accreditation and Assurance of Learning (2016-2019)
University of New Hampshire, CEITL Faculty Fellow (2016-2019)
University of New Hampshire, Assistant Professor (2006-2013)
Kent State University, Teaching Fellow (2002-2006)
Kent State University, Graduate Assistant (2000-2002)

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

- 1) Gwebu, K.L., & Barrows, C. W. (2020). Data breaches in hospitality: is the industry different? *Journal of Hospitality and Tourism Technology*.
- 2) Gwebu, K. L., Wang, J., & Hu, M. Y. (2020). Information security policy noncompliance: An integrative social influence model. *Information Systems Journal*, 30(2), 220-269.
- 3) Gwebu, K. L., Sohl, J., & Wang, J. (2019). Differential performance of science park firms: an integrative model. *Small Business Economics*, 52(1), 193-211.

- 4) Gwebu, K. L., Wang, J., & Wang, L. (2018). The Role of Corporate Reputation and Crisis Response Strategies in Data Breach Management. *Journal of Management Information Systems*, 35(2), 683-714.
- 5) Dutta, D., Gwebu, K. and Wang, J. (2015). Personal innovativeness in technology, related knowledge and experience, and entrepreneurial intentions in emerging technology industries: A process of causation or effectuation? *International Entrepreneurship and Management Journal*, 11(3), 529-555.
- 6) Gwebu, K.L., Wang, J., Guo, L. (2014) Continued Usage Intention of Multifunctional Friend Networking Services: A Test of a Dual-Process Model Using Facebook, *Decision Support Systems*, 67, 66-77.
- 7) Gwebu, K.L., Hu, M. Y., Shanker, M. S. (2012). An Experimental Investigation into the Effects of Information Revelation in Multi-attribute Reverse Auctions. *Behaviour and Information Technology* 31(6) 631-644.
- 8) Gabisch, J., Gwebu, K.L. (2011) Impact Of Virtual Brand Experience On Purchase Intentions: The Role Of Multichannel Congruence. *Journal of Electronic Commerce Research*, 12(4), 302-319.
- 9) Gwebu, K.L., Wang, J. (2011). Adoption of Open Source Software: The Role of Social Identification. *Decision Support Systems*, 51(1), 220-229.
- 10) Dutta, D., Gwebu, K.L., Wang, J. (2011). Is There a Method in the Madness? Vendor Selection in IT Outsourcing Initiatives. *Journal of Global Information Technology Management*, 14(2), 6-26.
- 11) Troutt, M.D., Gwebu, K.L., Wang, J., Brandyberry, A.A. (2011). Some Experiments on Subjective Optimisation. *International Journal of Operational Research*, 12(1), 79 - 103.
- 12) Gwebu, K.L., Wang, J., Wei, H., Hu, M. (2011). Effects of Price Recommendations in Name-Your-Own-Price Auctions. *Journal of Electronic Commerce Research*, 12(1), 61-77.
- 13) Bruno, G., Esposito, E., Genovese, A., Gwebu, K.L. (2011). A Critical Assessment of Multi-Criteria Measures of the Digital Divide. *Information Society*, 27(1), 16-28.
- 14) Gwebu, K.L., Wang, J. (2011). Seeing Eye to Eye? Perceptions of Open Source Software. *Journal of Systems and Software*, 83(11), 2287-2296.
- 15) Gwebu, K.L., Wang, J., Wang, L. (2010). Does IT Outsourcing Deliver Economic Value to Firms? *Journal of Strategic Information Systems*, 19(2), 109-123.
- 16) Gwebu, K.L. (2009). Decision Support in Multi-attribute Reverse Auctions. *Journal of Electronic Commerce Research*, 10(4), 252-264.

- 17) Wang, J., Gwebu, K.L., Shanker, M. S., Troutt, M. D. (2009). Agent-Based Simulation for Complex Adaptive Business Systems: An Application to Knowledge Sharing. *Decision Support Systems*, 46(2), 532-541.
- 18) Wang, L., Gwebu, K.L., Wang, J., Zhu, D. (2008). The Aftermath of IT Outsourcing: A Longitudinal Study of Firm Performance Following Outsourcing Decisions. *Journal of Information Systems*, 22(1), 125-159.
- 19) Gwebu, K.L., Wang, J., Troutt, M. D. (2007). A Conceptual Model of Trust Building and Maintenance in Virtual Organizations. *Journal of Information Technology Theory and Application*, 9(1), 43-63.

Refereed Book Chapters

- 1) Dutta, D. K., Gwebu, K. L., & Wang, J. (2017). Strategy and vendor selection in IT outsourcing: is there a method in the madness? *In Global Sourcing of Services: Strategies, Issues and Challenges* (pp. 451-477).
- 2) Genovese, A., Gwebu, K.L., Shore, B., Titz, S., Venkatachalam, A. R., Wang, J. (2012). The Effect of Merger and Acquisitions on the IS Function: An Agent Based Approach. *Inter-organizational Information Systems and Business Management - Theories for Researchers*. K. Vaidya. ed. Idea Group Inc.
- 3) Gwebu, K.L., Wang, J. (2008). Multi-attribute Auctions: Research Challenges and Opportunities. *Best Practices in Online Procurement Auctions*, D. Parente, ed. Idea Group Inc.
- 4) Wang, J., Gwebu, K.L. (2006). Establishing and Sustaining Trust in Virtual Organizations. *The Encyclopedia of Virtual Communities and Technologies*, S. Dasgupta, ed. Idea Group Inc.
- 5) Gwebu, K.L., Wang, J., Troutt, M. D. (2004). Constructing a Multi-Agent System: An Architecture for a Virtual Marketplace. *Intelligent Decision Support in Agent-Mediated Environments*, G.E. Phillips-Wren and L.C. Jain, eds. IOS Press.

Conference Proceedings, Presentations and Abstracts

- 1) Du, S., Gwebu, K.L., Wang, J. Stock Market Reaction to Data Breaches: The Moderating Role of Corporate Social Responsibility, International Conference On Cyber Situational Awareness, Data Analytics And Assessment (CYBERSA 2017), June 19-20, 2017, London, UK
- 2) Gwebu, K.L., & Wang, J., Sohl, J. (2016) Science Parks and Firm Performance: The Moderating Role of Endowments and Environmental Conditions

Babson College Entrepreneurship Research Conference, Bodø, Norway, June 8-11, 2016,

- 3) Wang, J. & Gwebu, K.L., (2014). Users' Extended and Exploratory Use of Software Services *Annual National Conference of the Decision Sciences Institute*. Tampa, FL, November, 2014.
- 4) Gwebu, K.L., & Wang, J., Xie, W.J., (2014). Understanding the Cost Associated With Data Security Breaches. *Pacific Asia Conference on Information Systems (PACIS)*. Chengdu, China. June 26-28, 2014
- 5) Gwebu, K.L., Wang, J. (2013). Understanding E-Learning Adoption and Post Adoption Intentions. *The 8th International Conference on e-Learning ICEL-2013 Cape Town*, South Africa, June 28-29, 2013.
- 6) Wang, J., Gwebu, K.L. (2012). Factors Influencing Social Networking Website Loyalty. *Conference Proceeding, 4th International Conference on Networking and Digital Society*. Guiyang, China
- 7) Gabisch, J., Gwebu, K.L. (2010). An Examination of Brand Presence Strategies in the 3D Virtual Environment. *Summer American Marketing Association 2010 Conference*. Boston, MA, August 13-16, 2010.
- 8) Gwebu, K.L., Wang, J. (2010). Users' Evaluation of Free Open Source Software. *11th Global Information Technology Management Association*. Washington DC, June 20 - 22, 2010.
- 9) Dutta, D., Gwebu, K.L., Wang, J. (2010). Virtual Worlds as the Brave New Frontiers of Corporate Venturing: Individual Dispositions, Entrepreneurial Self Efficacy, and Stages of the Venturing Process. *Annual Global Conference on Entrepreneurship and Technology Innovation, Indian Institute of Technology*. Kanpur (IITK) Kanpur, January 16 - 18, 2010.
- 10) Gwebu, K.L., and Wang J. (2010). Factors Facilitating Free Open Source Software Acceptance. *Annual National Conference of the Decision Sciences Institute*. San Diego, CA, November, 2010.
- 11) Gwebu, K.L. (2009). Virtual Worlds as the Brave New Frontiers of Corporate Venturing: Individual Dispositions, Entrepreneurial Self-Efficacy, and Stages of the Venturing Process. *Decision Sciences Department Research Seminar*. Whittemore School of Business and Economics. Durham, NH, November 2009.
- 12) Gwebu, K.L. (2009). The Importance of Supporting Bidders in Complex Auctions: Evidence From Multi-Attribute Reverse Auctions. *Annual National Conference of the Decision Sciences Institute*. New Orleans, LA, November 14-17, 2009.

- 13) Gwebu, K.L., Silverman, D. (2008). IT Management Toolkit for the Mitigation of Risks with High Skilled Contracted Agents. *9th Global Information Technology Management Association (GITMA) World Conference*. Atlanta, GA, June 22 - 24, 2008.
- 14) Genovese, A., Gwebu, K.L., Shore, B., Titz, S., Venkatachalam, A. R., Wang, J. (2008). IT Learning Dynamics in a Merger-Acquisition Scenario: An Agent-Based Modeling Approach. *9th Global Information Technology Management Association (GITMA) World Conference*. Atlanta, GA, June 22 - 24, 2008.
- 15) Gwebu, K.L., Genovese, A., Bruno, G. (2008). Measuring the Digital Divide: Are We There Yet? *Annual National Conference of the Decision Sciences Institute*. Baltimore, MD, November 22-25, 2008.
- 16) Bruno, G., Esposito, E., Genovese, A., Gwebu, K.L. (2008). A Critical Assessment of Multi-Criteria Measures for the Digital Divide. *XIX Yearly Scientific Meeting of the Italian Association of Management Engineering*. Palermo, Italy, October 22-24, 2008.
- 17) Gwebu, K.L., Wei, A. (2007). An Exploratory Study of the Effects of External Anchors on Bidder Behavior in Name-Your-Own-Price Auctions. *American Marketing Association's Winter Educators' Conference Proceedings*. San Diego, CA, February 16-19, 2007.
- 18) Gwebu, K.L., Hu, M. Y., Shanker, M., Troutt, M. D. (2007). Does Information Matter? An Experimental Investigation into the Effects of Information Disclosure Policies in Reverse Multi-Attribute Auctions. *Annual National Conference of the Decision Sciences Institute*. Phoenix, AZ, November 17-20, 2007.
- 19) Gwebu K.L., and Shanker, M. (2007). The Effects of Feedback on Multi-Attribute Auction Performance, *INFORMS International Meeting*. November 2007.
- 20) Gwebu K.L., (2006), Information Revelation, Bidder Behavior and Multi-Attribute Auction Performance. *Decision Sciences Department Research Seminar*. Whittermore School of Business and Economics, November 2006.
- 21) Wang, J., Gwebu, K.L., Hu, M. Y. (2006). A Contingency Model of Trust Development in Virtual Organizations. *Annual National Conference of the Decision Sciences Institute*. San Antonio, TX, November 18-21, 2006.
- 22) Gwebu, K.L., Wang, J., Shanker, M. (2005). A Simulation Study of Online Auctions: Analysis of Bidders' And Bid-Takers' Strategies. *Annual National Conference of the Decision Sciences Institute*. San Francisco, CA, November 19-22, 2005.
- 23) Wang, J., Gwebu, K.L. (2005). Evaluating the Effectiveness of Online Decision Support Agents. *Information Resources Management Association International Conference*. San Diego, CA, May 15 – 18, 2005.

- 24) Gwebu, K.L., Wang, J. (2005). Search Engine Result Bias: An Empirical Investigation of Commercial Web Based Search Tools. *Information Resources Management Association International Conference*. San Diego, CA, May 15 – 18, 2005.
- 25) Bakes, C., Gwebu, K.L., David, Z. (2005). The State of VoIP Adoption in Contemporary Organizations. *Information Resources Management Association International Conference*. San Diego, CA, May 15 – 18, 2005.
- 26) Wang, J., Gwebu, K.L. (2004). An Empirical Investigation of the Relationship between Hyperlink Counts and Business School Ranking. *Decision Sciences Institute, Midwest Region Annual Meeting*. Cleveland, OH, April 15-17, 2004.
- 27) Gwebu, K.L., Troutt, M., Zhu, D. (2004). Application of CRM and KM in Educational Institutions. *Decision Sciences Institute, Midwest Region Annual Meeting*. Cleveland, OH, April 15-17, 2004.
- 28) Gwebu, K.L., Wang, J., Troutt, M. (2004). Beyond Single Agent E-Commerce Applications: A Multi-Agent System Architecture for a Virtual Marketplace. *Annual National Conference of the Decision Sciences Institute*. Boston, MA, November 20-23, 2004.
- 29) Wang, J., Gwebu, K.L. (2004). Building Trust in Virtual Organizations. *Annual National Conference of the Decision Sciences Institute*. Boston, MA, November 20-23, 2004.
- 30) Wang, J., Gwebu, K.L. (2004). Database Research: The Next Five Years. *Annual National Conference of the Decision Sciences Institute*. Boston, MA, November 20-23, 2004.
- 31) Gwebu, K.L., Wang, J. (2004). The Role of Knowledge Management in Preventive Maintenance. *Decision Sciences Institute, Midwest Region Annual Meeting*. Cleveland, OH, April 15-17, 2004.
- 32) Gwebu, K.L. (2003). Innovation Diffusion: The E-Learning Case. *Annual National Conference of the Decision Sciences Institute*. Washington, DC, November 22-25, 2003.
- 33) Gwebu, K.L. (2003). Rethinking University Portal Design: The Role of Knowledge Rooms in Facilitating Knowledge Sharing. *Annual National Conference of the Decision Sciences Institute*. Washington, DC, November 22-25, 2003.

Intellectual Contributions in Submission/Preparation

- 1) Gwebu, K.L., Wang, J., Guo, L. “Interventions To Curb The Spread of Fake News”
- 2) Gwebu, K.L., Wang, J., Zifla, E. “Can Warnings Curb the Spread if Fake News? The Interplay between Warning, Trust and Confirmation Bias.”

- 3) Wang, J. Gwebu, K.L. “The Good, The Bad, and the Misguided: How Organizations Inadvertently Encourage Security Non-Compliance Behaviors.”
- 4) Du, S., Gwebu, K.L. Wang, J. “The Insurance Effect of Corporate Social Responsibility in Data Security Disasters.”

TEACHING

Teaching Experience

University of New Hampshire

Management Information Systems (ADMN 410)
 Management Information Systems (Online) (ADMN 410)
 Business Applications Development (DS 562)
 E-Business Strategies and Solutions (DS 774)
 Corporate Project Experience (DS 775)
 Exploration & Communication of Data (DS 804)
 Data Management and Visualization (ADMN 873)
 Information Systems and Enterprise Integration (Part-time) (ADMN 926)
 Information Systems and Enterprise Integration (Full-time) (ADMN 926)
 Information Systems and Enterprise Integration (Online) (ADMN 926)

Kent State University

Fundamentals of Business Statistics(M&IS 24056)
 Systems Analysis and Design I (M&IS 24060)
 Small Systems Technology (M&IS 34045)
 Database Management Systems (M&IS 44043)

University of Botswana

Financial Accounting I

Non-Credit Instruction

University of New Hampshire

Guest Lecture

- International Food and Culture (HMGT 570)
- International Management (MGT755)
- Honors/The Research Process (PAUL 794)
- International Business (ADMN 840)
- Economic Analysis for Development

Cuyahoga Community College

Workshop

- Simulation Using Arena

Directed Student Learning

Undergraduate Honor's Thesis, "What Type of Music Becomes Popular in a Crisis?", Ian Grant (2021)

Undergraduate Honor's Thesis, "Misinformation in the US Presidential Election: An Analysis of Social Media Data", Kyle Jalbert (2021)

Undergraduate Honor's Thesis, "What Makes Python More Popular than R? An In-Depth Analysis of Career Postings", Dagny Wilkins (2021)

Undergraduate Honor's Thesis, "IT Security Policy Compliance: A University Perspective", Jack Barnes (2020)

Undergraduate Honor's Thesis, "Data Breaches in Higher Education Institutions", Samantha Mello (2018)

Undergraduate Honor's Thesis, "The Importance Of Transparency And Willingness To Share Personal Information", Drew Sullivan (2018)

Undergraduate Honor's Thesis, "Predicting Yelp Food Establishment Ratings Based on Business Attributes", Peter Mark Shellenberger Jr. (2017)

Undergraduate Honor's Thesis, "Information Systems Development Methodologies Transitions: An Analysis of Waterfall to Agile Methodology," Oriana Karina Eason (2016)

Undergraduate Honor's Thesis, "freeUP: Productivity Made Possible Author," Jordan L. Collins (2016)

Undergraduate Honor's Thesis, "Mainframe Relevance in Modern IT: How a 50+ year old computing platform can still play a key role in today's businesses," Ian Thomas Newcombe (2016)

Student Internships (2015)

Directed Individual/Independent Study, "A comprehensive review of transit routes operated by University Transportation Services." Part-time MBA - Durham. (Spring 2015)

Undergraduate Honor's Thesis, "Education and Innovations in the Developing Countries: Bridging the Gap through Technology," Tise Havi, Business Administration: Information Systems Management. (2009 - 2010).

Directed Individual/Independent Study, "Contract Process Reengineering: A Case Study," Full-Time MBA - Durham. (2012).

Directed Individual/Independent Study, " Significant Contributors to Search Rank in a Niche Field," Full-Time MBA - Durham. (2012).

Directed Individual/Independent Study, "Application of the Unified Technology Acceptance Model in a SME," Full-Time MBA - Durham. (2009).

Directed Individual/Independent Study, "A Critical Assessment of Multi-Criteria Measures for Digital Divide," Full-Time MBA - Durham. (2008).

Directed Individual/Independent Study, "Building an E-commerce Consulting Firm," Undergraduate Business Administration: Information Systems Management. (2008).

Directed Individual/Independent Study, "An IT Management Toolkit for the Mitigation of Risks With High Skilled Contracted Agents," Full-Time MBA - Durham. (2007).

Awards and Honors

- Outstanding Associate Professor Award, University of New Hampshire. (2021)
- Paul College Summer Grant for Research Excellence, Paul College of Business and Economics. (2021)
- Summer Research Award, Decision Sciences Department, University of New Hampshire. (2017)
- Research and Engagement Academy, University of New Hampshire. (2017)
- Summer Research Award, Decision Sciences Department, University of New Hampshire. (2015)
- Summer Research Grant, Peter T. Paul College of Business and Economics, University of New Hampshire. (2014)
- Whittermore School of Business and Economics Teaching Award, Whittermore School of Business and Economics (2012).
- Summer Research Award, Decision Sciences Department, University of New Hampshire. (2011)
- UNH Faculty Fellowship Research Grant, Graduate School, University of New Hampshire. (2010)
- Summer Research Award, Decision Sciences Department, University of New Hampshire. (2009)
- Full-Time MBA Teacher of the Year, Whittermore School of Business and Economics. (2009)
- Full-Time MBA Teacher of the Year, Whittermore School of Business and Economics. (2008)
- Full-Time MBA Teacher of the Year, Whittermore School of Business and Economics. (2007)
- University Research Fellowship, Kent State University. (2006)
- Deans Best Paper Award – International Business Track, College of Business, Kent State University. (2005)

- Deans Best Paper Award – Information Systems Track, College of Business, Kent State University. (2005)
- Distinguished Paper Award, 35th Annual Meeting of the Decision Sciences Institute. (2004)

SERVICE

Department

Chair, ISBA Redesign Task Force	(2020-2021)
Member, MSBA Program Committee	(2019-2020)
Organizer, Agile Summit	(2019)
Chair, Faculty Search Committee	(2017-2018)
Chair, Promotion & Tenure Committee	(2015)
Option Coordinator, Information Systems & Business Analytics	(2014-Present)
Option Coordinator, Information Systems Management	(2012-2014)
Member, Promotion & Tenure Committee	(2014)
Member, Faculty Search Committee	(2013-2014)
Member, Business Analytics Task Force	(2013-2014)
Faculty Advisor, Information Systems Management Students Association	(2008-2012)
Member, Merit & Equity Pay Task Force	(2011)
Member, Research Task Force	(2008-2009)
Coordinator, ADMN 410-Management Information Systems	(2007-2011)

College

Member, Faculty Committee on Paul Faculty Qualifications Policy	(2021)
Chair, Associate Dean Search Committee	(2020)
Member, Diversity and Inclusion Committee	(2020-Present)
MBA Steering Committee	(2018-Present)
Member, Paul College Promotion & Tenure Committee	(2016-2018)
Undergraduate Program Review Taskforce, Member	(2016-2017)
IT Search Committee	(2015)
Chair, Undergraduate Curriculum & Assessment Committee	(2013-2015)
Member, Business Analytics Taskforce	(2014-2016)
Member, Technology Committee	(2013-2016)
Speaker/Presenter, Open House Events	(2006-Present)
Member, Paul College Promotion & Tenure Committee	(2013-2015)
Member, Dean Search Committee	(2014)
Member, Hospitality Management Promotion and Tenure Committee	(2013)
Committee Member, Associate Dean Search Committee	(2012)
Member, Undergraduate Curriculum & Assessment Committee	(2007-2012, 2017)
Member, Undergraduate Curriculum Continuous Improvement Team	(2008-2010)
Member, MS MOT Review Committee	(2008-2010)

University of New Hampshire

Speaker, OISS Academic Adjustment for International Students (2017-Present)
CEITL Advisory Committee (2019-Present)
Committee Member, Research Computing Center Faculty Advisory Committee (2017-2019)
Committee Member, University Writing Committee (2010-2012)
Committee Member, NEASC Standard 7 Committee. (2012)
Panelist, Excellence in Scholarship Forum (2007-2009)

Editorial Activities

Associate Editor, Journal of Electronic Commerce (2013-Present)
Guest Editor, Journal of Electronic Commerce (2013)
Editorial Board Member, International Journal of Information Systems and Social Change (2008-2019)

Invited Reviewer-Scholarly Journals

Journal of Management Information Systems
Information & Management
Information Systems Journal
International Journal of Hospitality and Tourism Administration
Behaviour and Information Technology
Journal of Information Technology Case and Application Research
Journal of Strategic Information Systems
Journal of Systems and Software
Journal of Global Information Technology Management
Decision Support Systems
Decision Sciences Journal of Innovative Education
Journal of Electronic Commerce Research
Decision Sciences Journal
Journal of Decision Systems
Journal of Operations Research
Group Decision and Negotiation Journal

Invited Reviewer-Academic Conferences

International Conference of Information Systems
7th Annual Midwest Association for Information Systems (Program Committee Member)
Global Information Technology Management Association
Decision Sciences Annual Conference
Americas Conference on Information Systems
Information Resources Management Association International Conference (IRMA)
Session Chair Decision Sciences Annual Conference