E. Mitchell Church, Jr.

CONTACT INFORMATION	Wall College of Business Department of Management & Decision Sciences Coastal Carolina University Conway, SC 29526 USA	*Phone:* (843) 349-6911 *E-mail:* mchurch@coastal.edu

RESEARCH INTERESTS

Big Data, Data Analytics, Online Social Networks, Economics of Information,

EDUCATION

University of North Carolina at Greensboro, Greensboro, NC 27412 USA

Ph.D. Information Systems, 2013
M.S., Information Systems and Management, May 2009
B.A, Classical Studies, May 2003

ACADEMIC EXPERIENCE

Coastal Carolina University, Conway, SC 29526 USA
Associate Professor (With Tenure)   **August 2015 - Present**

Slippery Rock University, Slippery Rock, PA 16057 USA
Assistant Professor   **August 2013 - May 2015**

University of North Carolina at Greensboro, Greensboro, NC 27412 USA
Instructor / Graduate Assistant   **January 2010 - May 2013**

TEACHING INTERESTS

Management Information Systems; Project Management; Electronic Commerce; Economics of Information

TEACHING PHILOSOPHY

Promote conceptual understanding through interactive lectures, discussions, case studies, experiential learning projects, group activities and other problem solving exercises. Rely heavily on examples from business (both current events and past successes/failures) to show connection between the classroom and work environment. Help students develop their communication skills by providing ample opportunities for oral presentations and written assignments in class. Implement best practices in online education to create dynamic online learning environments.

PEER REVIEWED JOURNAL PUBLICATIONS

Church, E.M., Thambunamy, R. & Nemati, H. (2019) "User Misrepresentation in Online Social Networks: How Competition and Altruism Impact Online Disclosure Behaviours" *Behaviour & Information Technology*, Published Online September 23rd, 2019

Church, E.M., Iyer, L. & Zhao, X. (2019) "Pictures Tell a Story: Antecedents of Rich-media Curation in Social Network Sites" *Behaviour & Information Technology*, 38(4), 361-374

Church, E.M. & Oakley, R.L. (2018). "Etsy and the Long Tail: How Microenterprises use Hyper-differentiation in Online Handicraft Marketplaces." *Electronic Commerce Research*, 18(4), 883-898.

Church, E.M. & Chakraborty, S. (2018). "Investigating Healthcare Brand Communities: The Impact of Online Hospital Reviews." *Healthcare Marketing Quarterly*, 35(2), 120-133.

Church, E. M. & Thambusamy, R. (2018). "Competition and Information Deception in Online Social Networks." *Journal of Computer Information System*s, 58(3), 274-281.

Church, E. M., Thambusamy, R., & Nemati, H. (2017). "Privacy and Pleasure: A Paradox of the Hedonic Use of Computer-Mediated Social Networks." *Computers in Human Behavior*, 77, 121-131.

Church, E. M. & Iyer, L. (2016). ""When is Short Sweet?" Selection Uncertainty and Online Review Presentations." *Journal of Computer Information Systems*, 57(2), 179-189

Church, E. M. & Passerello, S. (2016). "You can't help but Like it": An Investigation of Mandatory Endorsement Solicitation and Gating Practices in Online Social Networks. *Asia Pacific Journal of Information Systems*, 26(1), 124-142.

Brewer, H. & Church, E. M. & Brewer, S.L. (2016). "The Impact of Content-Based Network Technologies on Perceptions of Nutrition Literacy." *American Journal of Health Education*, 47(4), 243-252.

Church, E. M., Iyer, L., & Zhao, X. (2015). "Using Interest Graphs to Predict Rich-Media Diffusion in Content-Based Online Social Networks." *Information Systems Management*, 32(3), 210-219.

Church, E. M. & Iyer, L. (2013). "An Experimental Investigation of Regulatory Orientation and Post-choice Regret in Online Product Selection" *Journal of Electronic Commerce Research*, 13(4).

SELECTED CONFERENCE PUBLICATIONS

Oakley, R. & Church, E. M. (2019). "Critical Success Factors in Online Multi-Platform Outpost Marketing Strategies" *SAIS 2019 Proceedings*, St. Simon, GA, March.

Chakraborty, S. & Church, E.M. (2019). Patient Hospital Satisfaction Ratings on Social Media versus HCAHPS Survey Scores. *Proceedings: 50th Annual Meeting of the Decision Sciences Institute*, New Orleans, LA, November.

Iyer, L., Church, E.M. & Emery, D. (2018) "An In-depth Analysis of Careers in Data Science: A K-Means Clustering Approach." *2018 Americas Conference on Information Systems.*

Chakraborty, S. & Church, E.M. (2018). "Linking Patient Social Media Perceptions to Hospital Quality Performance. Presented in the HCM Division PDW session titled HCM Research Incubator. Research in the Rough at the *78th Academy of Management Annual Meeting*, Chicago, IL.

Church, E. M. (2017). "An Examination of Etsy Shops as Online Micro-manufacturers." *2017 Southeast Decision Sciences Institute Conference.*

Church, E. M. & Oakley, R. (2017). "The Role of Social Media and Product Differentiation in Etsy Micro-Manufacturing Shops." *2017 Southern Association for Information Systems Conference.*

Church, E. M. & Thambusamy, R. (2016). ""Facebook Friend-ly" Competition. Investigating the Impact of Interpersonal Competition on Data Integrity in Online Social Networks." *Federation of Business Disciplines.*

4. Church, E. M., Zhao, X., & Iyer, L. (2014). "Pin it to Win it: A Study of Marketing Success in Curation-Based Online Social Networks." *International Conference on Information Systems.*

Church, E. M., Zhao, X., & Iyer, L. (2014). "The Role of Electronic Media Placement in Attracting and Keeping Content-based Network Followers." *Conference for Information Systems and Technology.*

Thambusamy, R., Church, M., Nemati, H. & Barrick, J. (2010). "Socially Exchanging Privacy for Pleasure: Hedonic Use of Computer-Mediated Social Networks."*International Conference for Information Systems*

SELECTED SERVICE ENGAGEMENTS	Member: MBA Advisory Committee, Coastal Carolina University 2017-Present
	Member: Academic Affairs Committee, Coastal Carolina University 2017-Present
	Member: College Curriculum Committee, Coastal Carolina University 2016-Present
	Member: Faculty Senate, Coastal Carolina University 2016-Present

Reviewer: Coastal Business Journal, 2018
Reviewer: Informatics, 2018
Reviewer: Journal of the Southern Association for Information Systems, 2018
Reviewer: Information Systems Frontiers, 2015, 2017
Reviewer: Electronic Commerce Research and Applications, 2015, 2016, 2017
Reviewer: European Journal of Marketing, 2014
Reviewer: Information and Management, 2012, 2013, 2014, 2015, 2016
Reviewer: Americas Conference on Information Systems, 2012
Reviewer: International Conference on Information Systems, 2011, 2013, 2014, 2015
Reviewer: Americas Conference on Information Systems, 2011, 2013, 2014

Member, Association for Information Systems (AIS), 2009 Present
Member, INFORMS, 2014 Present
Member, Beta Gamma Sigma, 2009 - Present

PROFESSIONAL EXPERIENCE

Executive Search Consultants
Greensboro, North Carolina USA

Technical Sales Recruiter   **January 2005 - August 2008**
Recruit trained professionals for technology sales positions within the southeastern US petrochemical industry. Identified and developed untapped market in the process equipment industry. Grew existing marketing database approx. 35% in first year.

Wachovia Bank
Greensboro, North Carolina USA

Licensed Financial Specialist   **October 2004 - December 2006**
Sold investment and traditional loan products to both small business and personal customers as a series 6 and 63 licensed financial advisor. Identified opportunities for new products through company developed sales strategy that emphasized long-term relationship building. Trained and managed multiple new financial specialists during their first six months of employment, many of whom are still employed and successful with the organization.

Automatic Data Processing
Greensboro, North Carolina USA

District Sales Manager   **May 2003 - October 2004**
Sold human resource benefits management, payroll and ancillary services to businesses. Consistently met and exceeded sales goals and requirements. Awarded regional top sales performer for Q1 2004.

COMPUTER SKILLS

Statistical Packages: R, SmartPLS, Stata, Tableau
Languages: Use of unix shell scripts, some knowledge of Python
LaTeX, common Windows database, spreadsheet, and presentation software
Operating Systems: Unix/Linux, Windows.