

Bryan A. Marshall, Ph.D.

Assistant Professor of Information Systems
Department of Information Technology and Marketing
J. Whitney Bunting College of Business
Georgia College & State University
bryan.marshall@gcsu.edu
478-445-2137

TEACHING INTEREST

System Administration and Networking
Application Development
Management Information Systems and System Design

RESEARCH INTERESTS

Online Social Networks
Strategic Use of Study Abroad within the School of Business

EDUCATION

Doctor of Philosophy (Business Information Systems), May 2006, Utah State University
Dissertation Title: An Empirical Investigation of Factors Influencing the Adoption of the Technical Standards Found In Government Regulations

Master of Science (Business Information Systems - MIS), May 2003, Utah State University

Bachelor of Science (Computer Information Systems - Networking), May 2002, Southern Utah University

WORK EXPERIENCE

2006 - Present, Assistant Professor of Information Systems, J. Whitney Bunting School of Business,
Georgia College & State University

2004 - 2006, Instructor, College of Business, Utah State University

2003 - 2004, Computer Lab Consultant, College of Business, Utah State University

2000 - Present, Network Manager, Dr. Edward C. Marshall's Office

1993 - 2001, Marine Infantry, United States Marine Corps

TEACHING HISTORY

Georgia College & State University

CBIS 2215 / CSCI 1000, Intro to Computers
CBIS 2215, Intro to Computers in Business
CBIS 2220, Principles of Information Systems
CBIS 3211, Hardware Software Support
CBIS 3212, Introduction to Programming (VB .NET)
CBIS 3213, Introduction to Networking
CBIS 3213 / CSCI 3342, Networking and Telecommunications
CBIS 3218, Web Design (XHTML, CSS)
CBIS 4210, Advanced Programming (VB .NET)
CBIS 4225, System Administration (Linux)
CBIS 4225 / CSCI 4950, Network Administration / System Administration (Microsoft)

MMIS 6295, Data Communications and Networking
MMIS 6391, Application Development (VB .NET)
MMIS 6391, Advanced Application Development (Java)
MMIS 6392, Computer Security
MMIS 6293, E-Commerce Development (PHP)
MMIS 6296, Database Management (Oracle, Microsoft SQL Server)
MMIS 6505, Web Design (XHTML, CSS)

Utah State University

BIS 6330, Advanced Database, Guest Lecturer (XML), 4 Semesters
BIS 6450, Advanced Web Design, 3 Semesters (Dreamweaver, Fireworks, Flash)
BIS 2450, Spreadsheets and Databases for Business, 1 Semester
BIS 2400, Introduction to Web Design, 3 Semesters
BIS 1400, Microcomputer Applications for Business, 6 Semesters

REFEREED PUBLICATIONS

Cardon, P. W., & Marshall, B. A. (2010, in press). International opportunities for business students. *National Business Education Association Yearbook*.

Marshall, B., Cardon, P., Goings, D. A., Humphries, S., Jones, N. (2010, accepted) "An exploratory study of the impact of formatting on email effectiveness and recall. *Communications of the IIMA*.

Cardon, P., Marshall, B., Patel, N., Goreva, N and Fontenot, R. (2009). A Comparison of Study Abroad and Globalization Attitudes Among Information Systems, Computer Science, and Business Students: Recommendations for IS Curriculum Design. *Issues in Information Systems, 10(1)*.

Marshall, B., Cardon, P., Norris, D., Goreva, N., and D'Souza, R. (2008). Social Networking Websites in India and the United States: A Cross-National Comparison of Online Privacy and Communication. *Issues in Information Systems, 9(2)*.

Cardon, P., Marshall, B., Norris, D and et al (2008). Online and Offline Social Ties of Social Network Website Users: An Exploratory Study in Eleven Societies. *Journal of Computer Information Systems*,

Cardon, P. and Marshall, B. (2008). National Culture and Technology Acceptance: The Impact of Uncertainty Avoidance. *Issues in Information Systems*, 9(2).

Yudelson, M., Goreva, N., Marshall, B., and Goings, D. (2008). Discovering Educational Value of Interactive Annotated Examples in a Business Programming Course. *Issues in Information Systems*, 9(1).

Marshall, B., Mills, R., and Olsen, D. (2008). The Role of End-User Training in Technology Acceptance. *Review of Business Information Systems*, 12(2), 1-8.

Marshall, B., Cardon, P., Goette, T., and Goreva, N. (2007). Finding Light at the End of the Graduation Tunnel. *Issues in Information Systems*, 8(1), 59-64.

Goings, D., Johnson, J., Marshall, B., and Goette, T. (2007). The Influence of Government Regulations on Content Management Systems: An Exploratory Study. *Communications of IIMA*, 7(1), 65-76.

Goreva, N., Yudelson, M., and Marshall, B. (2007). Using WEBEX in a Web Application Programming Course. *Issues in Information Systems* 8(1), 52-57.

Swart, R., Marshall, B., Harris, M., Forcht, K., Olsen, D. (2005). Dimensions of Network Security Planning for Web Services. *Journal of Information Privacy and Security*, 1(2).

Olsen, D., Marshall, B., Swart, B., Cooney, V. (2005). Towards Full Integration of XML and Advanced Database Concepts. *Review of Business Information Systems*. 9(4).

Swart, R., Forcht, K, Olsen, D., Marshall, B. & Harris, M. (2005). Security at the Edge: Rethinking Security in Light of Web Services. *Issues in Information Systems*. 6(2).

REFEREED CONFERENCE PRESENTATIONS

Course Mappings: A Critical Step In Assessment, 49th Annual International Association of Computer Information Systems, September 30 – October 3, 2009 with P. Cardon.

Tourist Role Typologies and Study Abroad Preferences among Management Students, Comparative and International Education Society, March 22-26, 2009 with P. Cardon and A. Poddar.

Topics Discussed On Social Networking Websites Among University Students In A Dozen Societies: Implications For Cross-Cultural Business Communication, The Association for Business Communication Southeast United States Region, March 19-21, 2009 with P. Cardon and D. Norris.

Email Effectiveness: An Experiment Controlling for Directness and Formatting Style, The Association for Business Communication Southeast United States Region, March 19-21, 2009 with P. Cardon and E. Okoro.

Improving the Forest and the Trees, New England Educational Assessment Network (NEEAN) Fall Forum November 1, 2008, with K. Farr and S. Bello.

Horizontal and Vertical Individualist and Collectivist Tendencies Among African American and European American Management Students, 73rd Annual Convention of the Association for Business Communication, Reno, Nevada, October 30, 2008, with E. Okoro and P. Cardon.

Cross-Cultural Comparisons of Technology Adoption and Technology for Social Networking Sites, 47th Annual Conference of the International Association of Computer Information Systems, Vancouver, Canada, October 3-6, 2007, with D. Norris and P. Cardon

ERP II System Vulnerabilities and Threats: An Exploratory Study. Proceeding of the 2007 Annual Information Resources Management Association Conference, Vancouver, Canada, with D. Olsen and R. Swart

To What Extent Does Resistance Management Influence Technology Acceptance? Proceeding of the 2007 Annual South Eastern Decision Sciences Institute Conference, Savannah, GA, with A. Bembenek and A. Dahanayake

To What Extent Has Sarbanes-Oxley Influenced Policy and Procedures of Content Management Systems in Small Accounting Firms. Proceeding of the 2007 Annual South Eastern Decision Sciences Institute Conference, Savannah, GA, with D. Goings and J. Johnson

Current Electronic Business Transaction Management: Is There A Better Way? Proceeding of the 2006 Annual Western Decision Sciences Institute Conference, Big Island, HI, with R. Moss, P. Cardon, and D. Olsen

Incorporating Training and Development into the Unified Theory of Acceptance and Use of Technology, Proceedings of the 2006 Annual Western Decision Sciences Institute Conference, Big Island, HI, with M. Harris, P. Cardon, and R. Mills

Towards Full Integration of XML into Database Courses, Proceedings of the 2005 Annual Western Decision Sciences Institute Conference, Vancouver, BC., with D. Olsen, R. Swart, and V. Cooney

Integration of XML into an Advanced Database Course, The 2004 CIBER Institute Teaching and Learning Conference, Las Vegas, NV, with D. Olsen and R. Swart

PROFESSIONAL ORGANIZATIONS

Association of Information Technology Professionals (AITP), 2006 - Present (Student Chapter Advisor)

Association for Information Systems (AIS), 2005-2008

National Business Education Association (NBEA), 2008

Beta Alpha Psi (BAP), 2008 – Present (Student Chapter Co-Advisor)

International Association of Computer Information Systems (IACIS), 2004 - Present