

Jennifer E. Pullin, Ph.D., M.B.A.

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Education

Clemson University

Ph.D. in Management (Concentration: Information Systems)	December 2011
MBA, GPA 3.93	December 2007
B.S. in Biological Sciences, Minor in Secondary Education, GPA 3.62	May 1999

Academic Employment

Virginia Military Institute (VMI), Department of Economics & Business **Lexington, VA**

Full Professor	August 2021 to Present
Associate Professor	August 2017 to July 2021
Assistant Professor	June 2011 to July 2017

Professional Experience

Baldor – Dodge – Reliance (Rockwell Automation Power Systems) **Greenville, SC**

E-Commerce Analyst	December 2003 to August 2007
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US Foodservice (US Foods) **Greenville, SC**

EDI Technical Analyst	May 2001 to December 2003
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Ryobi Technologies, Inc. (TTI) **Anderson, SC**

EDI Coordinator and SAP Authorization	October 2000 to April 2001
SAP 4.0B Authorization Specialist	September 1999 to October 2000

Staffmasters, Inc. **Anderson, SC**

IT Administrative Assistant at Ryobi Technologies, Inc.	February 1999 to September 1999
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Courses Taught

BU 220 - Principles of Management	January 2012 to Present
BU 330 - Management Information Systems	June 2011 to Present
BU 335 - Web 2.0 for Business	August 2011 to Present
BU 428W - Developing Business Leadership (Writing Intensive)	August 2015 to Present
BU 460 - Independent Study	Fall 2015, Spring 2019, Spring 2020
MGT 310 - Intermediate Business Statistics	Spring 2011
MGT 218 - Mgmt of Personal Computer Applications	Spring, Summer, Fall 2010; Summer 2011
MGT 318 - Introduction to Management Information Systems	Spring & Fall 2009; Fall 2010

Refereed Journal Papers

- Roberts, N., Kim, I., Iyengar, K., and Pullin, J.E. (Accepted with Minor Revisions May 2024) "Platform Control and Multi-Realized Platform Benefits: A Meta-Analysis" *Internet Research*.
- Roberts, N., Jeyaraj, A., and Pullin, J.E. (2023) "Assessing the Connections Among Top Management Support, IT Assimilation, and Business Value of IT: A Meta-Analysis" *Journal of Management Information Systems* (24:1), pp. 107-135. <https://aisel.aisnet.org/jais/vol24/iss1/6/>
- Mattke, J., Maier, C., Weitzel, T., Gerow, J.E., and Thatcher, J.B. (2022) "Qualitative Comparative Analysis (QCA) In Information Systems Research: Status Quo, Guidelines, and Future Directions" *Communications of the Association for Information Systems* (50:8), pp. 208-240. <https://doi.org/10.17705/1CAIS.05008>
- Chau, D.C.K., Ngai, E.W.T., Gerow, J.E., and Thatcher, J.B. (2020) "The Effects of Business-IT Strategic Alignment and IT Governance on Firm Performance: A Moderated Polynomial Regression Analysis" *MIS Quarterly* (44:4), pp. 1679-1703.
- Roberts, N. and Gerow, J.E. 2020. "Connecting the Role of the Information Systems Function to its Contribution to the Organization" *Journal of Organizational Computing and Electronic Commerce* (30:2), pp. 150-168. <https://www.tandfonline.com/doi/full/10.1080/10919392.2020.1738203>
- Gerow, J.E. 2018. "Leveraging CIO Power to Enhance the Relationship between Social Alignment and IT-Business Strategic Alignment" *International Journal of e-Politics* (9:2), pp. 14-34. <https://www.igi-global.com/journal/international-journal-politics/1147>
- Roberts, N., Gerow, J.E., Jeyaraj, A., and Roberts, S. 2017. "A Meta-Analysis of Organizational Learning and IT Assimilation" *The DATA BASE for Advances in Information Systems* (48:4), pp. 51-68.
- Gerow, J.E., Grover, V., and Thatcher, J.B. 2017. "Can Political Skill Enhance Business and IT Knowledge?" *Information Systems Management* (34:2), pp. 157-171.
- Gerow, J.E., Grover, V., and Thatcher, J.B. 2016. "Alignment's Nomological Network: Theory and Evaluation" *Information & Management* (53:5), pp. 541-553.
- Gerow, J.E., Thatcher, J.B., and Grover, V. 2015. "Six Types of IT-Business Strategic Alignment: An Investigation of the Constructs and Their Measurement" *European Journal of Information Systems* (24:5), pp. 465-491. BEST PAPER AWARD (see Awards section)
- Gerow, J.E., Grover, V., Thatcher, J.B., and Roth, P.L. 2014. "Looking Toward the Future of IT-Business Strategic Alignment through the Past: A Meta-Analysis" *MIS Quarterly* (38:4), pp. 1159-1185.
- Frein, S., Jones, S., and Gerow, J.E. 2013. "When It Comes to Facebook There May be More to Bad Memory than Just Multitasking" *Computers in Human Behavior* (29:4), pp. 2179-2182.
- Gerow, J.E., Ayyagari, R., Thatcher, J.B., and Roth, P.L. 2013. "Can We Have Fun @ Work? The Role of Intrinsic Motivation for Utilitarian Systems" *European Journal of Information Systems* (22:3), pp. 360-380.
- Gerow, J.E., Grover, V., Roberts, N., and Thatcher, J.B. 2010. "The Diffusion of Second Generation Statistical Techniques in Information Systems Research from 1990-2008" *Journal of Information Technology Theory and Application* (11:4), pp. 5-28. <http://aisel.aisnet.org/jitta/vol11/iss4/2>

- Gerow, J.E., Galluch, P., and Thatcher, J.B. 2010. "To Slack or Not to Slack: Internet Usage in the Classroom" *Journal of Information Technology Theory and Application* (11:3), pp. 5-24. <http://aisel.aisnet.org/jitta/vol11/iss3/2>
- Gerow, J.E., and Miller, J.L. 2010. "Offering Appropriate Information Technologies at Different Stages in the Customer Service Life Cycle for Improved Service Delivery" *Journal of Service Science and Management* (3:1), pp. 1-15.

Refereed Proceedings/Conferences/Presentations

- Kwag, G., Pullin, J.E. and Purvis, R. 2024 "TAM It or Tie It: Outcomes of a Meta-Analysis on Online Participation" *MIS Quarterly* Virtual Author Development Workshop June 8-9.
- Johnson, R., Thatcher, J., and Pullin, J.E. 2024 "Understanding Internet Self-Efficacy in a Post-Adoption World: A Meta-Analysis" Hawaii International Conference on System Sciences (HICSS), Waikiki, Hawaii.
- Kwag, G., Pullin, J.E. and Purvis, R. 2023 "What is Missing: A Meta-Analysis of User Participation Behavior in Online Communities" 2023 INFORMS Annual Meeting on October 15-18, 2023 at the Phoenix Convention Center in Phoenix, Arizona, USA.
- Gerow, J.E., Baham, C., and Rodger, J.A. 2018 "Quantum Information Systems: Harnessing Individual and Group Energies" Southern Association for Information Systems, Atlanta, GA.
- Gerow, J.E. and Rodger, J. 2017. "Quantum Information Systems: Harnessing Individual and Group Energy to Create Competitive Advantage" Pre-AMCIS MISQ Author Workshop, Boston, MA.
- Johnson, R., Thatcher, J., and Gerow, J. 2017 "A Meta-Analytic Review of Computer Self-Efficacy and Agenda for Future Research" Academy of Management Proceedings, Atlanta, GA.
- Gerow, J.E., Grover, V., and Thatcher, J.B. 2016. "Power, Politics, and Knowledge: Influencing Executive Teams" AMCIS 2016 Proceedings, San Diego, CA, pp. 1-9. <http://repository.itttelkom-pwt.ac.id/1231/1/Power%20Politics%20and%20Knowledge-%20Influencing%20Executive%20Teams.pdf>
- Gerow, J.E. and Rhamey, P. 2014. "Is Cloud Computing All That It's Cracked Up to Be? Why Ambivalent Users May Avoid Adopting: Research-in-Progress" Poster Session at Americas Conference on Information Systems 2014 in Savannah, GA.
- Gerow, J.E. 2013. "Research-in-Progress: Understanding the Relationship between IT-Business Strategic Alignment and Firm Performance" SAIS 2013 Proceedings, Savannah, GA, pp. 36-40. <http://aisel.aisnet.org/sais2013/9/>
- Gerow, J.E., Grover, V., and Thatcher, J.B. 2012. "Power and Politics: Do CIOs Have What It Takes to Influence the Executive Team's Commitment to IT Initiatives?" AMCIS 2012 Proceedings, Seattle, WA, pp. 1-8. <http://aisel.aisnet.org/amcis2012/proceedings/OrganizationalIssuesIS/1>
- Gerow, J.E. 2012. "What Should Firms Look for in a CIO?" SAIS 2012 Proceedings, Atlanta, GA, pp. 78-85. <http://aisel.aisnet.org/sais2012/14>

- Roberts, N., Gerow, J.E., and Roberts, S. 2010. "A Meta-Analytic Review and Extension of the Organizational IT Assimilation Literature" DIGIT 2010 Proceedings, St. Louis, MO, pp. 1-14. <http://aisel.aisnet.org/digit2010/15/>
- Gerow, J.E., Ayyagari, R., Thatcher, J.B., and Roth, P.L. 2009. "Is Intrinsic Motivation as Important in Utilitarian Systems as It Is in Hedonic Systems? A Preliminary Meta-Analysis" Proceedings of the Americas Conference in Information Systems, San Francisco, CA, pp. 1-10. <http://aisel.aisnet.org/amcis2009/671>
- Gerow, J.E. 2009. "Can Information Technology Project Managers Increase Their Project Success Through the Use of Political Skill?" The 2009 Southeast Decision Sciences Institute Conference Proceedings, Charleston, SC, pp. 867-873.

Book Chapters

- Gerow, J.E. 2020. "CIO Power Influences the Social Alignment and IT-Business Strategic Alignment Relationship" in *Handbook of Research on Recent Developments in Internet Activism and Political Participation*, Y. Ibrahim (ed.), London, UK: IGI Global, pp. 290-315. <https://www.igi-global.com/chapter/cio-power-influences-the-social-alignment-and-it-business-strategic-alignment-relationship/257833>
- Gerow, J.E., Galy, E., Thatcher, J.B., and Srite, M. 2010. "Within-Culture Variation and Information Technology" in *Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management*, G. Hunter and F. Tan (eds.), Hershey, PA: IGI Global, pp. 337-364.

Papers under Review or Revision

- Johnson, R., Pullin, J.E., Thatcher, J.B., and Roth, P. "Extending the Boundary of Computer Self-Efficacy Research: A Meta-Analytic Review and Agenda for Future Research" fifth revise and submit invited at *Journal of the Association for Information Systems*.
- Johnson, R., Pullin, J.E., and Thatcher, J.B. "Understanding Internet Self-Efficacy in a Post-Adoption World: A Meta-Analysis" under review at *Journal of the Association for Information Systems*.

Academic Honors

Awards

AIS Outstanding Leadership Award for Leadership of the AIS SIG LEAD (December 2022)
 AIS Distinguished Member Cum Laude (June 2022) - <https://aisnet.org/page/DistinguishedMemberList>
 Best Reviewer: 15th Annual Workshop on HCI Research in MIS (2016)
 Operational Research Society's Stafford Beer Medal for Best Paper Appearing in EJIS in 2015 (2016)
 AIS Early Career Award (2015) - <https://ishistory.aisnet.org/awards/earlycareeraward/>
 VMI Thomas Jefferson Teaching Award (2014)
 Clemson University Outstanding Graduate Teaching Assistant Award (2010)
 College of Business and Behavioral Science Graduate Assistant Teaching Excellence Award (2010)
 Best Reviewer: 8th Annual Workshop on HCI Research in MIS (2009)
 President's List, Clemson University (2007)
 Departmental Honors in Calhoun Honors College, Clemson University (1999)

Doctoral Student Consortia

Americas Conference on Information Systems – AMCIS (2010)
Southern Association for Information Systems – SAIS (2009)

Honor Societies

Beta Gamma Sigma Honor Society, Clemson University (2007)

Faculty Consortia

Americas Conference on Information Systems – Mid-Career Consortium (2018)
Americas Conference on Information Systems – MIS Camp: A Junior Faculty Consortium (2012)

Service Activities

Academic Activities and Committees

Beta Gamma Sigma Honor Society, VMI (*President*: May 2014 – July 2025; *Chapter Secretary*: March 2013 – May 2014; *chapter awarded Honors* for 2013-2014, 2014-2015, and 2021-2022 academic years; *chapter awarded High Honors* for 2015-2016, 2016-2017, 2018-2019, 2019-2020, and 2023-2024; *chapter awarded Highest Honors* for 2017-2018)

Watjen ECBU Leadership Development (WELD) Cross-Cultural Internship Program Sub-Committee, VMI (*Chair*: February 2020 – present)

GO 16 Decision Maker Panel Member, VMI (September 2020 – present; served as the Decision Maker for 2 June 2021, 3 March 2022, 20 February 2024, 22 February 2024, 22 May 2024, and 24 May 2024 hearings)

Faculty Mentor, Spencer Palmer, VMI (August 2023 – present)

Bystander Intervention Training Facilitator, VMI (October 2022 – present)

Inclusive Excellence Facilitator, VMI (October 2021 – present)

Association for Information Systems Women's Network Mentor, AIS (November 2020 – present)

Committee on Academic Advising, VMI (August 2018 – present)

Innovation Programming Advisory Committee (August 2024 – present)

Recruiting – Department Open House Speaker, VMI (August 2011 – present)

Manager/Point of Contact ECBU Admissions Open House Programs, VMI (September 2018 – present)

Track Co-Chair (took lead position August 2020): IS Leadership and the IT Profession (SIGLEAD), AMCIS (September 2018 – present)

Test Bank Creation for Wiley – *Introduction to IS*, Rainer et al. (December 2012 – present)

Technology Steering Committee, VMI (August 2015 – May 2024)

Wiley's Advisory Panel (July 2020 – May 2023)

ECBU Book Club Co-Advisor, VMI (February 2022 – May 2023)

Evaluator for ECBU's Nomination for Faculty's Published Work, VMI (February 2023)

BU220 (Principles of Management) Adjunct Coordinator, VMI (June 2021 – December 2021)

CIS Internship for Credit Mentor and Two-Class Presentation on Business Objectives, VMI (September 2020 – September 2021)

Inspector General Search Committee Member, VMI (March 2021 – July 2021)

Management Adjunct Professor Search Committee Member, VMI (March 2021 – May 2021)

CIS Search Committee Member, VMI (January 2021)
Discrimination Appeals Committee, VMI (August 2015 – September 2020)
Committee Member for Watjen ECBU Leadership Development (WELD) Program Development,
VMI (August 2019 – February 2020)
Institute Writing Program Committee, VMI (August 2016 – July 2020)
AACSB Standards 13-15 Committee, VMI (August 2015 – December 2019)
Roberts Research Assistantship Grant Selection Committee, VMI (August 2015 – December 2019)
Faculty Handbook: Faculty Expectations Sub-Committee, VMI (February 2018 – January 2020)
Track Co-Chair: IS/IT Leadership Career Development and Profession (SIGLEAD), PACIS (January
2018 – August 2019)
Cadet Advisory Council Coordinator, VMI (Fall 2019, Spring 2018, Fall 2016)
Minitrack Chair: IS Leadership Development, AMCIS (October 2012 – August 2018)
Thesis Examiner for Mona Gabriel-Seow, Murdoch University (June 2018)
Distinguished Speaker Committee, VMI (August 2017 – July 2018)
Committee on Academic Technologies, VMI (August 2011 – July 2017)
Using Electronic Calendars Presentation to CIS Rats, VMI (October 23, 2017)
Miller Academic Center Internal Review Committee, VMI (September 2017)
Cybersecurity Committee, VMI (August 2014 – July 2017)
Program Advisory Committee and Session Moderator –Environment Virginia Symposiums, VMI
(August 2013 – July 2016)
Thesis Examiner for Pattama Kanavittaya, Murdoch University (August 2016)
Information and Social Sciences Open House Speaker, VMI (November 2015 and March 2016)
Computer & Information Sciences Major Committee, VMI (May 2012 – December 2015)
Goal Assessment Team for Information Systems and Technology, VMI (*Lead*: August 2014 – July
2015; *Member*: August 2011 – July 2015)
Assurance of Learning Committee, VMI (August 2013 – July 2015)
First Year Initiative (FYI) Advisory Committee, VMI (August 2013 – May 2015)
Bookstore Management and Operations Committee, VMI (November 2014 – December 2014)
Adaptive Learning Tool Quality Assurance/Accuracy Reviewer for Wiley (Summer 2014)
Cadet Support Committee, VMI (November 2012 – May 2014)
Dean Search Committee, VMI (September 2013 – February 2014)
Associate Editor: Human Computer Interaction, ICIS (March 2013 – July 2013)
Session Chair: Enterprise Systems, SAIS (March 2013)
Library Committee, VMI (August 2012 – July 2013)

Ad Hoc Journal Reviews

AIS Transactions on Human-Computer Interaction
Business & Information Systems Engineering
Communications of the ACM
Communications of the Association for Information Systems
Computing
The DATA BASE for Advances in Information Systems
European Journal of Information Systems

Foundations and Trends in Information Systems
Information & Management
Information Systems Frontiers
Information Systems Journal
Information Systems Research
Information Technology and Management
Information Technology & People
Intelligent Systems in Accounting, Finance and Management
Interacting with Computers
International Journal of Business Information Systems
International Journal of Information Management
International Studies of Management & Organization
Internet Research
Journal of Information Technology
Journal of Information Technology Theory and Application
Journal of Organizational Computing and Electronic Commerce
Journal of Strategic Information Systems
Journal of Systems Science and Information
Journal of the Association for Information Systems
MIS Quarterly
Technological Forecasting & Social Change

Ad Hoc Conference Reviews

Americas Conference on Information Systems
Environment Virginia Symposium
European Conference on Information Systems
Hawai'i International Conference on System Sciences
International Conference on Information Systems
Pacific Asia Conference on Information Systems
Southern Association for Information Systems

Cadet Development at VMI

Internship Coordinator (January 2024 – present)
Internship for Credit Program Coordinator (May 2018 – present)
ECBU Book Program (*Faculty Advisor*: January 2022 – May 2023)
International Internship Program Coordinator for the WELD Program (January 2020 – present)
Leadership Book Program (January 2012-May 2018; *Faculty Advisor*: August 2013 – May 2018)
Rat Adoption – Connecting Families with [Freshmen] (October 2012 – May 2014)
Knitting and Crocheting Club (January 2012-May 2013; *Faculty Advisor*: August 2012 – May 2013)
VMI Women Build with Habitat for Humanity (May 2013)

Editorial Service to Journals

Guest Co-Editor, *International Journal of Information Management* Special Issue on Meta-Analysis Research in IS (October 2020 – May 2022)

Senior Editor, *Information Systems Management SIGLEAD* Special Issue (August 2018 – May 2019; August 2015 – January 2017)

Board of Reviewers, CR Navigator Science (July 2013 – June 2015)

Associate Editor, *AIS Transactions on Human-Computer Interaction* (January 2011 – December 2013)

Guest Lectures

Web Resume Content Expert for Alexis Hart's Technical Writing Class – Spring and Fall 2012

Associations

Association for Information Systems (February 2008 – present)

AIS Special Interest Group in Leadership in IT (SIGLead) (February 2013 – present; *Executive Committee*: August 2022 – present; *Vice President*: August 2020 – August 2022; *President*: August 2018 – August 2020 (2019, 2020, 2021, and 2022 Outstanding Community - <https://aisnet.org/news/605940/Congratulations-to-the-AIS-Outstanding-Communities-for-2021.htm>); *Treasurer*: August 2015 – August 2018)

VMI Women's Writing Group (August 2011-May 2023; *Lead*: August 2013 – May 2022)

GSATC (Greenville Spartanburg Anderson Technology Council) (August 2007 – December 2011)

Conferences/Seminars/Webinars Attended

Collegiate Chapter Training 2022-2023, BGS (6 May 2024)

AACSB Societal Impact Seminar (23 March 2024)

Navigating AI in the Business Landscape, BGS (21 March 2024)

Pedagogy 400 Kahoot!: My Secret Weapon for Engagement, VMI (11 March 2024)

VMI Alumni Networking in Richmond with M&T Bank, Entry Guard Systems, Harris Williams, and Providence Hill Real Estate (29 February 2024)

Beta Gamma Sigma Darden UVA Visit (Coordinator; yearly; Fall 2015 – present)

Decision Maker Training, Student Conduct Institute (August 2023)

VMI Alumni Networking in Richmond with Steam Bell Beer Works, Ten-X/Costar, Wells Fargo, and Craneworks, Inc. (March 28, 2023)

Bystander Intervention Training – Staff Facilitator Training (7 October 2022; 15 September 2023)

Maxient Training for GO16 Decision Maker Role (September 22, 2022)

Beta Gamma Sigma Chapter Training Seminar (March 21, 2022)

Beta Gamma Sigma Global Chapter Advisor Meeting (September 14, 2020; March 9, 2022; March 8, 2023; October 31, 2023)

Beta Gamma Sigma Future Workforce: Artificial Intelligence¹ Workshop (October 14, 2021)

VMI Canvas Template Webinar/Workshop (June 11, 2020)

VMI Distance Learning: Cadet Involvement Webinar/Workshop (June 10, 2020)

AIS Webinar: Introduction to AIS Online Communities (November 19, 2019)

¹ joined Distributed Workforce session for a few minutes – I heard the discussion about remote work

Beta Gamma Sigma Military-to-Civilian/Graduate School Panel: Host (March 4, 2019)
VMI Emerging Leaders' Program (October 17, 2018 – April 17, 2019; six 2-hour sessions)
City National Bank/City Holding Company Annual Shareholders Meeting at Washington and Lee University (May 2, 2018)
Cyber Security Forum at Virginia Tech (October 26, 2017)
AIS Webinar: AIS Financial Reporting (April 13, 2016)
Sixth Annual Leadership and Ethics Conference – Ethical Dilemmas in the Digital Age: Attendee and Facilitator for the Ethical Leadership Challenge (March 7-8, 2016)
Beta Gamma Sigma Graduate School Panel: Host (January 18, 2016)
AIS Webinar: Pioneering IS as an Academic Field (November 11, 2015)
AIS Webinar: Achieving Academic-Industry Collaboration with Departmental Advisory Boards (June 18, 2015)
AACSB Curriculum Conference; St. Louis, MO (May 18-20, 2015)
Effectively Engaging VMI Cadets in the Classroom: Panelist (April 10, 2015)
VMI Representative at Furman University's Presidential Inauguration (March 19, 2015)
PhD Project's Information Systems Doctoral Student Association's pre-AMCIS Conference: Invited Panelist for the "How to Publish Early" session (March 10, 2015)
VMI Faculty Grading Seminar: Panelist (October 29, 2014)
AIS Success Strategies Webinars: How IT Is Transforming Healthcare: Current Status, Opportunities, and Challenges (October 24, 2013)
AACSB Sustainability Conference; Washington, DC (June 24-25, 2013)
24th Annual Environment Virginia Symposium: Speaker for "Social Media – Reputation Building and Damage Control" and "Social Media – Video Messaging and YouTube" Sessions (April 9-11, 2013)
VMI Navy ROTC Field Training Exercises – Visit to Norfolk, VA (April 8-9, 2013)
VMI Roberts Free Enterprise Luncheon Speaker (February 27, 2013)
VMI Meet the Professor Speaker (February 8, 2013)
Modernizing Legacy Systems – Embracing Enterprise SaaS Solutions (January 30, 2013)
AACSB Curriculum Development for Leadership; Chapel Hill, NC (January 14-15, 2013)
Cengage - Web 2.0 Evolves (November 16, 2012)
VMI Dean's Speaker Series - Siva Vaidhyathan's "The Googlization of Everything: Why We Should Worry" – Co-Sponsor (November 7, 2012)
Marine Corps Educator's Workshop – Quantico, VA (June 25-29, 2012)
AIS - Improving Your Publication Strategy (March 2012)
VMI Leadership Conference – Cheating, Lying, and Honor in America's High Schools, Colleges, and Universities (March 2012)
Wiley - Active MIS: How to Engage Your Students Through the Use of Activities (February 2012)
AIS - Managing a Successful Academic Career (November 2011)
VMI Roberts Lecture Series – The Fall of the Soviet Union and the Rise of 21st Century Socialism - Dr. Yuri Maltsev (November 2011)
AACSB Annual Accreditation Conference; Philadelphia, PA (September 25-27, 2011)
AIS - Leveraging Relationships with Industry (September 2011)
Teaching at Its Best (Fall 2009)

Last Updated: September 2, 2024

