

BRENT KITCHENS, PH.D.

University of Virginia McIntire School of Commerce
Rouss & Robertson Halls, East Lawn, P.O. Box 400173, Charlottesville, VA 22904-4173
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EDUCATION

University of Florida, Gainesville, FL
Ph.D. in Information Systems August 2015
Dissertation title: *Essays on Latent Construct Identification through Text Mining and Event Study*

University of Mississippi, Oxford, MS
B.B.A. in Management Information Systems May 2005
Minor: Accountancy

EXPERIENCE

University of Virginia McIntire School of Commerce, Charlottesville, VA
Assistant Professor of Commerce 2015 – Present

University of Florida Warrington College of Business Administration, Gainesville, FL
Graduate Assistant 2010 – 2015

Ernst & Young, LLP, Memphis, TN
Advisory Services Senior Advisor/Auditor 2005 – 2010

RESEARCH INTERESTS

Customer analytics, search and clickstream analytics, social listening, health IT, cybersecurity

REFEREED JOURNAL ARTICLES

- Kitchens, B., Kumar, J., Pathak, P. (2018). "Electronic Markets and Geographic Competition among Small, Local Firms." *Information Systems Research*. 29 (4), 928-946.
- Kitchens, B., Dobolyi, D., Li, J., Abbasi, A. (2018). "Advanced Customer Analytics: Strategic Value through Integration of Relationship-Oriented Big Data." *Journal of Management Information Systems*. 35 (2), 540-574.
- Kitchens, B., Means, T., Tan, Y. (2018). "CAPTIvatE: Building Blocks for Implementing Active Learning." *Journal of Education for Business*. 93 (2), 58-73.
- Wyllie, J., Lucas, B., Carlson, J., Kitchens, B., Kozary, B., Zaki, M. (2016). "An Examination of Not-for-Profit Stakeholder Networks for Relationship Management: A Small-scale Analysis on Social Media." *PloS ONE* 11.10.
- Kitchens, B., Harle, C., Li, S. (2014). "Quality of Health-Related Online Search Results." *Decision Support Systems* 57: 454-462.

REFEREED CONFERENCE/WORKSHOP PRESENTATIONS

- Abbasi, A., Claggett, J., Kitchens, B. "MedCrawl: Improving Public Health Outcomes through Effective and Efficient Social Listening." *Conference on Health IT and Analytics*. Washington, DC. November 2019.
- Claggett, J., Paino, M., Kitchens, B. "What Influences Patients' Willingness to Follow Online Medical Advice?" *Conference on Health IT and Analytics*. Washington, DC. November 2019.
- Ahmad, F., Abbasi, A., Kitchens, B., Zeng, D. "Finding Needles in a Haystack: Deep Learning for Rare Adverse Event Detection." *INFORMS Data Science Workshop*, Phoenix, AZ (2018).
- Kitchens, B., Claggett, J., Karahanna, E., Hartka, T. "Considering the Efficacy of Telemedicine: A Comparison of Three Analysis Methods." *Conference on Health IT and Analytics*, Washington, DC (2017).
- Kitchens, B., Kumar, J., Pathak, P. "Electronic Markets and Geographic Competition among Small, Local Firms." *Workshop on Information Systems and Economics*, Auckland, NZ, 2014.
- Kitchens, B., Kumar, J., Pathak, P. "Small Firms, Local Competition and Electronic Markets." *Workshop on Information Technologies and Systems*, Auckland, NZ, 2014.
- Moqri, M., Kitchens, B., Bandyopadhyay, S. "KnowledgeMap, an Interactive Visualization and Classification of Scientific Disciplines." *Workshop on Information Technologies and Systems*, Auckland, NZ, 2014.
- Kitchens, B., Kumar, A., Pathak, P. "The Impact of the Internet on Geographic Competition among Small Local Firms." *Conference on Information Systems and Technology*, San Francisco, CA, 2014.
- Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Text Mining for Marketing Importance: Decomposing Firm Value." *INFORMS Annual Meeting*, San Francisco, CA, 2014.
- Moqri, M., Kitchens, B., Bandyopadhyay, S. "Intellectual Map of Information Systems using Network Analysis." *INFORMS Annual Meeting*, San Francisco, CA, 2014.
- Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Mining for Marketing: An Objective Measure of Marketing's Importance." *INFORMS Marketing Science Society Conference*, Atlanta, GA, 2014.
- Kitchens, B., Mitra, D., Johnson, J., Pathak, P. "Big Data, Text Mining and Service Management." *Frontiers in Service Conference*, Miami, FL, 2014.
- Moqri, M., Kitchens, B. "Financial Incentives and the Performance of Crowds: A Closer Look." *Collective Intelligence*, Cambridge, MA, 2014.
- Johnson, J., Kitchens, B., Mitra, D., Pathak, P. "The Value of Marketing: An Information Based Perspective." *INFORMS Marketing Science Society Conference*, Istanbul, Turkey, 2013.
- Mitra, D., Kitchens, B., Johnson, J., Pathak, P. "The Value of Marketing Information and its Dynamics." *Marketing Dynamics Conference*, Chapel Hill, NC, 2013.
- Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Does the Market Believe in Marketing? A Text Mining Based Informational Value Perspective." *Workshop on Information Technologies and Systems*, Orlando, FL, 2012.

Harle, C., Kitchens, B., Li, S. "The Relationship between Health Information Quality and Search Engine Results." *Workshop on Health IT and Economics*, Washington, DC, 2011.

Kitchens, B., Harle, C., Li, S. "Exploring the Frequency of Quality Health Information in Online Search Results." *Workshop on Data Mining and Health Informatics*, Charlotte, NC, 2011.

TEACHING EXPERIENCE

McIntire School of Commerce, University of Virginia

Business Analytics (undergraduate)

Introduction to Business Analytics (M.S. in Commerce)

Digital Analytics (M.S. in Commerce)

Warrington College of Business Administration, University of Florida

Granted University-Wide Graduate Student Teaching Award, 2014 and 2015

Business Systems 2 (undergraduate)

Information Systems and Operations Management Strategy (undergraduate)

Tactical Information Technology Management (executive education; no evaluations)

Ernst & Young, LLP

Designated Learning Leader: Developed and instructed several technical and methodological seminars on subjects such as Unix/Linux security, SQL queries for audit procedures, quality initiatives, and firm audit documentation tools

SERVICE

Program Committee Co-chair, *INFORMS Data Science Workshop*, Washington, DC, 2020

Associate Director, McIntire Center for Business Analytics, 2019 - present

Secretary, INFORMS College on Artificial Intelligence, 2018 - present

Board Member, University of Virginia Colonnade Club Board of Governors, 2017 - present

Cluster Chair, e-Business Cluster, *INFORMS Annual Meeting*, Nashville, TN, 2016

Webmaster and volunteer, *Workshop on Information Technologies and Systems*, Orlando, FL, 2012.

Volunteer, *Conference on Information Systems and Technology*, Charlotte, NC, 2011.

Referee: *MIS Quarterly*, *Information Systems Research*, *Management Science*, *Journal of Management Information Systems*, *Journal of the Association for Information Systems*, *Decision Support Systems*, *Decision Sciences*, *Information Technology and Management*, *International Conference on Information Systems*, *Conference on Information Systems and Technology*, *INFORMS Data Science Workshop*, *Workshop on Information Technologies and Systems*