

Ryan T. Wright

CURRICULUM VITAE

McIntire School of Commerce
University of Virginia

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EDUCATION

Ph.D.	Washington State University Degree Conferred in Business Administration Major -- Management Information Systems Chair -- Joseph S. Valacich	2009
M.B.A.	The University of Montana	2001
B.S.	The University of Montana Business Administration, Concentration in MIS	1999

ACADEMIC EXPERIENCE

University of Virginia

Rolls Royce Commonwealth Eminent Professor of Commerce	2025 -
Full Professor	2020 -
C. Coleman McGehee Professorship of Commerce	2018 - 2024
Associate Professor with Tenure	2016 - 2020

University of Massachusetts - Amherst

Associate Professor with Tenure	2015 – 2016
Assistant Professor	2012 – 2015

University of San Francisco

Assistant Professor	2009 – 2012
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University of Montana

Adjunct Instructor	2001 – 2005
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ADMINISTRATIVE APPOINTMENTS

University of Virginia

- Associate Dean, Strategic Initiatives (July 2025 -)
- Senior Associate Dean, Faculty and Research (May 2022 – June 2025)
- Associate Dean, Faculty and Research (May 2021 – May 2022)
- Area Coordinator, IT and Innovation Faculty (May 2019 – May 2021)
- Associate Director, Center for Management of IT (Aug. 2018 – May 2021)
- Founding Faculty / Program Director, Certificate in Cybersecurity (Aug. 2018 – May 2021)

University of Massachusetts

- Founding Faculty, Cybersecurity Research Institute (2013 – 2016)
- Core Faculty, MBA Program, Isenberg School of Management (2015 – 2016)

University of San Francisco

- Co-Director, Business School Honors Program (2010-2012)
- Founder / Director, The Salesforce.com Pro Bono Student/Mentor Consulting Program (2010 – 2012)

PROFESSIONAL EXPERIENCE

Montana World Trade Center/Rocky Mountain Global – Digital Business Consultant 2002 – 2005

- Grants and contracts to develop e-business services for rural medium/small businesses.

Kinetic Sports Interactive – Chief Technology Officer / Co-Founder 1999 – 2002

- NASDAQ Best New Sports Product Semi-Finalist - NASDAQ Product Awards.

Amoco – Cluster Area Manager 1993 – 1995

- Supervised district oil and gas retail operations.

Consulting Engagements

- S&P Global
- State of Montana – Department of Commerce
- Salesforce Foundation
- State of Washington (Expert Witness)
- Others with non-disclosure agreements

AWARDS

Field-based Awards

- [Sandra Slaughter Service Award](#), Association for Information Systems (AIS; Dec. 2020)
- **Faculty Founder Award**, Doctoral Student College of the AIS (Dec 2020)
- [Reviewer Hall of Fame](#), Journal of the Association for Information Systems (Jan. 2020)
- **Best Reviewer**, Journal of the Association for Information Systems (Dec. 2018)
- **Honorable Mention - Best Reviewer**, Journal of the Association for Information Systems (Dec. 2017)
- **Best Paper Award**, SIG-DIGIT, Annual Association for Information Systems – Special Interest Group on Adoption and Diffusion of Information Technology Workshop (Dec. 2013)
- **Best Paper Finalist**, Hawaii International Conference on System Sciences (Jan. 2017)
- **Best Paper Finalist**, SIG-HCI, 8th Annual Association for Information Systems – Special Interest Group on Human-Computer Interaction Workshop (Dec. 2009)
- **ICIS Doctoral Consortium**, International Conference on Information Systems (Dec. 2008)

University-wide Awards

- **Excellence in Faculty Speaking**, University of Virginia, Office of Lifelong Learning (2017, 2018)
- **Exceptional Merit Award**, U. of Massachusetts (UMass; Dec. 2015)
- **Faculty Fellow**, Beta Alpha Psi, U. of San Francisco (USF; May 2011)
- **The Innovation in Teaching with Technology Award**, U. of San Francisco (USF; May 2010)
- **The Faculty Excellence Fellow**, Greek Honor Society, U. of Montana (UMT; May 2003)

School-wide Awards

- [Favorite Business Course 2023-2024](#), Poet & Quants (June 2024)
- **The Research Excellence Award**, Isenberg School of Management, UMass (May 2015)
- **The Outstanding Executive MBA Teacher Award**, School of Management, USF (May 2012)
- **The John Miller Mission Support and Advocacy Award**, School of Management, USF (May 2011)
- **The Outstanding Research Award**, School of Management, USF (May 2010)
- **The Outstanding Graduate Research Award**, College of Business, WSU (May 2009)
- **Outstanding Instructor Award**, School of Business, UMT (May 2005)

RESEARCH

Grants and Funding (Involved in +\$3.5 million of funded research)

1. P.I., UVA Jefferson Trust Foundation. Side Hustle: Micro Business Courses. (\$150,000; 2021-22).
2. P.I., UVA Office of Research. 3 Caves: Full Stack Cybersecurity: Integrating Analytics, Systems Responsiveness, and the Human. (\$60,000; 2018-2019).
3. P.I., UVA Office of the VP of IT Grant. Building Next-Gen Cybersecurity Training. (\$180,000; 2017 – 2019).
4. P.I. @ UVA and UMass, NSF Program in Secure and Trustworthy Cyberspace (SaTC). Building the Human Firewall: Developing crowd-sourced resistance to semantic security threats. (\$500,000; 2015-2017) Award# 1421580.
5. Senior Personnel, NSF Program. CyberCorps Scholarship for Service. (\$1,569,871; 2016-2020) Award# 1565521.
6. Senior Personnel, President's Science and Technology Fund. Institute for Cyber Security. (\$180,000; 2015-16).
7. Senior Personnel, The National Telecommunications and Information Administration. Partnership for Economic Revitalization through Technology (PERT) (\$952,330; 2000 – 2005).

Journal Articles ([Google Scholar](#))

1. Haddouch, R., Clouse, S.F., Wright, R.T., Floyd, T., Valgenti, V., Akello, P. (2025) "Strengthening Incident Response: Lessons from Cybersecurity Tabletop Exercises for Rural Critical Infrastructure." Cybersecurity Pedagogy & Practice Journal. 4(2). 4-35.
2. Durcikova, A., Miranda, S., Jensen, M., Wright, R.T. (2024) Autogenic approach to examining empowerment cybersecurity teams. MIS Quarterly. 48(4), 1503-1536.
3. Pienta, D., Thatcher, J., Wright, R.T., Roth, P. (2024) An Empirical Investigation of The Unintended Consequences of Vulnerability Assessments Leading to Betrayal. Journal of the AIS 25(4), 1079-1116.
4. Wright, R.T., Johnson, S.L., Kitchens, B. (2023) Phishing Susceptibility in Context: A Multi-level Information Processing Perspective on Deception Detection. MIS Quarterly 47(2), 803-832.
5. Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., ... & Wright, R.T. (2023). Opinion paper: "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. International Journal of Information Management, 71, 102642.
** Editorial **
6. Wright, R.T., Saunders, C., Sarkar, S., Kankanhalli, A., Whitley, E. A., Tuunainen, V., Henriksen, H. Z. (2023) The Scholarly Divide: Insights from the AIS Well-being Project, Communications of the Association for Information Systems. 52(1), 777-797.
** Editorial **
7. Jensen, M., Wright, R.T., Durcikova, A., Karumbaiah, S. (2022) Improving Phishing Reporting Using Security Gamification. Journal of Management Information Systems. 39(3), 793-823.
8. Nguyen, C., Jensen, M., Durcikova, A., Wright, R.T. (2021) A Comparison of Features in a Crowdsourced Phishing Warning System. Information Systems Journal. 31 (3) 473-513.
9. Jensen, M., Durcikova, A., Wright, R.T. (2021) Using Susceptibility Claims to Motivate Behaviour Change in IT Security. European Journal of Information Systems. 40(1) 27-45.
10. Xiao, X, Sarker, S., Wright, R.T., Sarker, S., Mariadoss, B. (2020) Commitment and Replacement of Existing SAAS - Delivered Applications: A Mixed-Method Investigation. MIS Quarterly. 44(4) 1811-1857.

11. Sun, H., Wright, R.T., Thatcher, J.B. (2019) Revisiting the Impact of System Use on Task Performance: An Exploitative-Explorative System Use Framework. Journal of the AIS, 20(4) 398-433.
12. Thatcher, J.B., Wright, R.T., Sun, H., Klein, R., Zagenczyk, T. (2018) Mindfulness in Information Technology Use: Conceptual and Operational Definitions. MIS Quarterly 42 (3) 831-84
13. Jensen, M., Dinger, M., Wright, R.T., Thatcher, J. B. (2017) Training to Mitigate Phishing Attacks Using Mindfulness Techniques Training to Mitigate Phishing Attacks Using Mindfulness Techniques. Journal of Management Information Systems 34 (2) 597-626.
14. Wright, R.T., Robert, N., Wilson, D. (2017) The Role of Context in IT Assimilation: A Multi-Method Study of a SaaS Platform in the US Nonprofit Sector. European Journal of Information Systems 26 (5) 509-539.
15. Lankton, N., McKnight, D.H., Wright, R.T. Thatcher, J.B. (2016) Using Expectation Disconfirmation Theory and Polynomial Modeling to Understand Trust in Technology. Information Systems Research 27 (1) 197-213.
16. Wright, R.T., Jensen, M. Thatcher, J.B., Dinger, M., Marett, K. (2014) Influence Techniques in Phishing Attacks: An Examination of Vulnerability and Resistance. Information Systems Research 25(2) 385-400.
17. Carter, M., Wright, R.T., Thatcher, J.B., Klein, R. (2014) Understanding Online Customers' Ties to Merchants: The Moderating Influence of Trust on the Relationship between Switching Costs and E-Loyalty. European Journal of Information Systems 23(1) 185-204.
18. Topi, H., Conboy, K., Donnellan, B., Van Toorn, C., Venkataraman, R., Wright, R.T. (2014) Moving Towards the Next Generation of Graduate Degree Programs in Information Systems. Communications of the AIS 34 1-21.
19. Chin, W. W., Thatcher, J.B., Wright, R.T. (2012) Assessing Common Method Bias: Problems with the ULMC Technique. MIS Quarterly. 36(3) 1003-1019.
** Authors contributed equality and are listed alphabetically **
20. Wright, R.T., Campbell, D., Thatcher, J.B., Roberts, N. (2012) Operationalizing Multidimensional Constructs in Structural Equation Modeling: Recommendations for IS Research. Communications of the AIS. 40 367-412.
21. Featherman, M.S., Wright, R.T., Thatcher, J.B., Zimmer, C., Pak, R. (2011) The Influence of Interactivity on E-Service Offerings: An Empirical Examination of Benefits and Risks. AIS Transactions on Human-Computer Interaction 3(1) 1-25.
22. Wright, R.T., Marett, K. (2010) The Influence of Experiential and Dispositional Factors in Phishing: An Empirical Investigation of the Deceived. Journal of Management Information Systems 27(1) 279-309.
23. Topi, H., Valacich, J.S., Wright, R.T., Kaiser, K.M., Nunamaker, J.F., Jr., Sipior, J.C., de Vreede, G.J., (2010) IS 2010: Curriculum Guidelines for Undergraduate Degree Programs in Information Systems Information Systems Undergraduate Model Curriculum. Communications of the AIS 26 359-428.
** Editorial **

Companion Technical Report: Topi, H., Kaiser, K.M., Sipior, J.C., Valacich, J.S., Nunamaker, J.F., Jr., de Vreede, G.J., and Wright, R.T., 2010. Curriculum Guidelines for Undergraduate Degree Programs in Information Systems. Technical Report. Association for Computing Machinery, New York, NY, 97 pages.
<https://doi.org/10.1145/2593310>
24. Wright, R.T., Chakraborty, S., Basoglu, K.A., Marett, K. (2010) Where Did They Go Right? Investigating Deception Cues in a Phishing Context. Group Decision and Negotiation 19(4) 391-416.

25. Campbell, D.E., Wright, R.T., Clay, P.F. (2010) Deconstructing and Operationalizing Interactivity: An Online Advertising Perspective. Journal of Information Technology Theory and Application 11(4) 29-53.
26. Clouse, S.F., Wright, R.T., Pike, R. (2010) Employee Information Privacy Concerns with Employer Held Data: A Comparison of Two Prevalent Privacy Models. Journal of Information Security and Privacy 6(3) 47- 71.
27. Topi, H., Valacich, J., Wright, R., Kaiser, K., Nunamaker, J., Jr., Sipior, J.C., de Vreede, G.J., (2008) Revising Undergraduate IS Model Curriculum: New Outcome Expectations. Communications of the AIS 23 591-602.
28. Campbell, D.E., Wright, R.T. (2008) Shut-up I Don't Care: Understanding the Role of Relevance and Interactivity on Customer Attitudes toward Repetitive Online Advertising. Journal of Electronic Commerce Research 9(1) 62-76.
29. Topi, H., Valacich, J., Kaiser, K., Nunamaker, J., Jr., Sipior, J., de Vreede, G.J., Wright, R.T. (2007). Revising the IS Model Curriculum: Rethinking the Approach and the Process. Communications of the AIS 20 728-740.

Book Chapters

30. Wright, R.T., Wilson, D. (2014) Privacy, Accuracy and Accessibility of Digital Business. In Heikki Topi (ed.) Computing Handbook Set – Information Systems and Information Technology, Taylor and Francis. New York.
31. Valacich, J.S., Looney, C., Wright, R.T., Wilson, D. W. (2014) Mobile Computing. In Jay F. Nunamaker Jr., Nicholas C. Romano, & Robert O. Briggs (eds.) Advances in Management Information Systems: Topics of Collaboration Research, Vol. 19. M.E. Sharpe. Armonk, N.Y.
32. Chin, W.W., Thatcher, J.B., Wright, R.T., Steel, D. (2013) Controlling for Common Method Variance in PLS Analysis: The Measured Latent Marker Variable Approach. New Perspectives in Partial Least Squares and Related Methods, Springer. New York.

Teaching Cases

33. Nagel, K., Wright, R.T. (2024) The Human Factor: Social Engineering and Cybersecurity at the University of Virginia. Darden School of Business – University of Virginia
34. Maurer, C., Nelson, R.R., Wright, R.T. (2024) WillowTree: Product Driven with a Project Mindset (B). Darden School of Business – University of Virginia
35. Nelson, R.R., Wright, R.T. (2020) WillowTree: Product Driven with a Project Mindset (A). Darden School of Business – University of Virginia
36. Nelson, R.R., Wright, R.T. (2019) CarMax: Driving the Possible. Darden School of Business – University of Virginia.
37. Nelson, R.R., Wright, R.T. (2017) The Phoenix Project: Remediation of a Cybersecurity Crisis at the University of Virginia. Darden School of Business–University of Virginia

Practitioner Publications and Technical Notes

38. Powers, T., Farboodmanesh, K., Wright, R.T., Pearson, K. (2024) Trust: A New Approach to Risk Management - The MongoDB Case Study, **MIT Working Paper Series** CAMS 24.1114. <https://cams.mit.edu/wp-content/uploads/MongoDB-Trust-Management.pdf>

39. Sanghvi, S., McPhearson, J., Wright, R.T. (2023) Emerging approaches for rebuilding trust in a digital society. **Fast Company**. <https://www.fastcompany.com/90855531/emerging-approaches-for-rebuilding-trust-in-digital-society>
40. Sanghvi, S., McPhearson, J., Wright, R.T. (2023) Trust: An Imperative for Our Collective Future. **Booz Allen Hamilton Velocity Series**. <https://bah.dcatalog.com/v/V1-2023-Velocity-by-Booz-Allen/?page=24>
41. Wright, R.T., Thatcher, J.B. (2021) Phishing Tests Are Necessary. But They Don't Need to Be Evil. **Harvard Business Review**. <https://hbr.org/2021/04/phishing-tests-are-necessary-but-they-dont-need-to-be-evil>
42. Durcikova, A., Jensen, M., Miranda, S., Wright, R.T. (2015) Building the Human Firewall: Organization-wide Strategies to Combat Social Engineered Attacks. Oklahoma University and University of Massachusetts – Amherst. Funded by the **National Science Foundation**. <https://www.ou.edu/cas/casr/research/building-the-human-firewall>
43. Allen, J.P., Wright, R.T. (2015) Information Systems Entrepreneurship: Building Interest in Technology through an Online Business Course for Undergraduates, MBAs, and Executives. Entrepreneurship, Innovation, and Strategy, **USF Working Paper Series**. <http://repository.usfca.edu/esib/20>

Conference Proceedings and Papers

44. Haddouch, R., Clouse, S.F., Wright, R.T., Floyd, T., Perry, P. (2024). Strengthening Incident Response: Lessons from Cybersecurity Tabletop Exercises for Rural Critical Infrastructure. Information Systems Education, Cybersecurity, Applied Research and Data Analytics (ISCAP). Baltimore, MD. Nov. 6-9, 2024.
45. Lamprecht, R., Eckhardt A., Wright, R.T. (2021) Bait the Hook to Suit the Phish, not the Phisherman: A Field Experiment on Security Networks of Teams to Withstand Spear Phishing. Workshop on Information Security and Privacy 2021. Austin, TX, Dec. 12.
46. Byrd, M., Kim, D., Schwartz, A., Jenkins, J., Kumar, M., Williams, P., Valacich, J., Wright, R.T. (2019) Understanding Unauthorized Access using Fine-Grained Human-Computer Interaction Data. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Munich, Germany, Dec. 16.
47. Benbasat, I., Kankanhalli, A., Wright, R.T. (2018) Panel on the Future of Adoption and Diffusion Research. Workshop for Adoption and Diffusion of Information Technology, San Francisco, CA. Dec. 12.
48. Agogo., D., Wright, R.T. (2018) Towards Understanding Trust in a Complex IT Ecosystem, IEEE Symposium on Privacy-Aware Computing, Washington, D.C. September 2018
49. Durcikova, A., Jensen, M.L., Wright, R.T. (2017) Combating Phishing Attacks: An Organization-Wide Knowledge Management Approach in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Screening Technologies, Kauai, HI, Jan 6-9.
50. Durcikova, A., Jensen, M.L., Wright, R.T. (2017) Combating Phishing Attacks: An Organization-Wide Knowledge Management Approach in the Proceedings of the Hawaii International Conference on System Sciences, Waikoloa, Big Island, Jan. 6-9 *** **Best Paper Nominee** ***.
51. Karumbaiah, S., Wright, R.T., Durcikova, A., Jensen, M. (2016) Phishing Training: A Preliminary Look at the Effects of Different Types of Training. Eighth Annual Workshop on Information Security and Privacy. Dublin, IE, Dec 10.

52. Wright, R.T., Durcikova, A., Miranda, S., Jensen, M.L., Bernecker, S., Kelly, K. (2016) The Building of an Organizational Framework for the Human Firewall in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Screening Technologies, Kauai, HI, Jan 4-6.
53. Agogo, D., Hess, T., Wright, R.T. (2015) Exploring the Effects of Mood and Computer Self-Efficacy on Computing Task Performance, Americas' Conference on Information Systems, Puerto Rico, Aug 13-15.
54. Durcikova, A., Jensen, M.L., Wright, R.T. (2015) Building the Human Firewall: Lessons from Organizational Anti-Phishing Initiatives, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Information Quality in Government and Business, Kauai, HI, Jan 6-10.
55. Wright, R.T., Marett, K., Thatcher, J.B. (2014) Extending Ecommerce Deception Theory. Proceedings of the International Conference on Information Systems, Auckland, NZ, Dec. 14-17.
56. Chin. W.W., Thatcher, J.B., Wright, R.T., Steele, D. (2014) Controlling for Common Method Variance in PLS Analysis: An Empirical Test of the Measured Latent Marker Variable Approach. Proceeding of the 9th International Conference on Partial Least Squares and Related Methods, Paris, FR, May 26-28.
57. Carter, L., Thatcher, J.B., Wright, R. T. (2014) Social Media and Emergency Management: Exploring State and Local Tweets. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa, Big Island, Jan. 6-9.
58. Wright, R. T., Wilson, D. (2013) The Mediating Role of the Organization in Assimilation of Enterprise Systems: A Non-Profit Perspective. Proceedings of the SIG on Adoption and Diffusion of Information Technology. Milan, Italy, Dec 12 *** **Best Paper Award** ***.
59. Topi, H., Wright, R.T. (2013) Differentiating Information Systems and Information Technology as Fields of Study: An Evaluation of Model Curricula. Proceedings of the International Academy for Information Management / AIS SIG on Education, Milan, Italy, Dec. 10-12.
60. Valacich, J.S., Wright, R. T., Dimoka, A. (2013) Informing Design Choices Utilizing Behavioral, Neurophysiological, and Design Science Methods. Proceedings of the Hawaii International Conference on System Sciences, Wailea HI.
61. Jensen, M. L., Dinger, M., Wright, R. T., Thatcher, J.B. (2012) Training to Mitigate Threats from Customized Phishing Attacks, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Credibility Assessment and Information Quality in Government and Business, Maui, HI, Jan 6-10.
62. Wright, R.T., Kuykendall, M., Matsukawa, J.S. (2012) Re-Conceptualizing the Information Systems Foundation Course. Proceeding of the International Academy for Information Management Conference / AIS SIG on Education, Orlando, FL, Dec 14-16.
63. Chin. W.W., Thatcher, J.B., Wright, R.T., Steele, D. (2012) Controlling for Common Method Variance in PLS Analyses: The Measured Latent Marker Variable Approach. Proceeding of the 7th International Conference on Partial Least Squares and Related Methods, Houston, TX, May 19- 22.
64. Valacich, J.S., Wright, R.T., Dimoka, A. (2012) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Wailea HI.

65. Topi, H., Conboy, K., Donnellan, B., Ramesh, V., Wright, R.T. (2011) Providing Distinctive Value through Masters Level Programs in Information Systems. Proceeding of the International Academy for Information Management / AIS SIG on Education, Shanghai, China, Dec. 2 – 4.
66. Valacich, J.S., Wells, J.D., Wright, R.T. (2011) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Kauai HI.
67. Alter, S., Wright, R.T. (2010) Validating Work System Principles for Use in Systems Analysis. Proceedings of the International Conference for Information Systems, St. Louis, MO, AIS eLibrary.
68. Wright, R.T. (2010) Assessing Online Consumer Motivation. Proceedings of the Southern Association for Information Systems Conference, AIS eLibrary, Atlanta, GA.
69. Thatcher, J.B., Leap T., Wright, R.T. (2010) Old Wine in New Bottles: Investigating Information Technology is Enable “Old Criminals” to access “New Victims” Panel. Proceedings of the Americas’ Conference on Information Systems, Lima, Peru.
70. Valacich, J.S., Wells, J.D., Wright, R.T. (2010) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Kauai HI.
71. Topi, H., Valacich, J.S., Wright, R.T. Kaiser, K.M., Nunamaker, J.F., Jr., Sipior, J.C., Wagner, C. Bjørn-Andersen, N. (2009) IS 2009 - Changing the Course for Undergraduate IS Model Curricula Panel. Proceedings of the International Conference on Information Systems, Phoenix, AZ, AIS Library.
72. Carter, M., Thatcher, J.B., Klein, R. Wright, R.T. (2009) Switching Costs and Loyalty: Understanding How Trust Moderates Online Consumer’s Ties to Merchants. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Phoenix, AZ, AIS Library *** **Best Paper Nominee** ***
73. Wright, R.T., Sarker, S. (2009) Evaluation of Factors Influencing Virtual Teams: An Initial Study. Proceedings of the Americans’ Conference on Information Systems, San Francisco, CA, AIS Library.
74. Marett, K., Wright, R.T. (2009) The Effectiveness of Deception Tactics in Phishing. Proceedings of the Americans’ Conference on Information Systems, San Francisco, CA, AIS Library.
75. Valacich, J.S., Wells, J.D., Wright, R. T. (2009) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa HI.
76. Wright, R. T. (2008) Online Consumer Motivation. International Conference on Information Systems Doctoral Consortium, Paris, FR.
77. Topi, H., Valacich, J.S., Wright, R.T. (2008) Undergraduate IS Curriculum Revision Process Panel. Proceedings of the Americas Conference on Information Systems, Toronto, Canada, AIS Library.
78. Wright, R.T. (2008) Website Tailoring: The Importance of Motivation in Tailoring Determinants. Americans’ Conference on Information Systems Doctoral Consortium, Toronto, ON.
79. Valacich, J.S., Wells, J.D., Wright, R.T. (2008) Introduction to Human-Computer Interaction Minitrack. Proceedings of the Hawaii International Conference on System Sciences, Waikoloa HI.
80. Campbell, D.E., Wright, R.T. (2007) Measuring Interactivity: An Instrument Development and Initial Assessment of a Model of Interactivity. Proceedings of the Special Interest Group-Human Computer Interaction Workshop, Montreal, QB, AIS Library.

81. Wright, R.T., Valacich, J. V., Wells, J. D. (2007) Online Consumer Motivation Theory: A Task-Technology Fit Perspective of Website Tailoring. Journal of the Association of Information Systems Theory Development Workshop, Montreal, QB.
82. Wells, J. D., Wright, R.T., & Carignan, T. (2007) The Influence of Website Quality and Expectancy-Disconfirmation on Assessments of Service Quality: A Signaling Theory Perspective. Proceedings of the Americans' Conference on Information Systems, Keystone CO, AIS Library.
83. Wright, R.T., Marett, K. (2007) Why Did I Do That? Understanding Deceptive Communication in Phishing, in Briggs, Robert O. and Nunamaker, Jay F., Jr. (Eds.) Report of the Hawaii International Conference on System Sciences, Symposium on Deception Detection, Waikoloa HI.
84. Shay, J. P., Wright, R.T. (2003) Using Case Methodology via Blackboard. Proceedings of the North American Case Research Association, Tampa Bay, FL.

Keynotes

1. U.S. Department of Transportation, CYBER-CARE Conference, October 2024
2. Association for Financial Technology Conference, La Jolle, CA, March 2022
3. Northern Virginia Technology Council, Virtual, September 2021
4. IS-PRO Conference, Charlottesville, VA, October 2017
5. TEDx, Amherst, MA, October 2013
6. Midwestern Association for Information Systems Conference, Milwaukee, WI, May 2016
7. Salesforce.org Foundation Employee Offsite, San Francisco, CA, December 2011

Invited Research Seminars

1. Virginia Tech, Pamplin College of Business, Doctoral Seminar, Oct. 2024
2. Cybersecurity @ Sloan School of Management Seminar, MIT, June 2024
3. IS Seminar Series, Desautels Faculty of Management, McGill University, April 2022
4. Bentley University, Jan. 2021
5. Fox School of Business, Temple University, Oct. 2020
6. Center for Software & IT Management, IIM Bangalore, July 2020
7. Carey School of Business, Arizona State University, Feb. 2020
8. Ivey School of Business, University of Western Ontario, Jan. 2020
9. Carson School of Business, Washington State University, October 2017
10. Ivey School of Business, University of Western Ontario, Jan. 2013
11. Sauder School of Business, University of British Columbia, Nov. 2013
12. College of Business and Behavior Science, Clemson University, March 2011

Other Invited Presentations

1. Panelist, ICIS, Developing and Delivering the ICIS Conferences, Dec 2024
2. Panelist, ICIS Junior Faculty Consortium, Dec 2024
3. Panelist, Doctoral Student College Panel, Returning from COVID, March 2022
4. Panelist, The Future of Higher Education in the Digital Economy, Lingnan Global Forum, Jan. 2022
5. Speaker, School of Business, University of Montana, Dec. 2021
6. Panelist, SIG Digital Innovation, Transformation, and Entrepreneurship Panel, Dec. 2020
7. Panelist, Mid-Career Consortium, AMCIS, Aug. 2020
8. Panelist, Job Market Panel - Doctoral Consortium, AMCIS, Aug. 2020
9. Panelist, AIS Webinar on the Job Market in the COVID Crisis, July 2020
10. Speaker, Knowledge Continuum, McIntire School of Commerce, 2017, 2018, 2019
11. Speaker / Panelist, Personifest, Austin, TX, April 2018
12. Speaker, UVA ITS Lunch and Learn, January 2018
13. Speaker, UVA Lifetime Learning Football Weekend Seminar, November 2017

14. Guest, Apropos of Something, 94.7 WPVC Charlottesville, October 2017
15. Speaker, Alumni Weekend Seminar: Paranoia and Trust in the Cyberworld, University of Virginia, June 2017
16. Speaker, COMMtalks, Spring Symposium, McIntire School of Commerce, April 2017.
17. Presenter, The Human Firewall, Virginia Research Symposium, April 2017
18. Speaker, The State of Information Security, UMass Faculty Senate, January 2016
19. Speaker, Cybersecurity and Privacy, Isenberg MBA Seminar Series, October 2015
20. Speaker, Positioning Yourself to be a Data Scientist, Institute for Social Science Research Workshop, June 2015
21. Speaker, Online Deception, INFORMS Chapter, University of Massachusetts, April 2014
22. Speaker, Social Enterprise Success in the Cloud, Salesforce.com Webinar Series, April 2012
23. Panelist, Managing your Ph.D. Student Career, Americas Conference for Information Systems, August 2011
24. Speaker, Wiley Research Exposition, Pullman, WA. April 2007

Major Media Appearances

1. Baltimore Post-Examiner, [Study: DC, Delaware Residents Most Vulnerable to Identity Theft & Fraud](#) (Dec. 2024)
2. European Parliament Research Report, "[General Purpose Artificial-Intelligence](#)" (March 2023)
3. USA Today, "[Biden warns Americans are at high risk of Russian cyberattacks after Ukraine invasion: What you should do right now](#)" (Feb 2022)
4. The Australian, "[Phish & tips: How to avoid hackers angling for data or funds](#)" (Nov. 2020)
5. Harvard Business Review, "[Boost Your Resistance to Phishing Attacks](#)" (Sept. – Oct. 2020; Print Issue)
6. Forbes, "[Reaching Zen in Cybersecurity](#)" (Sept. 2020)
7. Washington Post, "[How to Protect Your Data While Traveling](#)" (June 2016)
8. Seattle Post-Intelligencer, "Who falls for phishing scams?" (Nov. 2007)

Other Media Appearances

9. Charlottesville NBC News, [Cyber-scams are being reinvented](#) (Jan. 2025)
10. Wallethub, [States Most Vulnerable to Identity Theft and Fraud](#) (Dec 2024)
11. Poets & Quants, [Favorite Business Courses of The Class Of 2024](#) (June 2024)
12. Psychology Today, [What Type of People Fall for Internet Scams?](#) (June 2023)
13. Money Talks News, [Russian Cyberattacks are Likely: Here's How to Protect Yourself](#) (July 2022)
14. Wards Intelligence, [Do Geopolitical Tensions Increase Cybersecurity Issues](#), (April 2022)
15. Society for Human Resource Management, [Design Phishing Tests for Teaching, Not Tricking](#), (May 2021)
16. Hoxhunt, [Positive, not punitive cybersecurity awareness training: Experts say, lighten up](#) (May 2021)
17. Security Services, [What "lure" do you use to Phish?](#) (April 2, 2021)
18. Tech Times, "[Once the Internet is Down Forever](#)" (Dec. 2019)
19. Gizmodo / UVA Today, "[What would it take to break the Internet](#)" (Oct. 2019)
20. UVA Today, "[How mindfulness can help prevent hacks, and four more cybersecurity tips](#)" (Sept. 2018)
21. 94.7 WPVC, Charlottesville: "[Cybersecurity –Nature vs. Nurture](#)" (Oct. 12, 2017)
22. UVA Today, "[McIntire Faculty Tackle Today's Big Questions in 10-Minute TED-Style Talks](#)" (May 2017)
23. UVA Today, "[How to \[Spring\] Break into the Tech Industry](#)" (March 2017)
24. UMass Cybersecurity Project, "[Phishing](#)" (April 2016)
25. UMass Campus News, "[Building the Human Firewall](#)" (Oct. 2015)
26. Isenberg School of Management, "[IT Security and Consumer Privacy: Cutting-Edge Perspectives](#)" (Oct. 2015)
27. Salesforce, "[Investing in the Mission](#)" (June 2012)
28. Oakland Tribune, "[Video Resumes can launch a job, college career](#)" (April 2010)
29. Association for Computing Machinery In Roads, "[IS 2010 is Ready and Available for Your Use!](#)", (March 2010)
30. AIS, "[Volunteer Spotlight: AIS/ ACM IS Undergraduate Model Curriculum](#)" (Oct. 2009)
31. Dividend, Washington State U. College of Business, "[Outstanding Research Award](#)", (May 2009)
32. Washington State Today, "[MIS courses bring the real-world to the virtual world](#)" (Jan. 2008)
33. Washington State Today, "[Skeptical nature may be the best phishing defense.](#)" (Nov. 2007)
34. Spokane Spokesman-Review, "Skepticism is better than Web smarts in preventing phishing attacks" (Nov. 2007)
35. Channel 8 News – Pullman, WA, "Protecting yourself from phishing scams." (April 26, 2007)

TEACHING

University of Virginia (Aug. 2016 – Present) – Ave. Instructor rating: 4.7 / 5 = 94%

- [Poets and Quants, Best Business Course](#) (May 2024)

10 Courses Prepped:

M.S. in Management of IT (MIT) – Networking and Cybersecurity
M.S. in MIT – Product Management
M.S. in Business Analytics – Customer Analytics
M.S. in Accounting – Intro to Cybersecurity
Undergraduate (UG) – Product and Project Management
UG – Intro to Commerce (Large enrollment course)
UG – Cybersecurity as a Business Risk
UG – Digital Safari (Travel Course to San Francisco)
UG – Digital Business and Web Analytics
Certificate – Cybersecurity for Business Leaders

University of Massachusetts Amherst (Aug. 2012 – Dec. 2016) - Ave. Instructor rating 4.8 / 5 = 96%

- Nominated by the students for the University Distinguished Teaching Award (Oct. 2013)
- Nominated by the students for Isenberg Teaching Excellence Award (Feb. 2015)
- TEDx faculty speaker from UMass (Nov. 2013)

6 Courses Prepped:

Ph.D. – MIS Reading Seminar I
MBA – Rethinking Ecommerce
MBA – Strategic Information Systems
UG – Intro to Business Info Systems (Large enrollment course)
UG – Project Management
UG – Freshmen Seminar on Digital Business Models

University of San Francisco – Assistant Professor (Aug. 2009 – May 2012) - Ave. Instructor rating: 4.7 / 5 = 94%

- The Outstanding Executive MBA Teacher Award (May 2012)
- The John Miller Mission Support and Advocacy Award (May 2011)
- The Innovation in Teaching with Technology Award (May 2010)

5 Courses Prepped:

Executive MBA – Technology and Innovation
MBA – Internet Business Applications
Honors UG - Systems in Organizations
UG - Systems in Organizations
UG - Internet Business Application

Washington State University – Ph.D. Student (Aug. 2005 – Sept. 2008) - Ave. Instructor rating: 3.6 / 4 = 90%

4 Courses Prepped:

UG - Web Technologies and Innovation
UG - Introduction to MIS
UG - Web Technologies and Innovation – Online
UG - Intro to Business Programming – Online

The University of Montana – Adjunct Instructor (Aug. 2001 – May. 2005) - Ave. Instructor rating: 4.4 / 5 = 88%

- Outstanding Instructor Award, MIS Department (May 2005)
- The Faculty Excellence Award, Greek Honor Society (May 2003)

4 Courses Prepped:

UG - Quantitative Business Applications
UG - Fundamentals of Networking
UG - Intro to Systems & Operations
UG – Telecommunications and Networks

Technical Training

SAP ERPSim (2014), Introduction to SAP using GBI (2013), Introduction to XML and MSFT .NET Platform (2004)
Developing MSFT ASP.NET Web Applications (2004), Programming with MSFT Visual Basic .NET (2004),
Programming with MSFT ADO.NET (2004), Implementing, Managing and Maintaining a MSFT Windows Server:
Network Services (2003), Implementing, Managing and Maintaining a MSFT Windows Server: Network Hosts (2003),
Implementing MSFT Windows Professional and Server (2000)

Certifications

SAP ERPSim Instructor (2014); Microsoft Certified Professional (2002)

SERVICE

Major External Service Roles

- **Conference Co-Chair**, International Conference on Information Systems (ICIS) in Austin, TX (2021)
- **Vice President for Membership and Chapters**, Association for Information Systems (AIS) (Elected Term 2015 – 2018; reappointed 2019)
- **ICIS Representative**, AIS Council (2023) and **Chair**, ICIS Executive Committee (2023)
- **Chair**, AIS Membership Conduct Committee (2019 – 2021)
- **Member**, ICIS Executive Committee (2020 – 2024)
- **Conference Co-Chair**, IEEE International Conference on Intelligence and Security Informatics (2020)
- **Chair**, AIS Special Interest Group on Adoption and Diffusion of IT (2018)
- **Member**, [AIS / Association for Computing Machinery \(ACM\) Joint Information Systems Undergraduate Model Curriculum Task Force](#) (2007 - 2010)

Other Editorial Service

- Associate Editor, MIS Quarterly (2018 – 2021; 2 Terms)
- Associate Editor, European Journal of Information Systems (2011 – 2017; 3 Terms)
- Associate Editor, Information and Management (2014 – 2016)
- Editorial Board, Journal of the Association for Information Systems (2014 – 2019; 3 Terms)
- Associate Editor, Social Media and Collaboration Track at the ICIS (2015)
- Associate Editor, Adoption and Diffusion of Innovation Track at the ICIS (2012 - 2014)
- Track Chair, Adoption and Diffusion of IT Track, Americas Conference for Information Systems (2017, 2020)
- Mentor, MISQ Author Workshop (2017, 2020)
- Mentor, MISQ Reviewer Workshop (2018, 2019, 2020)
- Mini Track Chair, IS Education, Americas Conference for Information Systems (2018)
- Mini Track Chair, Human-Computer Interaction at the Hawaii International Conference on System Sciences (2009 - 2013)

Promotion and Tenure External Reviewer Letters

- Promotion to Full Carnegie Research 1 University (R1; 2024)
- Promotion to Full R1 (2023)
- Promotion and Tenure R1 and Top 10 B-School (2023)
- Promotion and Tenure R1 (2023)
- Promotion and Tenure R1 (2021)
- University Chair R1 (2020)
- Promotion and Tenure R1 (2019)

Other Service to the Discipline (Association for Information Systems: AIS)

- Mentor, Junior Faculty Consortium, ICIS (Dec. 2024)
- Member, Taskforce on ICIS Site Selection, Association for Information Systems (2023)
- Member, [College of Senior Scholars](#), Association for Information Systems (Dec. 2021)
- Mentor, Doctoral Student Corner ICIS/AMCIS (2016-2021)
- Mentor, Junior Faculty Consortium, AMCIS (2021)
- Reviewer, AACSB Management Curriculum for A Digital Era ([MaCuDE](#); 2020)
- Member, AIS Task Force for COVID Conference Redesign (2020 – 2021)
- Member, AIS Diversity and Inclusion Committee (2017 – Present)
- Chair, AIS Membership Wellbeing Project (2020 – 2021)
- External Reviewer, Candidate for Promotion and Tenure, R1 School (2019)
- Chair, Association for Information Systems (AIS) Committee for Early Career Award (2019)
- Co-Chair, ICIS Ancillary Meeting and Events (2017)
- Workshop Chair, [AIS SIGADIT Workshop](#), Dublin, Ireland (2016)
- Co-Chair, Taskforce on AIS Placement (2016)
- External Reviewer, Candidate for Promotion and Tenure (2016)
- Program Chair, [AIS SIGADIT Workshop](#), Fort Worth, Texas (2015)

- Member, AIS Renovation of Placement Committee (2016)
- Member, [AIS Membership Committee](#) (2009 - 2015)
- Member, [Social Media Taskforce](#), AIS Publication and Content Management Initiative (2012 – 2013)
- Co-Chair Placement, Americas' Conference for Information Systems Conference (2012)
- Mini-Track Chair, Human Computer Interactions HICSS (2008-2013)

Student Mentoring

Doctoral Students

- Robert Lamprecht, University of Innsbruck (2022)
- Daniel Pienta, Clemson University (Graduated May 2019)
- David Agogo, University of Massachusetts (Graduated May 2017)
- Xiao Xiao, Washington State University (Graduated July 2013)

Undergraduate/Masters Students

- Kylie Nagel, University of Virginia (2024) - Independent study on Cybersecurity
- Michael Crawford, University of Massachusetts (2015) - Independent study on Design Thinking
- Patrick McDonald, University of Massachusetts (2014) - Independent study on Tech Entrepreneurship
- Kyle White, University of Massachusetts (2013) - Honors thesis project on Project Management
- Michael Kuykendall, University of San Francisco (2012) - Independent study on Salesforce.com

Service to the University

University of Virginia

- Member, UVA Public Service Pathways Advisory Board (2025 - present)
- Member, Provost's Futures Initiative Working Group (2024 - present)
- Member, Provost's University Advisory Committee on AI (2024 - present)
- Member, UVA Innovates Advisory Board (2024 – present)
- Member, Tadler University Chair for Entrepreneurship Search Committee (2024-2025)
- Member, Future of Work Building Committee (2024)
- Member, Entrepreneurship Student Leader Search Committee (2024)
- Co-Chair, Pan University Entrepreneurship Curriculum Tiger Team (2024)
- Co-Chair, Entrepreneurship University Chaired Professor Search (2023)
- Member, Strategic Research Infrastructure Initiative Steering Committee (2022)
- Member, Dean McIntire School of Commerce Search Committee (2019-2020)
- Member, Cybersecurity Cluster Faculty IT Area Search Committees (2018, 2019, 2020, 2021)
- Speaker, Pre-Football Game Lifetime Learning Panelist on Cybersecurity (Nov 2018)
- Speaker, Alumni Weekend Seminar: Cybersecurity (June 2018)
- Project Lead/Primary Investigator, CyberBadge Education Program (2017 - 2020)

University of Massachusetts

- Co-Organizer, New England Cybersecurity Day (<http://nesd.cs.umass.edu/>) (2015)
- Founding Member, Cyber Security Research Institute Committee (2014 - 2016)

University of San Francisco

- Member, Distinguished University Research Award Committee (2011)
- Member, The Innovation in Teaching with Technology Award Committee (2011 & 2012)

Service to the School & Department

University of Virginia – McIntire School of Commerce

- Chair, Taskforce for GenAI and Business Education (2024)
- Chair, McIntire School of Commerce AACSB Reaccreditation Team (2022-2024)
- Chair, Chief of Staff Search, McIntire School of Commerce (2023)
- Member, Executive Committee, McIntire School of Commerce Foundation (2021 - present)
- Chair, Chief Diversity Officer Search, McIntire School of Commerce (2022-2023)

- Member, Chief of Staff Search, McIntire School of Commerce (2022)
- Chair, Organizational Initiative on MyMcIntire Portal (2020)
- Chair, Diversity Action Committee (2021 - 2023)
- Committee Member, Working Group for the Future of Grad/Exec Teaching (2021)
- Board Member / Advisor, Enactus Student Group (2017 – 2020)
- Member, MS MIT Admissions Committee (2017-2019)
- Chair, Tenure-Track Search Committee (2019)
- Member, Tenure-Track Search Committee (2017, 2018)
- Program Director and Founder, McIntire Cybersecurity Certificate (2017 – 2021)
- Associate Director, Center for Management of IT (2018 – 2021)
- Chair, Tenure and Promotion Case (2018)
- Committee Member, MS MIT Admissions (2017 – 2019)
- Committee Member, Reappointment Case (2017)

University of Massachusetts – Isenberg School of Business

- Member, Tenure Track Search Committee (2016)
- Faculty Advisor, MBA Practicum Team Springfield Cybersecurity Market Analysis (2015)
- Chair, Full-Time Lecturer Search Committee, Operations and Information Management Department (2015)
- Member, Graduate Strategy Committee for the Operations and Information Management Department (2015)
- Lead Developer / Lead Instructor, Open Access MBA Course Initiative (2013 – 2014)
- Advisor, Operations and Information Management Club (2013 – 2015)
- Faculty Lead, Annual Bose Case Competition (2014 – 2015)
- Member, Isenberg's Institutional Review Board (2012 – 2015)
- Coordinator, CIO Professor for a Day Program with Society for Information Management (2013 – 2016)
- Member, Online Course Committee (MOOC; 2012 - 2013)

University of San Francisco – School of Management

- Faculty Member, Delta Sigma Pi (2011 - 2012)
- Advisor, MBA Entrepreneurship Club (2011 - 2012)
- Member, Faculty Research Award Committee (2010)
- Member, Accounting Faculty Search Committee (2010)
- Chair, Task Force on Technology with Teaching (2009 – 2010)
- Member, MBA Curriculum Review Taskforce (2010)

Service to the Community

- Invited Contributor, [U.S. Census Bureau / MIT Big Data Workshop on Location Confidentiality](#) (2015)
- Board of Advisors – *Dynamic Deeds* (2011– 2012)
- Board of Advisors - *Ion Solutions* (2002–2005)
- Faculty Advisor, *Sigma Phi Epsilon* - University of Montana Chapter (2001 – 2005)
- Assistant Coach – *University of Massachusetts – Amherst Women's Hockey Team* (2015 – 2016)
- Head Coach – *Washington State University Men's Hockey Team* (2008 – 2009)
- Assistant Coach – *Washington State University Men's Hockey Team* (2007 – 2008)
- Assistant Coach – *Missoula High School Hockey Team* (2002 – 2005)
- Head Coach – *University of Montana Women's Hockey Team* (2001 – 2003)

Peer Review

Journals:

Management Information Systems Quarterly, Information Systems Research, Management Science, Journal of Management Information Systems, Journal of the Association for Information Systems, European Journal of Information Systems, Organizational Behavior and Human Decision Processes, Information Systems Journal, Journal of Strategic Information Systems, Decision Science Journal, The DATA BASE for Advances in Information Systems, Communications of the Association for Information Systems, International Journal of Electronic Commerce, AIS Transactions of Human Computer Interaction, AIS Transactions of Replication Research, IT and People, ACM

Transactions of Management Information Systems, Journal of Information Technology Theory and Application, Journal of Organizational Computing and Electronic Commerce

Conferences and Workshops:

International Conference in Information Systems, Hawaii International Conference on System Sciences, European Conference on Information Systems, Americas' Conference on Information Systems, Special Interest Group – Adoption and Diffusion of IT (SIG-DIGIT) Workshop, Special Interest Group – Human Computer Interaction (SIG-HCI) Workshop, Academy of Management Meeting, Southern Association for Information Systems Conference, Wirtschaftsinformatik Conference, IEEE Transactions on Information Forensics & Security, IEEE International Conference on Intelligence and Security Informatics (ISI).

Grants / Program Reviews:

- Panelist, National Science Foundation – Secure and Trustworthy Cyberspace (SaTC)
- Panelist, Canadian Foundation for Innovation
- Panelist, Centre of Excellence Programme proposals, Government of Finland
- Reviewer, Canadian Research Chairs