

KERI LARSON

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Professional Experience

August 2012 – present Assistant Professor of Information Systems
Department of Management, Information Systems, and Quantitative Methods
Collat School of Business, University of Alabama at Birmingham

Education

Ph.D. The University of Georgia, 2012
Major: Management Information Systems, Minor: Health Law and Public Policy
Dissertation: "Tying Social Media to Firm Performance"

A.B. The University of Chicago, 2006
Concentration: Law, Letters, and Society

Research

Interests:

- Text mining/unstructured data analytics
- Neuro-IS
- Healthcare IS
- Organizational responses to innovation

Journal Publications: Boudreau, M.-C., Serrano, C., and Larson, K. "IT-Driven Identity Work: Creating a Group Identity in a Digital Environment," *Information and Organization*, 24:1, 2014, pp. 1-24.

Conference Proceedings: Larson, K. and Watson, R. T., "The Impact of Natural Language Processing-Based Textual Analysis of Social Media Interactions on Decision Making," *European Conference on Information Systems*, Utrecht, Netherlands, June 2013.

Boudreau, M.-C., Serrano, C., and Larson, K., "IT-driven Organizational Identity Change: A Longitudinal Inquiry," *International Conference on Information Systems*, Shanghai, China, December 2011.

Larson, K. and Watson, R.T., "The Value of Social Media: Toward Measuring Social Media Strategies," *International Conference on Information Systems*, Shanghai, China, December 2011.

Larson, K. and Berente, N., "Generativity, Second-order Effects, and ICT Innovation: An Information Processing View," *European Conference on Information Systems*, Helsinki, Finland, June 2011.

Research Grants: 2014: PI, Faculty Research Support Grant (competitive), Collat School of Business (\$5000)
2011: Co-PI, Novant Health System Research Support (\$7,500)

Teaching

Courses Taught and Evaluations:

Semester	Institution	Course	Eval (5-pt scale)
Spring 2014	UAB	Intro to IS (Undergraduate) – 70 students	4.5
Spring 2014 *Online	UAB	Social Media and Virtual Communities in Business (MS/MBA) – 26 students	4.1
Fall 2013	UAB	Intro to IS (UG) – 77 students	4.2
Fall 2013 *Online	UAB	Social Media and Virtual Communities in Business (MBA/UG) – 55 students	4.45
Spring 2013	UAB	Intro to IS (UG) – 80 students in 2 sections	4.15
Fall 2012 *Online	UAB	Social Media and Virtual Communities in Business (MBA/UG) – 55 students	4.1
Fall 2012	UAB	Intro to IS (UG) – 52 students	4.2
Summer 2011	UGA	Intro to MIS (UG) – appx. 40 students	4.42
Fall 2010	UGA	Data Management (UG) – appx. 40 students	4.49
Summer 2010	UGA	Intro to MIS (UG) – appx. 40 students	4.91

Teaching Interests:

- Data and database management
- Web/data analytics
- BI
- Project management
- Intro to IS
- Web application development
- BPM

Invited Presentations:

“Engaging Students with Interactive Online Tools” in the track, “Teaching in the Digital Age.” With Drs. Hansen, Savage, and Yoder of UAB. University of Alabama System Scholars Institute, Tuscaloosa, Alabama. May 2014.

Teaching Certifications and Awards:

- Teaching Certification, UAB Center for Teaching and Learning (2012-2013)
- Outstanding Teaching Assistant Award, UGA (2011)
- Future Faculty Fellow, UGA (2011-2012)

Courses Developed:

- “Web Application Development;” for online MS in IS program (2014): Covers HTML5, CSS3, JavaScript, XML, XSL, DTDs/schemas, DOM, PHP, SQL, AJAX, JSON, SOAP, APIs, and AMP
- “Social Media and Virtual Communities in Business;” for online MBA, MS in IS, and undergraduates (2012): Covers SM use in business, drivers of SM participation, SM marketing, SM CRM, data analytics, privacy, and SM legal issues

Courses Redesigned:

- “Introduction to Information Systems;” redesigned to fully incorporate Team-Based Learning methodology and flipped classroom approach (2012)

Service and Memberships

Professional:

- Associate editor, *ICIS* (2013-2014)
- Journal reviewer, *JSIS* (2013), *ISJ* (2014)
- Conference reviewer, *ECIS*, *HICSS*, *ICIS*, *OCIS*, *PACIS* (appx. 15 reviews between 2010-2014)
- Member, AIS (2009-present)

Institutional:

- Member, Comprehensive Neuroscience Center at UAB (2014-present)
- Member, Center for Information Assurance and Joint Forensic Research at UAB (2012-present)
- Student research advisor, UAB Business Honors Project Program (Spring 2014)

Departmental:

- Creator and co-director, MISQ Research Colloquium Series (2013-present)
- IS Journal Ranking Review Committee (2013-2014)
- IS Faculty Search Committee (2013-2014)

Professional Experience

- 2005-2007** **Web Programmer and Multimedia Specialist**
The University of Chicago Law School, Internal Communications and IT Departments
- 2002-2004** **Web Developer/DBA/Lotus Notes Server Administrator**
University of Georgia, Office of Information Technology
- 2000-2002** **Instructional Technologist**
University of Georgia, Office of Information Technology

Tools/Technological Skills

- High Proficiency:**
- R
 - Tableau
 - SPSS/SAS
 - SQL
 - PHP
 - CSS3/HTML5
 - XML/XSL
 - JavaScript
 - AMP admin
 - Photoshop
 - Microsoft Project

- Moderate Proficiency:**
- Bizagi Process Modeler
 - Java
 - AJAX
 - JSON
 - SOAP

- Limited Knowledge, High Interest in Training:**
- ERP/SAP
 - Hadoop