**CURRICULUM VITAE**

**Dr. Haya Ajjan**

Associate Professor of Management Information Systems

**Updated**: Feb 1, 2019

**CONTACT INFORMATION**

Elon University- Department of Management
Koury Business Center 322
2075 Campus Box Elon, NC 27244

Office: (336) 278-5908

Cell: (704) 996-8643
E-mail: hajjan@elon.edu

**EDUCATION**

2004-2009 **PhD in Information Technology, University of North Carolina Charlotte**

Information Technology

2003-200*5* **Masters in Business Administration, University of North Carolina Charlotte**

Concentration: Information Technology

1998-2002 **Bachelors of Business Administration** - Management Information Systems

Bachelors of Business Administration - Industrial Operations

The University of North Carolina Charlotte

Cumulative GPA: 3.84 (*Magna Cum Laude)* Major GPA: 4.0

**TEACHING INTERESTS**

I am interested in teaching business analytics, data mining, decision optimization, process management and technology, SAP interface, database management and design, research methodology, and statistics at the undergraduate and graduate levels.

**RESEARCH INTERESTS**

I am interested in better understanding data mining techniques, social network analysis, Information Technology (IT) adoption and its impact on individuals, groups, and organizations.

**AWARDS & RECOGNITIONS**

* Elon University *President Report* 2018
* FR&D Course Release Award 2018
* Sabbatical Award 2016
* Elon University *President Report* 2014 <http://www.elon.edu/assets/projects/presidents-report/#faculty-research>
* FR&D Course Release Award 2014
* Martha and Spencer Love School of Business Summer Research Grant 2014
* Martha and Spencer Love School of Business *Dean’s Award* for Exemplary Scholarship-Faculty, April 2014. <http://www.elon.edu/e-net/Article/92923>
* Martha and Spencer Love School of Business *Dean’s Award* for Exemplary Service-Faculty, April 2013. <http://www.elon.edu/e-net/Article/67826>
* FR&D Course Release Award 2013
* FR&D Course Release Award 2012
* FR&D Course Release Award 2011

**TEACHING EXPERIENCE**

**Elon University**

***Associate Professor of Management Information Systems (Fall 2016-Present)***

* **MGT 426- Data Mining for Managerial Decision** (Fall 2016-Fall 2018)- The purpose of this course is to develop an understanding of the strengths and limitations of popular data mining techniques and to be able to identify promising business applications of data mining. Course evaluation mean: 5.77/6 compared to 5.31/6 for Elon.
* **BUS 211: Management Information Systems** (Fall 2010-Fall 2013, Spring 2016-Fall 2016)- This course introduces information technologies that are critical to modern business, and discuss applications in various aspects of business operations. The student will learn how to use spreadsheet and database software to improve decision-making. The real value of this course will come from understanding the strategic business possibilities inherent at the intersection of business and information technology. The course offers all students Course evaluation mean: 4.41/5 compared to 4.31/5 for Elon and 5.49/6 compared to 5.30/6 for Elon.
* **MGT 411: Process, System, and Technology** (Fall 2010-Spring 2018) – This course provides an overview of enterprise systems and business processes, and introduces students to how enterprise systems are used to manage supply chains and make effective business decisions.   Students use SAP ERP (enterprise resource planning) software throughout the course, the same software used by many organizations in industry. Course evaluation mean: 4.39/5 compared to 4.31/5 for Elon and 5.48/6 compared to 5.31/6 for Elon.
* **MBA 566 Analytics IV: R Programming** (Winter 2016)- The purpose of this course is to introduce MBA students to R Programming language. The course covers practical issues in statistical computing which includes programming in R, reading data into R, accessing R packages, writing R functions, debugging, and organizing and commenting R code. The use of R will be demonstrated using social media Twitter data. Course evaluation mean: 4.75/5 compared to 4.15/5 for all MBA courses*.*
* **MBA 568 Analytics II: Spreadsheet Modeling** (Fall 2013, Fall 2018)- The purpose of this course is to introduce MBA students to linear programming, Monte Carlo simulations, forecasting, decision trees, network modeling, and predictive modeling. The students learn how to apply statistical techniques to address business challenges using spreadsheet modeling. Course evaluation mean: 4.77/5 compared to 4.28/5 for all MBA courses*.*

***Assistant Professor of Management Information Systems (Fall 2010-Spring 2016)***

* **MBA 567: Management Information Systems Elective** (Winter 2013)- The purpose of this course is to introduce MBA students to social media and mobile applications as two major disruptive technologies and to help students gain an understanding of analytics and cloud computing and their value in an organizational setting. Course evaluation mean: 4.69/5 compared to 4.30/5 for all MBA courses.
* **MBA 569 Analytics III: Data Mining** (Winter 2014)- The course examines how data analysis technologies can be used to improve decision-making. MBA students will study the fundamental principles and techniques of data mining, and will examine real-world examples and cases to place data-mining techniques in context, to develop data-analytic thinking, and to illustrate that proper application is as much an art as it is a science. Course evaluation mean: 4.55/5 compared to 4.15/5 for all MBA courses*.*
* **MBA 562:** **Data Mining for Decision Making:  An Approach to Higher Education Strategies** (Spring 2014) Independent study focused on providing a framework for utilizing data mining techniques to better understand transfer student populations at a medium-sized institution.

**ESAN University, MBA Graduate School of Business Administration, Lima, Peru**

***Invited*** [***Visiting Scholar***](https://www.linkedin.com/vsearch/p?title=Visiting+Scholar&trk=prof-exp-title) ***(July 2013)***

* **MBA IT Security Management:** This course introduced MBA students in Peru to the common IT security threats faced today, the foundational theory behind information security, and the basic principles and techniques when designing a secure system.
* **MBA Social Media and Business Analytics**: This course introduced MBA students from Peru and Mexico to social media and mobile applications as two major disruptive technologies, and provided them with basic understanding of business analytics and its impact.

**University of North Carolina at Charlotte**

***Visiting Assistant Professor (Fall 2009 –Spring 2010)***

* **Operations Management**(Spring 10)- The purpose of this course was to provide students a working understanding of the models and techniques useful in operations management such as lean management, quality management, inventory control, material resource planning, and six sigma.
* **Business Data Communication** (Fall 09-Spring 10) – The purpose of this course was to give students an understanding of data communication technologies (LAN, WAN, WLAN), network security and management, and data communication protocols.
* **Management Policy** (Fall 09)—This courses focused on providing an integrative experience at the end of the bachelor's degree in business administration involving the key components of the business curriculum including such facets as accounting, finance, marketing, management, and management science. The course emphasized ethical and corporate social responsibilities.

***Course Organizer and Instructor (Fall 04-Spring 09)***

* **Business Data Communication** (Four semesters from Fall 07 to Spring 09) – Topics included data communication technologies, telecommuting and teleconferencing, and data communication protocols.
* **Introduction to Business Computing** (9 semesters from Fall 04 to Summer 08) – Topics included software applications (Excel and Access), hardware components, and webpage design.

**UNIVERSITY SERVICE**

**Elon University & Management Department**

* Faculty Fellow for Innovation, President Office (January 2019)
* Chair, Search Committee for Assistant Professor of Management Information Systems (Fall 2018- Spring 2019)
* Chair, Search Committee for Director of Design Thinking (Fall 2018- Spring 2019)
* Support Member, Strategic Planning Committee (Invited Fall 2018)
* Member, Long-term Ranging Committee (Invited Fall 2017)
* LSB Representative for Graduate Council (Fall 2017 (*sabbatical*)- Present)
* Director, Center for Organizational Analytics (Fall 2016- Present)
* Course Coordinator, BUS 211/CIS 211 (Fall 2016-Spring 2017)
* Organizer, Elon University Business Analytics Conference (2015-Present)
* Member, Search Committee for Director of the Honors Program (2016)
* Co-Organizer, Elon University Panel on the Syrian Refugee Crisis (2016)
* Co-Organizer, Elon University Speaker on the Syrian Crisis (2016)
* Chair, Search Committee for Assistant Professor of Management Information Systems (2016)
* Chair, Search Committee for Lecturer of Management Information Systems (2016)
* Member, Search Committee for Assistant Professor of Entrepreneurship (2015)
* Co-Organizer, Elon University Panel on the Islamic State in Syria (2015)
* Member, Search Committee for Associate Provost for Inclusive Community (2015)
* Member, LSB Core Curriculum Review Task Force (2014-2015)
* Member, Porter Center Advisory Board (2014- Present)
* Member, Search Committee for Assistant Professor of Strategy (2014)
* Member, Emerging Technologies Advisory Group (2014- Spring 2016)
* Member, LSB Strategic Planning Committee (2013- Present)
* Member, LSB Curriculum Committee (2013- Spring 2017)
* Guest Speaker, Elon COR 110 PODs (2013, 2014)
* Organizer, Elon University Panel on the Syrian Crisis (2013)
* Member, Revising MBA Goals and Objectives Task Force (2013)
* Member, MBA Program Review Task Force (2012)
* Member, LSB Full-Time MBA Feasibility Study Group (Fall 2011)
* Member, Search Committee for LSB Associate Director of Employers Relation (2011)
* Faculty Advisor, Sigma Iota Epsilon, a national honorary and professional management fraternity (Fall 2011- Fall 2016)

**PUBLICATIONS**

**Peer-Reviewed Journals**

* Khouja, M., **Ajjan, H**., Liu, X. (2019) “Aligning Price Adjustment Protection with Return Policy.” *European Journal of Operational Research.*
* Crittenden, V., Crittenden, B. and **Ajjan, H.** (2019)*“*Empowering Women Entrepreneurs in South Africa.” *Journal of Business Research.*
* **Ajjan, H.,** Cao, Y., Hartshorne, R. (2019) “How Compulsive Social Media Use Influences College Students’ Performance: A Structural Equation Analysis with Gender Comparison”. *International Journal of Learning Technology.*
* Cao, Y., **Ajjan, H**., Hong, P. and Le. T. (2018) “Using Social Media for Competitive Business Outcomes: An Empirical Study of Companies in China.”  *Journal of Advances in Management Research*, 15 (2), pp.211-235, <https://doi.org/10.1108/JAMR-05-2017-0060>
* Cao, Y., **Ajjan, H.**, and Hong, P. Post. (2018) “Purchase Shipping and Customer Service Experiences in Online Shopping and Their Impact on Customer Satisfaction: An Empirical Study with Comparison.” *Asia Pacific Journal of Marketing and Logistics*, 30(2), pp.400-416.
* Rodriguez, M., **Ajjan, H.**, Peterson, R. (2016) “Social Media in Large Sales Forces: An Empirical Study of the Impact of Sales Process Capability and Relationship Performance.”*Journal of Marketing Theory and Practice. 24(3), 365-379.*
* **Ajjan, H.**, Kumar, R., and Subramaniam, C. (2016) “Understanding Information Technology Portfolio Management Implementations: A Case Study” *Journal of Enterprise Information Management, 29 (6), 841 – 859.*
* Beninger, S., **Ajjan, H.**, Mostafa, R., and Crittenden, V. (2016). *“*A Road to Empowerment: Social Media Use by Women entrepreneurs in Egypt.” *International Journal of Entrepreneurship and Small Business.* *27* (2-3), 308-332.
* **Ajjan, H.,** Fabian, F., Tomczyk, D., and Hattab, H. (2015). “Social Media Use to Support Entrepreneurship in the Face of Disruption.” *Journal of Developmental Entrepreneurship.* *20 (3). DOI: 10.1142/S1084946715500144.*
* **Ajjan, H.**, Beninger, S., Mostafa, R., and Crittenden, V. (2014). “Empowering Women Entrepreneurs in Emerging Economies: A Conceptual Model.” *Organizations and Markets in Emerging Economies*, 5(1), 16-30.
* **Ajjan, H.,** Hartshorne, R., Cao, Y., and Rodriguez, M. (2014). “Continuance Use Intention of Enterprise Instant Messaging: A Knowledge Management Perspective.” *Behaviour & Information Technology*, 33(7), 678-692.
* Rodriguez, M., Honeycutt, E., and **Ajjan, H.** (2014). “Using Technology to Engage and Improve Millennial Students' Presentation Performance.” *Atlantic Marketing Journal,* 3(2), 16-32.
* Cao, Y., **Ajjan, H**., and Hong, P. (2013). “Using Social Media Applications for Educational Outcomes in College Teaching: A Structural Equation Analysis.” *British Journal of Educational Technology*, 44(4), 581–593. DOI: 10.1111/bjet.12066. (Cited by 81)
* **Ajjan, H.,** Kumar, R., and Subramaniam, C. (2013). “Understanding Differences between Adopters and Non-adopters of Information Technology Portfolio Management." *International Journal of Information Technology & Decision Making*, 12(6), 1151–1174. DOI: 10.1142/S0219622013400129.
* **Ajjan, H.,** Hartshorne, R., and Buechler, S. (2012). “Investigating Knowledge Worker Decisions to Use Web 2.0 Applications." *Information Resources Management Journal*, 25(4), pp. 65-83. DOI: 10.4018/irmj.2012100104.
* Hartshorne, R., and **Ajjan, H**. (2009). “Examining Student Decisions to Adopt Web 2.0 Technologies: Theory and Empirical Tests.” *Journal of Computing in Higher Education,* 21(3), pp. 183-198*. (Google Scholar: Cited by 182)*
* Kumar, R., **Ajjan, H.,** and Niu, Y. (2008). “Information Technology Portfolio Management: Literature Review, Framework, and Research Issues.” *Information Resources Management Journal*, 21(3), pp. 64-87*. (Google Scholar: Cited by 80)*
* **Ajjan, H.** and Hartshorne, R. (2008). “Investigating Faculty Decisions to Adopt Web 2.0 Technologies: Theory and Empirical Tests.” *The Internet and Higher Education*, 11(2), pp. 71-80. *(Google Scholar: Cited by 1006)*

**Peer-Reviewed Book Chapters**

* Buechler, S., Hartshorne, R., and **Ajjan, H.** (2014)“Examining the Impact of Web 2.0 Applications on Knowledge Management Performance.” [*Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions*](http://www.igi-global.com/book/trends-business-services-commerce/76711)(pp. 90-110). IGI Global Publishing. (*Invited book chapter*)
* **Ajjan, H.**, Hartshorne, R., and Ferdig, R. (2009) “Investigating Student and Faculty Use of Web 2.0 Technologies in Higher Education” *Handbook of Research on Web 2.0, 3.0 and X.0: Technologies, Business and Social Applications.*
* Hartshorne, R., Ajjan, H., and Ferdig, R. (2009) “Faculty use and perceptions of Web 2.0 in higher education” In Yang, H. H., & Yuen, S. C. (Eds.), *Handbook of Research on Practices and Outcomes in E-Learning: Issues and Trends* (pp. 241-259). Hershey, PA: IGI Publishing.

**Manuscripts Under-Review in Peer-Reviewed Journals**

* Harrison, D. and **Ajjan, H.** *“*Customer Relationship Management Training: Integrating Pedagogical Tools and Domain Knowledge to Develop a Work Ready Graduate.” *Submitted to* ***Journal of Marketing Education****. (Revise and Resubmit)*
* Ajjan, H**., Crittenden, B., and** Goneos-Malka, A. **“The Digitally Enabled Women Entrepreneur in South Africa.” Invited to** Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success, **Emerald publishing.**

**Manuscripts in Preparation for Peer-Review**

* Hall, K., Harrison, D., **Ajjan, H**., Marshall, G. “AI Feedback System Impact on Performance”. (Data Collected)
* Martin, B., **Ajjan, H**., Schlentz, R. “Honing Your Soft Skills in Data Mining” (Practitioner Book)
* **Ajjan, H.**, Coughlan, A., Harrison, D. “Social Media Impact on Sales Performance.”
* Crittenden, V., Crittenden, B. and **Ajjan, H** *“*Factors Impacting Women Empowerment in the Direct Selling Context”
* **Ajjan, H.**, Hartshorne, R. and, Cao, Y., “How Social Media Compulsive Use Influences University Students’ Performance.”
* Kulkarni, U., Deokar, A. and **Ajjan, H.**, “Measuring Brand Momentum Impact on Sales” *To be submitted to* ***Decision Support Systems***
* Perry, C, and **Ajjan** “The use of ICT to Promote Women Refugee’s Inclusion.”
* **Ajjan, H.**, Hartshorne, R., and Cao, Y., “Personality Type Impact on Social Media Compulsive Use"

**CONFERENCE PROCEEDINGS AND PRESENTATIONS**

**Peer-Reviewed Proceedings - National and International Professional Conferences**

* Rodriguez, M., Peterson, R. M., and **Ajjan, H.** (2015) "CRM/Social Media Technology: Impact on Customer Orientation and Organizational Sales Performance." [Ideas in Marketing: Finding the New and Polishing the Old](http://link.springer.com/book/10.1007/978-3-319-10951-0) Part of the series [Developments in Marketing Science: P*roceedings of the Academy of Marketing Science*](http://link.springer.com/bookseries/13409), pp 636-638. *(Google Scholar: Cited by 44)*
* **Ajjan, H.** Kumar, R. (2009) “Improving Shared Knowledge of Project Risk-Return Characteristics” *AMCIS 2009 Proceedings.*
* **Ajjan, H.**, Kumar, R. L., and Subramaniam, C. (2008). Investigating determinants of project portfolio management adoption. *ICIS 2008 Proceedings*, 85. *(Google Scholar: Cited by 5)*

**Paper/Podium Presentations- National and International Professional Conferences**

* Harrison, D., **Ajjan, H.**, Coughlan, A. (2018). “Understanding Social Media Sentiment, Positioning, and Engagement and their impact on DS Sales Performance.” Presented at the *Marketing Science Conference* Annual Meeting in Philadelphia, Pennsylvania, June 13-16.
* Crittenden, V, Crittenden, B, **Ajjan, H.** (2018) “Using ICT to Empower Women Entrepreneurs in South Africa.” Presented at the *Marketing Science Conference* Annual Meeting in Philadelphia, Pennsylvania, June 13-16.
* **Ajjan, H**., Harrison, D., Hair, J. (2018) “Exploring the role of technology in promoting CRM capabilities in direct-selling marketing channels.” Presented at the *Academy of Marketing Science*. New Orleans Louisiana, May 23-25.
* Crittenden, V, Crittenden, B, **Ajjan, H.** (2018) “Direct Selling in South Africa: Empowering Women Entrepreneurs.” Presented at the *USASBE* Annual Meeting in Los Angeles, California, January 10-14. (Best paper award by DSA)
* Perry, C. and **Ajjan, H**. (2017) “The Use of ICT to Promote Women Refugee’s Inclusion.” *Post-ICIS SIG-Social Inclusion* *Research Workshop* in Seoul, Korea, December 13, 2017.
* **Ajjan, H.**, Deokar, A., Kulkarni, U. (2017) “How Does Brand Momentum in the Context of Online Platforms Impact Sales?” *Pre-ICIS SIGDSA* in Seoul, Korea, December 10-14.
* Khouja, M., **Ajjan, H.,** Liu, X. (2017) “Aligning Price Adjustment Protection with Return Policy.” 2017 *INFORMS* in Houston, Texas, October 22-25.
* Cao, Y, **Ajjan, H**., and Hong, P. (2017) “Using Social Media for Competitive Business Outcomes: An Empirical Study of Companies in China.” *World Conference on E-education, E-business, and E-commerce*. Thailand. June 16-19, 2017. Best Presentation Award.
* Lanzotti, E., **Ajjan, H**. Hattab, H., Sarkis, N. (2016) “The Cultural Influence on Purchase Intent Through Facebook in the Middle East.” Presented at the *Academy of Marketing Science*, Orlando, Florida. May 18-21.
* Hartshorne, R. and **Ajjan, H.**, Cao, Y. (2016) “Exploring the Impact of Social Media Compulsive Use on College Student’s Performance: A Gender Comparison” Paper presented at the *Society for Information Technology & Teacher Education Conference* (SITE), Savannah, Georgia, United States, March 21-26.
* Beninger, S., **Ajjan, H.,** Mostafa, R., and Crittenden, V. (2015) “A Road to Empowerment: Social Media Use by Female Entrepreneurs in Egypt” Presented at the *Academy of Marketing Science Conference*, Track: Social Media and Digital Marketing, Denver, Colorado, May 12-14.
* **Ajjan, H.**, Hartshorne, R. and, Cao, Y. (2014) “How Social Media Use Influences University Students Performance” Presented at the 45th *Decision Science Institute* Annual Meeting, Tampa, Florida, November 22-25.
* **Ajjan, H.**, Hartshorne, R. and, Cao, Y. (2014) “Cognitive Absorption and University Students' Academic Performance: Influence of Social Networks across China, Taiwan, and the United States” Presented at *The Association for Educational Communications and Technology International* Convention in Jacksonville, Florida, November 3-7.
* Hartshorne, R. and **Ajjan, H.**, Cao, Y. (2014) “Investigating the Influence of Personality Traits on Student Use and Perceptions of Social Networks” Presented at *The Association for Educational Communications and Technology International* Convention in Jacksonville, Florida, November 3-7.
* **Ajjan, H.**, Beninger, S., Mostafa, R., and Crittenden, V. (2014) “Entrepreneurs through Social Media: A Conceptual Model” Presented at the *Academy of Marketing Science* in Indianapolis, Indiana, May 21-23.
* **Ajjan, H.**, Tomczyk, D., and Hattab, H. (2013) “Understanding Students' Intentions towards Entrepreneurship: Comparing Students in Egypt and the US”Presented at the 73rd *Academy of Management Conference*. Orlando, Florida, August 9-13.
* Rodriguez, M., Peterson, R. M., and **Ajjan, H.** (2013) "CRM/Social Media Technology: Impact on Customer Orientation and Organizational Sales Performance." Presented at the 2013 *Academy of Marketing Science Conference.* Monterey, California*,* May 14-18.
* **Ajjan, H**., Rodriguez, M., and Peterson, R. M. (2013) “Sales Process Capability moderating effect on CRM/Social Media Technology and Sales Performance” Presented at the28th *National Conference for Sales Management*, San Diego, California, April 4-6.
* **Ajjan, H.**, Hartshorne, R. Cao, Y., Campión, R. (2013) “Time Flies When you’re on Social Networks: Cognitive Absorption and University Students’ Academic Performance” Presented at the 24th *Society for Information Technology & Teacher Education Conference* (SITE), New Orleans, Louisiana, Mar 25-26.
* Hartshorne, R. and **Ajjan, H.**, Cao, Y. (2013) "Examining Factors Influencing the Use of Social Networking by College Students" Presented at the24th *Society for Information Technology and Teacher Education (SITE),* New Orleans, Louisiana, Mar 25-26.
* **Ajjan, H.**, Kumar, R., and Subramaniam, C. (2011) “IT Project Portfolio Management: Processes and Benefits” Presented at the 42nd *Decision Sciences Institute Conference,* 2011,Boston, Massachusetts, November 19-22.
* **Ajjan, H.** and Hartshorne, R. (2010) “Investigating Knowledge Workers Decisions to Use Web 2.0 Applications” Presented at the 41st *Decision Sciences Institute Conference,* 2010, San Diego, California, November 20-23.
* **Ajjan, H.** Kumar, R. (2009) “Improving Shared Knowledge of Project Risk-Return Characteristics” Presented at the 15th *American Conference on Information Systems*, 2009, San Francisco, California, August 6-9.
* **Ajjan, H.** and Hartshorne, R. (2008) “Exploring Students’ Decisions to Adopt Web 2.0 Technologies as Instructional Tools” Presented at the 39th *Decision Sciences Institute Conference 2008,* Baltimore, Maryland, November 22-25.
* **Ajjan, H.**, Kumar, R., and Subramaniam, C. (2008) “Investigating Determinants of Project Portfolio Management Adoption” Presented at the 29th *International Conference on Information Systems*, 2008, Paris, France, December 14-17.

## Ajjan, H., Kumar, R., and Subramaniam, C. (2008) “Determinants of Project Portfolio Management Diffusion” Presented at the 39th *Decision Sciences Institute Conference 2008*, Baltimore, Maryland, November 22-25.

## Hartshorne, R. and Ajjan, H. (2008) “Examining Factors that Influence Faculty Decisions to Adopt Web 2.0 Technologies” Presented at the 18th *Society for Information Technology and Teacher Education (SITE) International Conference*, 2008, Las Vegas, Nevada, March 3-7.

## Ajjan, H. and Erevelles, S. (2004) “Continuous Added-Value Management: Creating Wealth in the Age of Human Imagination” Presented at *The Fourth International Conference on Knowledge*, Culture and Change in Organizations, 2004, London, England, August 3-6.

**Workshops - National and International Professional Conferences**

* **Ajjan, H.,** Harrison, D., and Ryan, S. (2018) “Teaching Marketing Analytics Certificate Program.” Workshop to the Academy of Marketing Science. May 23-25. (Invited)
* **Ajjan, H**., Block, M., Messina, R. (2017) “The Use of AI in Marketing” at the Academy of Marketing Science, Coronado Island, California. May 24-26. (Invited)
* **Ajjan, H.** (2014) “Fostering Women Entrepreneurs in the Middle East via the Use of Social Media” Presented at the *Academy of Marketing Science* in Indianapolis, Indiana, May 21-23.
* **Ajjan, H.** and Palin, G. (2011) “Web 2.0 Applications and Social Entrepreneurship” Presented at the *International Council for Small Business,* Stockholm, Sweden.

**Panel Presentations-** **National and International Professional Conferences**

* Crittenden, V, Cochran, S., **Ajjan, H.**, Bal, A., Onyemah, V. (2019) “Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success.” To be presented at the USASBE Annual Meeting in Clear Water, FL, January 24-26.
* Harrison, D., **Ajjan, H.,** Hair, J., Risher, J., Petrescu, M., and Krishen, A (2018). “Advanced Analytics: The Impact on Marketing and Evolution from Descriptive to Prescriptive.” To be presented at the Society for Marketing Advances. West Palm Beach, FL, Oct 31-Nov 3.
* **Ajjan, H**., Dickie, J., Le Bon, J., Lee, N. (2018) “The Role of Artificial Intelligence in the Future of Sales.” Opening Talk at the AMA New Horizons Faculty Consortium in Selling and Sales Management, Boston, MA, August 7-10. (Invited)
* Coughlan, A. **Ajjan, H**., Crittenden, V., and Peterson, B. (2018) “Your Distributors as Social Media Agents, Skilled Professionals and Emerging Market Entrepreneurs.” at the Direct Selling Association World Wide Conference. San Diego, CA, June 16-19. (Invited)
* **Ajjan, H.,** Harrison, D., and Edwards, M., S. (2017) “Trends in AI.” at the Direct Selling Association Fall Conference. Washington, DC, Nov 12-16. (Invited)
* **Ajjan, H**., Daly, M., McDermott, J., Paradic, D., Kulkarni, U. (2016) “Teaching Panel: Curricula for Business Analytics”. at the *Pre-ICIS SIGDSA/IFIP WG8.3 Symposium Innovations in Data Analytics, Dublin, Ireland*, Dec 10th- Dec 11th. (Invited)
* **Ajjan, H.**, Marshall, G. (2016). “Artificial Intelligence: The Next Marketing Frontier.” at the *Communications and Marketing Conference*, Las Vegas, NV, Nov 30-Dec 2. (Invited)

## Paper/Podium Presentations- Regional and Local Professional Conferences

* Tadepalli, R., Platania, J., **Ajjan, H**. (2017) “Recipe for Building a Successful Center for Business Analytics” Presentation at the Southern Business Administration Dean Meeting.
* **Ajjan, H.** (2016) “Predictive Analytics in a Big Data World.” Retail Technology Conference, Hilton Head, SC, May 17-20. (Invited)

## Hartshorne, R. and Ajjan, H. (2008) “Exploring the Role of Web 2.0 Technologies in Higher Education” Presented at the *North Carolina Teaching and Learning with Technology Conference,* Raleigh, North Carolina.

## Ajjan, H., Niu, Y., Zaffar, M., and Winter, S. (2008) “The Impact of Instant Messaging on Job Performance” Presented at the *Southeast DSI Conference*, Orlando, Florida.

**EDITORIAL ADVISORY BOARD MEMBER**

Heafner, T. L. (Ed.). (2014). Exploring the Effectiveness of Online Education in K-12 Environments. IGI Global.

**REVIEWER FOR CONFERENCES & JOURNALS**

* + International Conference on Information Systems
	+ Southeast Decision Sciences Institute
	+ Behaviour & Information Technology
	+ Decision Sciences Institute
	+ Journal of Global Information Technology Management
	+ Journal of the Association for Information Systems
	+ European Journal of Information Systems
	+ Decision Sciences
	+ Journal of Online Learning and Teaching (JOLT)
	+ The Journal of Computer Assisted Learning
	+ Journal of Marketing Theory and Practice
	+ Journal of Enterprise Information Management
	+ Journal of Marketing Education
	+ Academy of Marketing Science Conference
	+ Computers in Human Behavior

**PROGRAM AND TRACK CHAIR**

SIGDSA Program Chair-elect (Elected)

2018 AMCIS Research Track Co-Chair

2018 Co-Chair SIGDSA Pre-ICIS Teaching Track

2017 Co-Chair SIGDSA Pre-ICIS Teaching Track

**ADDITIONAL PROFESSIONAL EXPERIENCE**

**IP Products- Burlington, North Carolina**

***Consultant to Executive Office*** (March 2015 –May 2015)

* Worked with Elon Management students to provide assessment and improvement to current IP Products business processes.
* Recommended ERP software that was adopted by IP Products to improve their operations.

**UNCC Information Technology Support** - Charlotte, North Carolina

***Consultant to CIO Office*** (February 2010 - August 2010)

* Provided guidelines to build project portfolio management solution to streamline IT decisions.
* Built data collection instruments to collect project data across campus.
* Built a project charter template to standardize project management processes across campus.

**Duke Energy** - Charlotte, North Carolina

***Consultant*** (June 2005 - January 2006)

* Participated in planning an enterprise-wide IT portfolio management solution to support the company's strategy.
* Built a database solution and interface to optimize IT asset value and track IT asset health.

**Transamerica Corporation** - Charlotte, North Carolina

***Network Administrator*** (December 2000 – January 2003)

* Provided troubleshooting and analysis of network, server, and desktop issues.
* Provided end-users with support for all network and desktop based applications.
* Maintained functionality of employee network accounts.
* Trained new hires.