

# **Gregory D. Moody, Ph.D.**

Assistant Professor  
Department of Management Information Systems  
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**Vita last updated: May 1, 2016**

## **Education:**

**Ph.D. in Management Information Systems (MIS)**, Katz Graduate School of Business, University of Pittsburgh (September 2006-2011); minor field: Individual and Group Behavior

**Dissertation:** The Roles of Online Trust and Distrust on Pre-Purchase Ambivalence (Chair: Dennis Galletta)

**Ph.D. in Information Systems**, University of Oulu, 2011.

**3 paper compilation:** A Multi-theoretic Perspective on IS Security Behaviors (Chair: Mikko Siponen)

**Master of Information Systems Management** (with enrollment in the Ph.D. Prep Program), Marriott School, Brigham Young University

**B.S. Information Systems Management**, Marriott School, Brigham Young University

## **Published Articles**

1. McCoy, S., Everard, A., Galletta, D., & Moody, G. D. (Accepted at Information & Management, March 2016). A Multi-Theoretic Approach Towards a Cognitive, Affective, and Behavioral Model of Online Advertising Intrusiveness and Irritation.
2. Lowry, P. B., Burgoon, J., Moody, G. D., Giboney, J., & Gaskin, J. (Accepted at IJHCS, January 2016). Application of Expectancy Violations Theory to Communication with and Judgments of Embodied Agents during a Decision-Making Task.
3. Moody, G. D., Slaughter, S. A., Kirsch, L. J., Weng, Q., and Dunn, B. K. (Accepted at Information Systems Research, December 2015) Facilitating

- the Transformational: An Exploration of Control in Cyberinfrastructure Projects.
4. Chatterjee, S., Moody, G. D., Lowry, P. B., Hardin, A., & Chakraborty, S. (Accepted at JMIS, July 2015). The Strategic Relevance of Information Technology-Enabled Organizational Virtues in Improving Organizational Innovation.
  5. Moody, G. D., Galletta, D., & Lowry, P. B. (Accepted at EJIS, August 2015) It's Complicated: Explaining the Relationship Between Trust, Distrust, and Ambivalence in Online Transaction Relationships Using Polynomial Regression Analysis and Response Surface Analysis.
  6. Boss, S., Galletta, D. F., Moody, G. D., & Lowry, P. B. (Accepted at MISQ, April 2015). What Do Systems Users Have to Fear? Using Fear Appeals to Engender Threats and Fear that Motivate Protective Security Behaviors in Users.
  7. Moody, G. D. & Galletta, D., (2015). [Lost in Cyberspace: The Impact of Information Scent and Time Constraints on Stress, Performance, and Attitudes Online](#), *Journal of Management Information Systems*, 32(1), pp. 192-224.
  8. Lowry, P. B., Gaskin, J. & Moody, G. D. (2015). [Proposing the Multimotive Information Systems Continuance Model \(MISC\) to Better Explain End-User System Evaluations and Continuance Intentions](#), *Journal of the Association for Information Systems*, 16(7), pp. article 3.
  9. Lowry, P. B., & Moody, G. D. (2015). [Proposing the Control-Reactance Compliance Model \(CRCM\) to Explain Opposing Motivations to Comply with Organisational Information Security Policies](#), *Information Systems Journal*, 25(5), pp. 433-463.
  10. Moody, G. D., Galletta, D., & Lowry, P. B. (2014). When Trust and Distrust Collide Online: The Engenderment and Role of Consumer Ambivalence in Online Consumer Behavior, *Electronic Commerce Research and Applications*, 13(4) pp. 266–282.  
<http://www.sciencedirect.com/science/article/pii/S1567422314000271>
  11. Moody, G. D., & Siponen, M. (2013). Using the Theory of Interpersonal Behavior to Explain Non-work-related Personal Use of the Internet at Work, *Information & Management*, 50(6), pp. 322-335.  
<http://authors.elsevier.com/sd/article/S0378720613000335>
  12. Lowry, P. B., Moody, G. D., Galletta, D. F., Gaskin, J. E., Wilson, D., Barlow, J., & Humphreys, S. (2013). [Evaluating Journal Quality and the Association for Information Systems \(AIS\) Senior Scholars' Journal Basket via Bibliometric Measures: Do Expert Journal Assessments Add Value?](#) *Management Information Systems Quarterly*, 37(4), pp. 993-1012.
  13. Lowry, P. B., Moody, G. D., Galletta, D. F., & Vance, A. (2013). [The Drivers in the Use of Online Whistle-Blowing Reporting Systems](#), *Journal of Management Information Systems*, 30(1), pp. 153-190.
  14. Moody, G. D., Lowry, P. B., Vance, A., Wells, T. M., & Beckman, B., (2012). [Using an Elaboration Likelihood Approach to Better Understand the Persuasiveness of Website Privacy Assurance Cues for Online Consumers](#), *Journal of the American Society for Information Science and Technology*, 63(4), pp. 755-776.

15. Albrecht, C., Moody, G., Romney, M., & Lowry, P. B., (2009). [Meeting the Demand for Expert Professionals through an Integrated Information Systems Curriculum Model](#), *Journal of Information Systems Education*, 20(4), pp. 451-468.
16. Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A., (2008) "[Explaining and Predicting the Impact of Branding Alliances and Website Quality on Initial Consumer Trust of E-Commerce Websites](#)," *Journal of Management Information Systems*, 24(4), pp. 201-227.
17. Paul Benjamin Lowry, Taylor Wells, Greg Moody, Sean Humphreys, and Degan Kettles (2005). "[Online payment gateways used to facilitate e-commerce transactions and improve risk management](#)," *Communications of the Association for Information Systems*, 17(6), pp. 1-48.

### **Published Conference Articles**

1. Wu, K., Martinez, L.R., Krishen, A. S., & Moody, G. D. (2016). Are LGBT-friendly cues always good? Exploring the impact of LGBT-friendly cues on the heterosexual market. *2016 AMA Winter Marketing Academic Conference*, Las Vegas, NV: 26-28, February.
2. Wu, K., & Moody, G. D. (2015). Does restaurant online review quantity matter? *International Hospitality Information Technology Association 2015 Annual Research Conference*, Austin, TX: 14, June.
3. Plachkinova, M., Peffers, K., and Moody, G. D. (Accepted for DESRIST 2015, March 2015). Communication Artifacts for Requirements Engineering.
4. McCoy, S., and Moody, G. D. (2014). Instant Messaging: A Multi-Country Study of The Impact of Culture on the Technology Acceptance Model, *International Conference on Applied Human Factors and Ergonomics*, Krakow, Poland, July 19-23.
5. Moody, G. D., and Wu, D. (2013). [Are You Annoyed? The Effects of Mobile Device User Interface and Intrusiveness of Security Notifications on User Security Perceptions](#), *SIGCHI Pre-ICIS Workshop*, Milan, Italy, December 14.
6. Moody, G. D., and Wu, D. (2013). [Security, But at What Cost? An Examination of Security Notifications within a Mobile Application](#), *HCI International*, Las Vegas, NV, USA, July 21-26.
7. McCoy, S., Loiacono, E., Moody, G. D., Robin, C. F. (2013). [The Effects of Website Familiarity on Website Quality and Intention to Use](#), *HCI International*, Las Vegas, NV, USA, July 21-26.
8. Moody, G. D., Lowry, P. B., and Galletta, D. F. (2013). [Explaining the Engenderment and Role of Consumer Ambivalence in E-commerce](#), *Pacific Asia Conference on Information Systems*, Jeju Island, Korea, June 18-22.
9. McCoy, S., Loiacono, E., and Moody, G. D. (2012). The Effects of Website Familiarity on Website Quality and Intention to Use, *Pacific Asia Conference on Information Systems*, Ho Chi Minh City, Vietnam, July 11-15.

10. Lowry, P. B., Roubinah, K., Moody, G. D. and Siponen, M. (2012). [Towards a Cross-cultural Model of Whistle-blowing Systems Use](#), *Pacific Asia Conference on Information Systems*, Ho Chi Minh City, Vietnam, July 11-15.
11. McCoy, S., Moody, G. D., Galletta, D. F., and Everard, A., (2012). [A Rational Choice Theory Approach Towards a Causal Model of Online Advertising Intrusiveness and Irritation](#), *European Conference on Information Systems*, Barcelona, Spain, June 10-13.
12. Moody, G. D., Galletta, D. F., Walker, J., & Dunn, B. (2011). [Which Phish Get Caught? An Exploratory Study of Individual Susceptibility to Phishing](#), *International Conference on Information Systems*, Shanghai, China, December 4-7.
13. Vartiainen, T., Siponen, M., & Moody, G. D. (2011). [Gray-Area Phenomenon in Information Systems Development: A Call for Research](#), *Pacific Asia Conference on Information Systems*, Brisbane, Australia, July 7-11.
14. Diamant, I., Kirsch, L. J., Slaughter, S. A., Moody, G. D., & Bin, I., (2011). [Social Influence and Technological Frames in Cyber-Infrastructure Projects: The Case of GENI](#), *HICSS Workshop on the Changing Dynamics of Scientific Collaboration*, Kauai, Hawaii, January 4-7.
15. Moody, G. D., Galletta, D., & Lowry, P. B., (2010). [Unifying Conflicting Models of Trust and Distrust for Enhanced Understanding and Predictive Power in Organizational Relationships: Proposing the Unified Trust-Distrust Model](#), *JAIS Theory Building Pre-International Conference on Information Systems Workshop*, St. Louis, Missouri, USA, December 11.
16. Moody, G. & Galletta, D. (2008). [I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes](#), *International Conference on Information Systems*, Paris, France, December 14-17.
17. Moody, G. D., Wells, T & Lowry, P. B. (2007). "[A taxonomy of interactive digital entertainment \(IDE\)](#)," *Annual Hawai'i International Conference on System Sciences*, Waikoloa, Big Island, Hawaii, January 3-6.
18. Lowry, P. B., Spaulding, S., Wells, T., Moody, G. D., Moffit, K. & Madariaga, S. (2006). "[A theoretical model and empirical results linking website interactivity and usability satisfaction](#)," *Annual Hawai'i International Conference on System Sciences*, Internet and Digital Economy Track, Kauai, Hawaii, January 4-7.

### **Work in Progress:**

#### **Submitted Papers**

1. Plachkinova, M., Peffers, K., & Moody, G. D. (Submitted to JITTA, 2<sup>nd</sup> round). Communication Artifacts for Requirements Engineering.
2. Moody, G. D., Siponen, M., & Pahnla, S. (Submitted to MISQ, Jan 2016, Revise and Resubmit). Towards the Unified Model of Information Security Behaviors.

3. Wu, K., Martinez, L. R., Krishnen, A. S., & Moody, G. D. (Submitted to Journal of Business Research, January 2016). Understanding Heterosexual Consumers' Reactions toward LGBT-friendly Cues in Restaurants.
4. Moody, G. D., Galletta, G., & Dunn, B. (Submitted to EJIS, February 2016). Which Phish Get Caught? An Exploratory Study of Individual Susceptibility to Phishing.
5. McCoy, S., Heales, J., Moody, G. D. and Galletta, D. F. (Submitted to JMIS, March 2016). The Role of Culture in the Adoption of Information Technology: Does National Culture Really Matter?
6. Wu, D., Ngugi, B., & Moody, G. D. (Submitted to Computers in Human Behavior, April 2016). Identifying New Temporal Coordination Requirements for Calendar Systems through a Temporal Structure Lens.
7. Wu, D., Moody, G. D., Zhang, J., Lowry, P. B. (Submitted to Computers in Human Behavior, April 2016). The Influence of Security Notifications and Mobile App Interface Design on Perceived Security.
8. Moody, G. D., Siponen, M., & Warkentin, M., (Submitted to MISQ, April 2016). Learning from Others: Explaining the Violation of Non-disclosure Agreements by Software Developers.

### **Working Papers**

1. Lowry, P. B., Moody, G. D., & Willison, R. (Submitting to ISR). RESEARCH NOTE: From Rhetoric to Reality: What is The Rightful Place of Fear and Fear Appeals in Organizational Security Research and Practice?
2. Moody, G. D., Galletta, D., Lowry, P. B., Boss, S., & Polak, P. (Submitting to MISQ). Combining the Strengths of the Extended Parallel Processing Model and Protection Motivation Theory to Improve the Explanation of Organizational Information Security Intentions and Behaviors.
3. McCoy, S., Loacono, E., Moody, G. D., & Fernández, C. (Submitting to I&M) The Effects of Website Familiarity on Website Quality and Intention to Use.
4. Moody, G. D., Lowry, P. B., & Chatterjee, S. (Submitting to JMIS). Using the Control Balance Theory to Explain Online Social Media Deviance.
5. Chatterjee, S., Moody, G. D., Lowry, P. B., Hardin, A., & Chakraborty, S. (Submitting to MISQ). Explaining How Organizational Courage Positively Influences Organizational Innovation: An Empirical Investigation
6. Hardin, A. M., Looney, C., (Submitting to ISR). Designing Web-based Financial Decision Support Systems.
7. McCoy, S., Heales, J., Moody, G. D., Chatterjee, S. (Submitting to I&M). Instant Messaging: A Qualitative and Quantitative Look At What Drives Use.
8. Moody, G. D., Lowry, P. B., Galletta, D. F., and Gaskin, J. (Submitting to MISQ) Proposing the Unified Trust-Distrust Model (UTDPM) to Better Explain and Predict Trust and Distrust in Online, Individual-to-Organization Relationships.

9. Lowry, P. B., Wu, D., Moody, G. D., Zhang, J. (Submitting to MISQ). Explaining and Improving Security Awareness of Mobile Device Users
10. Moody, G. D., Lowry, P. B., Galletta, D. F., Siponen, M. (Submitting to MISQ). Examining the Effectiveness of Security Awareness Campaigns and Extending the Theoretical Nomology of Behavioral Security in Information Systems.
11. Kemerer, C., Moody, G. D., & Slaughter, S. (Submitting IEEE to TSE). Team vs. Tool: The Effect of Software Volatility on Application Development Project Flexibility.
12. Lowry, P. B., Moody, G. D., Galletta, D. F., & Vance, A. (Submitting to JBE). Blowing the Whistle on Organizational Failures: Extending Whistle-Blowing Theory (WBT) Using Anonymity, Trust, and Perceived Risk with Organizational Whistle-Blowing Reporting Systems.

### **Service:**

#### **Editorial**

Associate Editor, Transaction on HCI, March 2012-present  
 Associate Editor, Information Systems Journal, February 2013-present  
 Special Issue Associate Editor, European Journal of Information Systems, 2015-present

#### **IS Community**

Newsletter Editor, SIGHCI, July 2009 to July, 2014.

#### **Conference and Workshop Leadership:**

1. AE for the Human-Computer Interaction Track in *International Conference on Information Systems* 2016.
2. AE for the Human-Computer Interaction Track in *International Conference on Information Systems* 2015.
3. Mini-track co-chair with Dezhi Wu (Southern Utah University) and Miguel Aguirre-Urreta (DePaul University), for the *Human-Computer Interaction* minitrack at the *American Conference on Information Systems*, July 2014 – present
4. Program co-chair for the *SIGHCI Pre-ICIS Workshop*, August 2014 – Present
5. AE under Susanna Ho (The Australian National University) and Choon Ling (City University of Hong Kong) for the *Human Computer Interaction* track of the *International Conference on Information Systems*, May 2013 – December 2013
6. AE under Mikko Siponen (University of Oulu), Raghu Santanam (Arizona State University) for the *IS Security and Privacy* track of the *International Conference on Information Systems*, May 2012 – December 2012

7. Program chair with John D'Arcy (University of Notre Dame) for The Dewald Roode Workshop on Information Systems Security Research, IFIP WG8.11/WG11.13, December 2011 – September 2012.
8. AE under Mikko Siponnen (University of Oulu), Paul Benjamin Lowry (City University of Hong Kong), and Merrill Warkentin (University of Mississippi) for the *IS Security and Privacy* track of the *European Conference on Information Systems*, December 2011 – June 2012.
9. AE under Mikko Siponnen (University of Oulu) for the *Security and Privacy* track of the *European Conference on Information Systems*, December 2010 – June 2011.
10. Mini-track co-chair with Paul Lowry (Brigham Young University), Ian MacInnes (Syracuse University, and Taylor Wells (Indiana University) for the new mini-track entitled *Hedonic Information Technologies: Online Games, Interactive Entertainment and Lifestyle Computing in the Human-Computer Interaction Track of the Americas Conference on Information Systems (AMCIS) 2007*, under the direction of Matt Germonprez University of Wisconsin – Eau Claire), Traci Hess (Washington State University), and Peter Tarasewich (Northeastern University), October 2006 – August 2007.

#### **Peer review work:**

Ad hoc peer reviews for *MIS Quarterly*, *ISR*, *EJIS*, *ISJ*, *Communications of the Association for Information Systems (CAIS)*, *Small Group Research (SGR)*, *IEEE Transactions, Information & Management*, *Databases 2.0*, *International Conference on Information Sciences (ICIS)*, *Academy of Management*, *Hawaii International Conference on System Sciences (HICSS)*.

#### **University Level**

Graduate College Council, May 2015-present  
 Graduate College Program Committee, May 2015-present  
 Security Workgroup Team Member, IT Master Plan Taskforce, Jan 2013-May 2013

#### **College Level**

Extended Executive Committee Member, May 2015 to present  
 College Graduate Committee Member, May 2015 to present  
 Appeals Committee Member, July 2011 to July 2012

#### **Department Level**

MIS Graduate Program Coordinator (May 2015 to present)  
 MIS Graduate Committee Chair (May 2015 to present)  
 IM Curriculum Committee Member (August 2015 to present)  
 Peer Evaluations Committee Member (July 2011 to Sept 2015)  
 Entrepreneurship Program Curriculum Committee Member (July 2013 to Sept 2015)

Ad-hoc committee member to create and approve new Information Management degree (August 2014 to Sept 2015)

Ad-hoc committee member to propose new Information Management degree (Jan 2014 to June 2014)

### **Thesis Involvement**

**Member:** Anna Kharitonova. Defending December 2016.

**Chair:** Matthew Roe. Applying ELM to an Online Crowdsourcing Platform, defended April 2016.

**Member:** Kaiyang Wu. Estimating Heterosexual Consumer Willingness to Pay (WTP) for LGBT-friendly Cues in Restaurants, defended December 2015.

**Member:** Miloslava Plachkinova, Communication Artifacts and Interaction Evaluation for Requirements Engineering, defended April 2013.

### **Grants and Monetary Awards:**

1. Proposal Writing Institute Fellow, UNLV, Summer 2016
2. Summer Research Award, LBS, Summer 2014-2016.
3. Global Environment for Network Innovations Grant, BBN Technologies, GENI Project Office, June 2012.
4. Faculty Opportunity Award research grant, University of Nevada Las Vegas, April 2012.
5. Research grant for fMRI machine usage. Department of Radiology, University of Pittsburgh Medical Center, University of Pittsburgh (July 2011).
6. Research grant awarded by the Office of the Dean of the Katz Graduate School of Business to study the physiological impact of time-constrained searches on the Internet (May 2007).
7. ORCA grant for a study on the psychological impact of color-usage on Web sites (April 2005).

### **Special Awards and Honors:**

1. LBS Researcher of the Year 2015
2. Association for Information Systems Early Career Award, 2015
3. SIGHCI Special Service Award, 2013
4. Nominated for Best Reviewer, 2013—SIGHCI ICIS Workshop
5. Outstanding Researcher, 2012-2015—MET Department, UNLV
6. Nominated for best paper in PACIS Track, General Track, PACIS 2011.
7. Nominated for best paper in ICIS Track, Security Track, ICIS 2011.
8. Management Information Systems Security Research Group Fellowship with the University of Oulu, 2009.
9. Doctoral Consortium Nominee, ICIS 2009.
10. Nominated for Best Paper in ICIS Track, HCI Track, ICIS 2008.
11. Best Reviewer SIG HCI – ICIS 2007, Montreal Canada.
12. Graduate Student Assistantship, University of Pittsburgh, 2006-present.
13. Doctoral Program Travel Grant, Katz Graduate School of Business, 2007, 2008, 2009.



14. Dean's Research Grant, Katz Graduate School of Business, 2007.
15. Graduate and Professional Student Association Travel Grant, University of Pittsburgh, 2007, 2008, 2009.

**Presentations:**

1. "Mobile Security: Examining how Mobile Notifications Impact App Usage and User Perceptions" Seminar at University of Nevada Las Vegas, November 2015.
2. "The Influence of Security Notifications and Mobile App Interface Design on Users' Security Perceptions" Seminar at University of Nevada, Las Vegas, April 2014.
3. "Security, but at What Cost? An Examination of Security Notifications within a Mobile Application", *HCI International*, Las Vegas, NV, July 25, 2013.
4. "The Effects of Website Familiarity on Website Quality and Intention to Use", *HCI International*, Las Vegas, NV, July 25, 2013.
5. "An Examination of Fear in Information Systems Research: A Critical Review and Explanation of Protection Motivation Theory in Regards to Technological Threats," Seminar at University of Nevada, Las Vegas, April 19, 2013.
6. "I'm Losing Patience with your Site: The Impact of Information Scent and Time Constraints on Stress, Performance, and Attitudes," Seminar at Brigham Young University, Provo, UT, April 5, 2012.
7. "Bringing Together Conflicting Models of Trust and Distrust for Enhanced Understanding and Predictive Power in Transactional Relationships: Proposing the Unified Trust-Distrust Model," Seminar at University of Nevada at Las Vegas, Las Vegas, NV, November 29, 2010.
8. "Bringing Together Conflicting Models of Trust and Distrust for Enhanced Understanding and Predictive Power in Transactional Relationships: Proposing the Unified Trust-Distrust Model," Seminar at Brigham Young University, Provo, UT, June 3, 2010.
9. "Blowing the Whistle on Computer Abuse: Extending Whistle-Blowing Theory Using Anonymity, Trust, and Perceived Risk with Whistle-blowing Systems," Katz Graduate School of Business Spring IS Workshop, Pittsburgh, PA, April 2, 2010.
10. "Why People get Phished," Seminar on Information Security Behavior on Organizations, Helsinki, Finland, November 18, 2009.
11. "I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes," Katz Graduate School of Business Spring IS Workshop, Pittsburgh, PA, February 27, 2009.
12. "I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes," International Conference on Information Systems, Human-Computer Interaction Track, Paris, France, December 14-17, 2008.
13. "Cues of Online Source Credibility: The Effect of Branding Alliances, Privacy Seals, Assurance Statements, and Website Quality on Consumer Trust," University of Pittsburgh MIS Workshop, April, 2008

14. "A Taxonomy of Interactive Digital Entertainment," Annual Hawai'i International Conference on System Sciences – Internet and the Digital Economy Track, Waikoloa, Big Island, Hawaii, January, 2007.

**Work Experience:**

**University of Nevada Las Vegas, MIS, Lee Business School:** Assistant Professor (Las Vegas, June 2011)

**University of Oulu, Information Systems Security Research Center, Adjunct Faculty:** Visiting Research Professor (Oulu, Finland, July-December 2009; August, 2012)

**University of Pittsburgh, MIS, Katz Graduate School of Business:** Research Assistant and Instructor (Pittsburgh, September 2006-April 2010)

**Brigham Young University:** Project Coordinator (Provo, UT 2005-2006)

**KPMG,** Summer Intern (Los Angeles 2005)

**Professional Affiliations:**

**AIS** (Association for Information Systems); 2006 to present

**ISACA** (Information Systems Audit and Control Association); 2016 to present

**INFORMS** (The Institute for Operations Research and the Management Sciences); 2006 to present