

## **CURRICULUM VITAE**

### **Michael Cuellar**

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## **EDUCATION**

### **Georgia State University**

- PhD in Business Administration, Major: CIS, 2009  
Dissertation Title: An Examination of the Deaf Effect Response to Bad News Reporting in Information Systems Projects  
Dissertation Committee: Mark Keil (Chair), Detmar Straub, Duane Truex, H. Jeff Smith
- M.S. CIS, 2004

### **University of Central Florida**

- B.S.B.A. Finance, Summa Cum Laude, 1976

### **Professional Training**

- SAS Advanced Business Analytics Workshop for Professors, 2012
- SAS Data Manipulation and Analytics Using SAS® Enterprise Guide ®, 2012
- SAS Applied Analytics Using SAS ® Enterprise Miner™, 2012
- AACSB Enhancing Faculty Effectiveness and Qualifications Seminar, 2010

## **ACADEMIC POSITIONS**

### **Assistant Professor**, North Carolina Central University, 2008 to Present

- Lead Faculty of the CIS area, 2010 to present
- Chair, Faculty Development Committee, 2010, member from 2009
- Chair, Integrated Management Strategic Planning Committee, 2012 to present
- Member, Graduate Programs Committee, 2009 to present
- Member, Intellectual Contributions Committee, 2012 to present
- Member, AOL Committee, 2010 to present
- Member of the Graduate Faculty

### **Graduate Instructor**, Georgia State University, 2005-2007

## **RESEARCH**

### **Peer Reviewed Journal Publications**

Takeda, H., Truex, D. P., **Cuellar, M. J.**, Vidgen, R. (2012) "**Scholarly Influence Research: Augmenting Ideational Influence with Social Influence**" The International Journal of Social and Organizational Dynamics in Information Technology, 2(1) January-March, 2012, pp. 17-31.

Truex, D.P., **Cuellar, M.J.**, Takeda, H., Vidgen, R. (2011) "**A Critical Theoretic Analysis of the Construct 'Scholarly Influence': Heinz Klein as Scholar, Colleague and Mentor**" European Journal of Information Systems, 20(4):1-18.

**Cuellar, M. J.** (2010) "**Using Realist Social Theory to Explain Project Outcomes**" International Journal of Information Technology Project Management, 4(1): 38-52.

Truex, D. P., **Cuellar, M. J.**, Takeda, H. (2009). "**Assessing Scholarly Influence: Using the Hirsch Indices to Reframe the Discourse**" Journal of the Association for Information Systems, 10(7): 560-594.

**Cuellar, M.J.** & Gallivan, M.J. (2006). "**A Framework for Ex Ante Project Risk Assessment based on Absorptive Capacity**". European Journal of Operational Research, 173(3): 1123-1138.

**Cuellar, M.J.**, Keil, M., Johnson, R. D. (2006). "**The Deaf Effect Response to Bad News Reporting in Information Systems Projects**" e-Service Journal, 5(1): 75-97.

### **Peer Reviewed Journal Publications under Review**

Vidgen, R., **Cuellar, M.J.**, Truex, D., Takeda, H., **The Scholarly Influence Model (SIM): theorizing the inter-relationships of ideational, social and venue measures of Scholarly output.** Submitted to MIS Quarterly. Develops the Scholarly Influence Model (SIM), which shows how scholars become influential in their field.

Truex, D.P., **Cuellar, M.**, Vidgen, R., Takeda, H. **Emancipating Scholars: Reconceptualizing Scholarly Output** Revision of the paper from The Seventh International Critical Management Studies Conference, Naples, Italy. Submitted to the Journal of the Association for Information Systems.

## Peer Reviewed Journal Publications Under Revision

**Cuellar, M.J. " A Reconceptualization of the IT Artifact based on Realist Social Theory "** Submitted to MIS Quarterly Theory and Review Section. An examination of the IT artifact from a Critical Realist perspective. 1<sup>st</sup> round revision.

Lee, J.S., **Cuellar, M.J.**, Keil, M., Johnson, R. D. **"An Examination of the Failure to Respond to Bad News in Information Systems Projects"** 1<sup>st</sup> round revision. Submitted to The Database for Advances in Information Systems. 2<sup>nd</sup> round revision.

## Peer Reviewed Journal Publications Under Development

**Cuellar, M.J., Keil, M. The Evolution of the Perceived Status of a Project.** Revision of paper from my dissertation. This paper will use Archer's Morphogenetic social theory to explain how the perceptions of the status of a project changed during the course of a project. It will provide an exemplar of the process in my 2010 paper and provide some insights on how the construct of project success can be conceptualized.

**Cuellar, M.J., A Realist Examination of Business Analytics** To be submitted as an Issues and Opinions piece to MISQ. A Critical Realist Examination of data analytics practice. Existing work in Business Analytics is based upon a positivist framework. This paper looks at Data analytics from a realist position. BA identifies "demi-regularities" through its analysis. These are a firm basis for action because they are based on a structure of entities with causal powers that is relatively enduring. Realism can help this effort by exposing the mechanisms and causal powers, allowing a more sound basis for action.

**Cuellar, M.J., Varieties of Critical Realism** To be submitted as an Issues and Opinions piece to MIS Quarterly. A comparison of Bhaskarian, Cambellian and Weberian Critical Realism showing that they are distinct and unique and that findings and methodologies must be converted before using cross-paradigm.

**Cuellar, M.J., Truex, D.P., Vidgen, R., Takeda, H. Profiling Journal Influence: A Modest Proposal For Evaluating IS Research Venues** A revision and updating of our AMCIS 2008 paper. To be submitted to CAIS in Spring, 2013.

**Cuellar, M.J., A Realist Conceptualization of Information Systems Usage.** This paper is a review of the extant literature on information systems usage by organizations and a reconceptualization of that use based on realist social theory. Targeted at MIS Quarterly Theory and Review Section or Information Systems Research.

**Cuellar, M.J. A Theoretical Underpinning for Alter's Work System Theory.** Alter's Work Systems Theory is a generally useful approach for examining information systems in organizations. Based as it is on Alter's experience in industry, it lacks grounding in social theory. This paper provides such a basis reconceptualizing it in terms of Archer's realist social theory. Targeted at MISQ Theory and Review section or Information Systems Research.

### **Conference Proceedings: Refereed**

Takeda H., **Cuellar, M.J.**, Young, B., Sainsbury, Robert **What Drives User Contribution in an Online Community? A Study in Contributor Influence and User Status** Proceedings of the 18<sup>th</sup> American's Conference on Information Systems, AMCIS 2012, Seattle, Washington, August 9<sup>th</sup> -11<sup>th</sup>, 2012.

Young, B., Takeda H., **Cuellar, M.J.** (March, 2012) **Online Community User Influence: A Study Using User Status** Proceedings of the Southern Association for Information Systems Conference, Atlanta, GA, USA March 23<sup>th</sup>-24<sup>th</sup>, 2012

Truex, D.P., **Cuellar, M.**, Vidgen, R., Takeda, H. (July, 2011) **Emancipating Scholars: Reconceptualizing Scholarly Output** The Seventh International Critical Management Studies Conference, Naples, Italy, July 11-13, 2011.

Takeda, H., Truex, D. P., **Cuellar, M. J.**, Vidgen, R. (June, 2011) **Networks of innovation in IS research: an exploration of the relationship between co-authorship networks and H-family indices** Proceedings of the 19<sup>th</sup> European Conference on Information Systems, Helsinki, Finland, June 9-11, 2011.

Young, B., Takeda H., **Cuellar, M.J.** (March, 2011) **Investigating the Impact of Offline Events on Group Development in an Online Sports Community** Proceedings of the Southern Association for Information Systems Conference, Atlanta, GA, USA March 25<sup>th</sup>-26<sup>th</sup>, 2011

**Cuellar, M.J.** (Dec. 2010) "**Assessing Project Success: Moving Beyond the Triple Constraint**" 5<sup>th</sup> International Research Workshop on Information Technology Project Management (IRWITPM), St. Louis, Missouri.

Takeda, H., Truex, D. P., **Cuellar, M.J** (Aug. 2010) "**Evaluating Scholarly Influence Through Social Network Analysis: the Next Step in Evaluating Scholarly Influence**" 16<sup>th</sup> Americas Conference on Information Systems, AMCIS, 2010, Lima, Peru.

**Cuellar, M.J.** (Mar. 2010) "**Conceptualizing the IT Artifact: A Non-Reflexive Actor**" Proceedings of the Southern Association for Information Systems Conference (SAIS), March 26<sup>th</sup>-27<sup>th</sup>, 2010, Atlanta, GA, USA

**Cuellar, M.J.** (Dec, 2009) "**Using Realist Social Theory to Explain Project Outcomes**" 4<sup>th</sup> International Research Workshop on Information Technology Project Management (IRWITPM), Phoenix, Arizona.

Truex, D. P., **Cuellar, M. J.**, Takeda, H. (Dec. 2008) "**Assessing Scholarly Influence: Proposing New Metrics**" Twenty Ninth International Conference on Information Systems, December 14-17, 2008, Paris.

**Cuellar, M.J.**, Takeda, H. and Truex, D. P. (Aug. 2008) "**The Hirsch family of Bibliometric Indices as an improved measure of IS Academic journal impact**" 14<sup>th</sup> Americas Conference on Information Systems, AMCIS 2008, August 14-17, 2008, Toronto, Ontario, Canada.

Takeda, H., **Cuellar, M. J.** (Apr. 2008) "**Use of Hirsch Index for Measuring the Impact of IS Academic Research and Journals**" Proceedings of the Eleventh Annual Conference of Southern Association for Information Systems (SAIS), March, 13-15, 2008, Richmond, Virginia.

**Cuellar, M. J.** (Aug. 2007) "**A Realist Social Theory for Information Systems**" 13<sup>th</sup> Americas Conference on Information Systems, AMCIS 2007, August 9-12, 2007, Keystone, Colorado.

**Cuellar, M.J.**, Keil, M., Johnson, R. D. (Dec. 2006) "**The Deaf Effect Response to Whistle-Blowing in Information Systems Projects**" 1<sup>st</sup> International Research Workshop on Information Technology Project Management (IRWITPM) ICIS 2006, December 10-13, Milwaukee, Wisconsin.

**Cuellar, M.J.**, McLean, E., and Johnson, R.D. (April, 2006) "**Measurement of Information System Use: Preliminary Considerations**" Proceedings of the 2006 ACM SIGMIS CPR Conference on Computer Personnel Research, April 13-16, Claremont, CA, pp. 164-168.

**Cuellar, M.J.**, Johnson, R. D. (Dec. 2006) "**The Impact of Critical Thinking Instruction on Downstream Courses**" International Academy for Information Management Meeting, December 8-9, 2006, Milwaukee, Wisconsin.

Takeda, H., **Cuellar, M.J.**, and Ding, Y. (April, 2006) "**An Experimentation of Computer Mediated Communication and Face to Face Group Tasks with Differential Equivocality**" UKAIS 11th Annual Conference on Information Systems, April 10-11, 2006, University of Gloucestershire, UK.

**Cuellar, M.J.**, Johnson, R.D. (October 2005) "**Information Systems and Organizational Knowledge**", ICKM2005 - International Conference on Knowledge Management, October 27-28, 2005, Charlotte, NC.

**Cuellar, M. J.**, Johnson, R. D. & Du, S. M. (February 2005) "**Task Structure and the Propensity to Collaborate vs. Cooperate**". Proceedings of the Annual Conference of the SAIS, Savannah, Georgia.

### **Refereed Conference Presentations**

**Cuellar, M.J.** (August, 2011) "**A Realist Conceptualization of the IT Artifact**" Poster presentation at the Seventeenth Americas Conference on Information Systems, August 4<sup>th</sup>-7<sup>th</sup> 2011, Detroit, Michigan.

**Cuellar, M.J.** (August, 2006) "**What is Critical Realism? A General Introduction To Its Concepts and Implications for Research**" 66th Academy of Management Annual Meeting, August 11-16, 2006, Atlanta, Georgia.

### **Book Sections/Publications/Presentations: Non-Refereed**

**Cuellar, M.J.** (August, 2012) "**A Realist Examination of Business Analytics**", *Laying the Foundations for a Philosophy of Information Systems*, SIG Philosophy Workshop presentation, AMCIS 2012, August 10, 2012, Seattle, Washington.

**Cuellar, M.J.** (Spring, 2012) "**Using Realist Social Theory to Explain Project Outcomes**" in John Wang (ed), *Project Management Techniques and Innovations in Information Technology*, IGI Global.

Takeda, H., Young, B., **Cuellar, M.J.** (December, 2011) "**All Contributions are Not Created Equal: Measuring User Influence in Online Communities with Hirsch Indices**", Oasis Workshop 2011, Shanghai, China.

**Cuellar, M.J.** (October, 2011) "**A Research Program: 'Defining, Understanding, Evaluating and Assessing Scholarly Influence'**" A presentation for the faculty colloquium series of the University of Kent, Canterbury, England.

**Cuellar, M.J.** (March, 2011) **"The Life and Times of the IT Artifact"**.  
Research colloquium presentation to the faculty of Georgia State University,  
Atlanta, GA.

**"Critical Realist Resources"** (2011) Main contributor on the page which is  
part of the SIGPhil Wiki:  
[http://education.aisnet.org/sigphilwiki/index.php/Body\\_of\\_knowledge](http://education.aisnet.org/sigphilwiki/index.php/Body_of_knowledge)

Truex, D.P., Alter, S., **Cuellar, M.** (2010) **Using Deep Structure Theory to  
Visualize Inherent Limitations of Systems Analysis Tools in Relation to  
Habermassian Communicative Action** Oasis Workshop 2010, December 11  
2010, St. Louis, USA.

**Cuellar, M.J.** (Dec., 2007) **"Information Systems, Machine Agency and  
Social Structure"** Oasis Workshop 2007, December 9, 2007, Montreal,  
Quebec, Canada.

**Cuellar, M.J.,** Truex, D. (2007) **"Who Cites Klein? Using Leximancer™ in a  
Content Analysis"** Presentation at the Conference in Honor of Heinz K. Klein,  
Atlanta, Georgia, May 18, 19, 2007

**Cuellar, M.J.** (2007) **"What's So Critical About Critical Realism?"**  
Presentation at the Conference in Honor of Heinz K. Klein, Atlanta, Georgia,  
May 18, 19, 2007

Keil, M. & **Cuellar, M. J.** (2007) **"Project Management"** in J. Webster (Ed.)  
Wiley Encyclopedia of Electrical And Electronics Engineering. Hoboken: John  
Wiley & Sons, Inc.

**Cuellar, M. J.** (April, 2001) **"The line design dilemma."** MIDRANGE ERP.

**Cuellar, M. J.** (September, 2000) **"Demand and Resource Management in  
Lean Manufacturing."** Flow Manufacturing Report.

**Cuellar, M. J.** (March, 2000) **"Flow Supports e-Business."** Flow  
Manufacturing Report.

## **TEACHING**

### **Mid-Sweden University, Sundsvall, Sweden**

#### **Critical Realism --a Theoretical and Methodological Framing**

(PhD Seminar) (Spring, 2012)

This was a doctoral seminar taught to 9 students from three universities and a retired professor, Hans-Erik Nissen.

Received a 4.56 for instruction and a 4.33 for overall course quality on a 5-point scale.

### **North Carolina Central University**

**Project Management** (Graduate course) (Fall, 09, 10; Online Spring, 2013)

**Operations and Supply Chain Management** (Graduate course) (Fall, 2012)

**Systems Analysis and Design** (Spring, 2009)

**Systems Design and Implementation** (Spring, 2012; 2013)

**IS Outsourcing** (Spring, 2010)

**Business Programming 1** (Spring, 2010)

**Fundamentals of Information Systems** (Spring/Fall, 2011, Spring 2012)

**Business Computer Applications** (Fall, 2008, Spring/Fall 2009, Fall 2010, Spring/Fall 2011, Fall, 2012, Spring 2013 (hybrid course))

**Advanced Business Computer Applications** (Fall, 2011)

### **Georgia State University**

#### **Introduction to Computer Information Systems**

(Fall, 2005; Spring, Fall, 2006; Spring, Fall, 2007)

### **Prior to Georgia State University**

Systems Training – Individual and Classroom Training on  
new information systems or computing principles

Berlitz International (2001-2004) – teaching English to expatriate  
executives and professionals.

## **SERVICE**

### **NCCU**

- Lead Faculty of the CIS area, 2010 to present
- Chair, Faculty Development Committee, 2010, on committee from 2009
- Chair, Integrated Management Strategic Planning Committee, 2012 to present
- Member, Graduate Programs Committee, 2008 to present
- Member, Ad-Hoc Committee on the Common Body of Knowledge, 2009
- Member, AOL Committee, 2010 to present
- Member, Intellectual Contributions Committee, 2012 to present
- Chair, CIS Recruiting Committee, 2010
- Member, University Ad-Hoc Committee to Increase Latino enrollment at NCCU, 2011

### **Service to the Field**

- **Board Member,**
  - **Secretary,** Project Management SIG, AIS – 2009 to present
  - Southern Association for Information Systems – 2009 to 2012
- **Editorial Board Member,**
  - *Journal of Information Systems Education* – 2009 to present
  - *The Data Base for the Advances in Information Systems* – 2012 to present
- **Managing Editor,** *Journal of the Southern AIS* – 2009 to present
- **Associate Editor**
  - *MIS Quarterly Special Issue on Critical Realism, 2011-2012*
  - *European Conference on Information Systems (ECIS), 2011 and 2012, Project Management Track*
  - *International Conference on Information Systems (ICIS), 2010, Mini-track on Information Systems Development*
- **Mini-track Chair**
  - *Critical Realism in Information Systems - Americas' Conference on Information Systems, AMCIS, 2012*
  - *Project Management Education - Americas' Conference on Information Systems, AMCIS, 2012*
  - *Project Escalation – Americas' Conference on Information Systems, AMCIS, 2009*
- **Ad-hoc Journal Reviewing**
  - *MIS Quarterly*
  - *Information and Organization*
  - *Decision Sciences*
  - *Information Systems Journal*
  - *Journal of Information Systems Education*
  - *International Journal of Project Organisation and Management*
  - *Social Science and Medicine*



## **ACADEMIC HONORS**

Best Reviewer Award at Second International Research Workshop on Project Management (2007)

Accepted to the Organizational Communications and Information Systems (OCIS) Doctoral Consortium of the Academy of Management (2007)

Accepted to the Americas Conference on Information Systems (AMCIS) Doctoral Consortium (2007)

Best Paper Award at First International Research Workshop on Project Management (2006)

Awarded a GAANN fellowship for study in the Doctoral program at GSU. The GAANN program (Graduate Assistance in Areas of National Need) provides fellowships through academic departments and programs to assist graduate students with excellent records who demonstrate financial need and plan to pursue the highest degree available in their course of study in a field designated as an area of national need. (2004).

Winner, Cotterman Award for achievement in the Masters of Computer Information Systems program (2004)

Graduated Summa Cum Laude from University of Central Florida.

Winner, Dow Jones Award for achievement in the Finance Department