

# Damon E. Campbell

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## **Curriculum Vita**

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Millsaps College  
Else School of Management  
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## **Employment**

**Millsaps College**  
Else School of Management  
Assistant Professor of Management Information Systems  
Fall 2008-present

## **Education**

**Washington State University:** Ph.D. Business Administration, emphasis in Management Information Systems, **May 2008**

**Washington State University:** Masters in Business Administration, MBA, **2004**

**Lewis Clark State College:** Bachelor of Science, Business Administration, **2003**

## **Publications**

### **Refereed Journals**

**Campbell, D.E.**, Wells, J.D., and Valacich, J.S. (Forthcoming) "Understanding the Consumer's Perspective of Online B2C Relationships: Toward a B2C Relationship Stage Theory" ***AIS Transactions on Human-Computer Interactions***

Hess, T., Fuller, M., and **Campbell, D.E.** (Forthcoming) "Designing Interfaces with Social Presence: Using Vividness and Extraversion to Create Social Recommendation Agents," ***Journal of the Association for Information Systems***

**Campbell, D.E.**, and 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) February pp.62-76

### **Conferences Proceedings**

- Campbell, D.E.** "[Diagnosing and Managing Online B2C Relationships: Toward a B2C Relationship Stage Theory](#)" **Proceedings of America's Conference on Information Systems**, Keystone, CO, USA, 2007
- Campbell, D.E.**, Sarker, S., and Valacich, J.S. "[Collaboration using Mobile Technologies \(MCTs\): When is it essential?](#)" **International Conference on Mobile Business**, Copenhagen, Germany, 2006.
- Campbell, D.E.**, Fuller, M.A., and Hess, T.J. "[A Look at How Levels of Vividness and Social Presence Affect Trust in a Decision Aid](#)," **Proceedings of America's Conference on Information Systems**, Omaha, NE, USA, 2005, pp. 1-6.

## Manuscripts Under Review

- Sarker, S., Valacich, J.S., and **Campbell, D.E.** "Mapping the Need for Mobile Collaboration Technologies: A Fit Perspective"  
**Status:** Conditionally accepted at the *International Journal of e-Collaboration*
- Campbell, D.E.**, Wells, J.D., and Valacich, J.S. "Breaking the Ice in B2C Relationships: Understanding Initial Perceptions of Websites with the eCommerce Attraction Model"  
**Status:** Under 2<sup>nd</sup> round review at *Information Systems Research*
- Wells, J.D., **Campbell, D.E.**, Valacich, J.S., and Featherman, M. "The Effect of Perceived Novelty on the Adoption of Information Technology (IT) Innovations: A Risk/Reward Perspective"  
**Status:** Under 2<sup>nd</sup> round review at *Decision Sciences Journal*
- Campbell, D.E.**, Wells, J.D., and Parks, C. "Understanding the Role of Theory in Instrument Development: Examining the Strengths and Weaknesses of Discriminant Validity Analysis Techniques"  
**Status:** Under 1<sup>st</sup> round review at *European Journal of Information Systems*

## Select works-in-progress

- Campbell, D.E.**, Wright, R.T., and Clay, P. "Understanding the Effect of Interface Characteristics on Perceptions of Online Advertising"  
**Status:** Completed manuscript undergoing rewrite for submission to the *European Journal of Information Systems*

## Work Shops and Presentations

- Campbell, D.E., and Wright, R.T. "Measuring Interactivity: an Instrument Development and Initial Assessment of a Model of the Interactivity Construct" Proceedings of 6<sup>th</sup> Pre-ICIS Annual Workshop on HCI Research in MIS, Montreal, Canada, 2007
- Campbell, D.E., Wells, J.D., and Valacich, J.S. "*Understanding Online Customer*

- Relationships: B2C Relationship Stage Theory*" Post-ICIS JAIS theory building workshop, Milwaukee, WI, 2006
- Campbell, D.E. "*Breaking the Ice in B2C Relationships: Understanding Initial Perceptions of Websites with the eCommerce Attraction Model*," California State University, Eastbay Research Presentation, Hayward, CA, 2007.
- Campbell, D.E. "*Dimensions of e-Business Strategy*," Millsaps College, Jackson MS, 2007.
- Campbell, D.E., and Wells, J.D. "*Breaking the Ice in Online Customer Relationships: Understanding the Effects of Interface Stimuli on Initial Attraction*," Academic Showcase Juried Poster Session, Pullman, WA, 2005.
- Campbell, D.E. "Breaking the Ice in eCommerce Customer Relationships: Understanding User's Perceptions of Potential B2C Relationships with the eCommerce Attraction Model" Washington State University MIS Brown Bag Series, Pullman, WA, 2007.
- Campbell, D.E. "Media and Personality: Can CMC Mitigate the Influence of Machiavellianism?" Washington State University MIS Brown Bag Series, Pullman, WA, 2006.

## **Research Interests**

eCommerce, eCommerce Customer Relationship Management (eCRM), and Human-computer Interaction

## **Specific Teaching Interests**

Systems Analysis and Design, Database, Telecommunications, eCommerce, Information Systems, Introduction to MIS, Project Management, Survey of Management, MBA core: Marketing and Information Systems, Foundations of Statistics and Decision-Making.

## **Courses Taught**

### **Millsaps College**

- **BUSI 603: Strategic Marketing and Management of Information Systems**  
Spring 2009; student evaluation: **5.1/7.0**
  - Graduate foundations course focusing on applications of 1) Strategic Marketing including Internal & External analysis and strategic planning and 2) Management Information Systems including Telecommunications, Database, Systems analysis and design, ERP implementations, and Business Intelligence.
  - Applications: MarkStrat Online
- Fall 2008; Overall student evaluation: **5.6/7.0**

- **MGIS 3010: Management Information Systems**  
Spring 2009 Overall student evaluation: **6.7/7.0**
  - Introductory survey course of Management Information Systems
- **MGMT 3000: Introduction to Management**  
Fall 2008, two sections;  
Overall student evaluation: **6.3 and 6.4/7.0**
  - Survey of Management course

### **Washington State University**

- **MIS 372: Database**  
Fall 2007; Overall student evaluation: **3.18/4.0** (Department mean: 3.14)
  - Introduction to database management systems
  - Applications: SQL Server 2005, Microsoft Visio, and Microsoft Access.
- **MIS 250: Managing Information Technology**  
Summer 2007; Overall student evaluation: **3.55/4.0** (Dept. mean: 3.29)
  - Introductory survey course (lecture) with lab component (covers word processing, spreadsheets, relational database, presentations, and web page development)
  - Applications: Developed and used laboratory testing environment with simulation software (Prenhall™ TAIT, McGraw-Hill™ SimNet); Microsoft Office products (Word, Excel, Access, PowerPoint, and FrontPage); Webct 4, Webct 6, Blackboard
- **MIS 250 DDP (Distance Degree Program)**  
Spring 2007; Overall student evaluation: **3.69/4.0** (Dept. mean: 3.21)
- **MIS 250 DDP (Distance Degree Program)**  
Fall 2006; Overall student evaluation: **3.60/4.0** (Dept. mean: 3.01)
- **MIS 250**  
Summer 2006; Overall student evaluation: **3.49/4.0** (Dept. mean: 3.29)
- **MIS 250 DDP (Distance Degree Program)**  
Spring 2006; Overall student evaluation: **3.60/4.0** (Dept. mean: 3.11)
- **MIS 250**  
Summer 2005; Overall student evaluation: **3.32/4.0** (Dept. mean: 3.09)

### **Course Experience as Teaching Assistant**

- MIS 250, Introduction to Management Information Systems - Spring 2004-Fall 2006
  - Served as Lead Graduate Assistant to manage laboratory component of survey course delivered 540 students each semester by 24 hours of lab sessions per week. Supervising 5 teaching

- assistance in delivering lab content (covers word processing, spreadsheets, relational database, presentations, and web page development) and grading activities.
  - Applications: Developed and used laboratory testing environment with simulation software (Prenhall™ TAIT, McGraw-Hill™ SimNet); Microsoft Office products (Word, Excel, Access, PowerPoint, and FrontPage) ; Webct 4, Webct 6, Blackboard
- MIS 375 eCommerce - Spring 2006
  - Applications: Microsoft FrontPage and Microsoft Publisher
- MIS 372, Database - Spring 2007
  - Applications: SQL Server, Microsoft Visio, and Microsoft Access.

## **Dissertation**

### **Title**

Diagnosing and Managing Online B2C Relationships: Toward a B2C Relationship Stage Theory and Empirical Investigation of an eCommerce Attraction Model

### **Committee**

John Wells (Co-Chair), Joe Valacich (Co-chair), and Craig Parks

### **Abstract**

This dissertation addresses a need for theoretical insight to eCommerce Customer Relationship Management (eCRM). Stage Theory, a theory from psychology which identifies stages of interpersonal relationships, is instantiated in an eCommerce context to provide the theoretical foundation for eCRM research. This dissertation consists of three essays. The first essay develops a framework called the eCommerce B2C-Relationship Stage Theory (eB2C-RST) which identifies stages of B2C relationships and specific factors that influence each stage. The eB2C-RST consists of three stages: Attraction, Build-Up, and Maintenance. The second essay begins the empirical testing of the eB2C-RST by developing a psychometric instrument measuring the constructs proposed for the Attraction stage. This second essay uses survey methods with two separate and independent samples. The third essay utilizes a laboratory experiment and survey designed for theory testing of the initial stage, Attraction. This research provides implications for IS practice and theory in the area of interface design and eCRM.

## **Reviewing Activity**

- Information Systems Research (ISR)
- European Journal of Information Systems (EJIS)
- International Journal of Human-Computer Interaction (IJHCI)
- Information Systems Journal (ISJ)

- Conferences: ICIS, ECIS, HICSS, and AMCIS

## **Affiliations**

- Member Association of Information Systems (AIS)
- Member Special Interest Group on Human Computer Interaction (SIGHCI)
- Member INFORMS

## **Awards**

- Selected for Associated Colleges of the South Teaching and Learning Workshop summer 2009
- Kappa Delta Professor of the Month November 2008
- Outstanding Graduate Student Teacher of the Year Award for Washington State University College of Business 2007-2008 (\$1,500)
- AMCIS (2007) Doctoral Consortium participant
- Nominated for Outstanding Graduate Student Researcher Award for Washington State University College of Business 2006-2007
- Washington State University Graduate School Research Travel Grant 2006-2007
- Washington State University Graduate and Professional Student Association Registration Grant Summer 2007
- ICIS (2006) Doctoral Consortium Nominee
- Graduated with recognized distinction (top 3) for MBA class Fall 2004

## **Languages**

English (primary) and Spanish

## **Professional Employment History**

### **Jacklin Seed, a Division of the J.R. Simplot Co.; 2001-2003**

International Marketing Representative: Responsibilities included establishing distribution and production of grass seed varieties. This position directed all activities for the regions of South America, Australia, and Europe. Duties also included participation in an ERP with J.D. Edwards.

### **The Church of Jesus Christ of Latter-day Saints; 1997-1999**

2-year voluntary mission served in Quito, Ecuador