

GINA C. GREEN

Associate Professor, Information Systems

[MSIS Graduate Program Director](#)

[Hankamer School of Business](#)

[Baylor University](#)

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RESEARCH INTERESTS

IT use in non-profit organizations, ICT for Development, IS service learning and education, IS systems development processes and impacts

TEACHING INTERESTS

Database Design, Management, and Administration; Data Analysis; Data Warehousing

EDUCATION & CERTIFICATIONS

7/2019

[MongoDB University](#)

(MongoDB Basics)

4/2019

[IBM Cognitive Class Python 101 Data Science](#)

8/2013

[Microsoft Technology Associate](#)

(Database Administration Fundamentals)

12/2010

[Kimball University](#)

(Microsoft Data Warehousing In-Depth)

01/2001 and

12/2007

[Oracle University](#)

(PL/SQL, DBA Architecture & Admin, and XML)

05/94-07/98

[UNIVERSITY OF SOUTH FLORIDA, Tampa, FL](#)

Ph.D., Information Systems. Supporting Areas: Computer Science and Psychology.

***Dissertation Topic:** Examining the Impacts of Developer Involvement and IT Diffusion Environment on the Diffusion of Software Development Techniques*

10/90-05/91

IBM MANAGEMENT EDUCATION, Armonk, NY, & Atlanta, GA

Completed three required courses on Effective Managing. Topics included personnel development, technical management issues, planning, budgeting, and communication.

01/86-04/94

IBM TECHNICAL/PROFESSIONAL EDUCATION, Dallas, TX

Courses include DB2 Database Administration, Data Resource Planning, Data Communications Overview, Project Management, etc. Also completed full IBM Marketing/SE Education.

08/84-12/85

[UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA](#)

MS Engineering, Computer Science. Database & I/S emphasis. Academic Fellowship.

08/80-05/84

[SOUTHERN UNIVERSITY, Baton Rouge, LA](#)

BS; Computer Science. Emphasis: Business Applications. Summa Cum Laude Graduate.

TEACHING EXPERIENCE

Seminar in Data Warehousing

Baylor University, Spring 2011 to present

This course provides hands-on experience with techniques used to implement data structures that are optimized for organizational decision-making. We focus on:

- Data warehouse concepts and architectures
- Data warehouse modeling and design
- ETL concepts
- Data warehouse and online analytical processing (OLAP) cube construction
- Data warehouse Information Delivery
 - Ad-Hoc Analysis of OLAP data
 - Reporting Tools
 - Data Mining basics

SQL Server Database, Analysis, Reporting, and Integration Services are used.

Litigation Data Management: Data Analytics

Baylor University Law School, Fall 2018 to present (online)

This online course teaches concepts and techniques related to data analytics and its use in the practice of litigation management. My module includes topics related to the management of data as an asset, sources of data for analytics, techniques for organizing and storing data, basic approaches to summarizing and analyzing data, and data quality and security issues.

Data analysis examples use Excel and Access for structured data, and online tools that demonstrate text mining concepts.

Foundations of Database Systems

Baylor University, Spring 2001 to present

This course teaches techniques for designing and implementing databases for business systems. Concepts covered include Entity-Relationship Diagramming, Logical Table Design, Physical Database Design, SQL programming, and access to databases from applications (including TSQL triggers and procedures, Excel, and/or ASP.net programs). Students also learn to manipulate and connect to data in the Microsoft Azure cloud environment. A comprehensive team project is assigned in order for students to demonstrate proficiency in the concepts taught.

MS SQL Server, LucidChart, Excel and Microsoft Azure are used.

Advanced Topics in Database

Baylor University, Spring 2007, Summer 2007, 2008

Students learn physical database design partitioning tables, sequential, indexed, and hash table organizations, implementing b-tree and bitmap indexes, query execution phases, query optimization, query re-design, and database architecture. We further cover sequences, and ASP programming for the development of database-driven web applications. Students work with XML data and are exposed to data warehousing and database administration topics such as data encryption, transaction control, locking, and recovery. Oracle 10g is used.

Database Design

Northrise University, Ndola, Zambia Summers 2014 and 2015

This course teaches techniques for designing and implementing databases for business systems. Concepts covered include Entity-Relationship Diagramming, Logical Table Design, Physical Database Design, and SQL programming. In addition to assignments and exams, a comprehensive team project is assigned in order for students to demonstrate proficiency in the concepts taught. The class is currently taught using MS SQL Server.

Introduction to Data Management and CRM Systems

Baylor University, Spring 2010 to Spring 2014

This course provides marketing and non-profit majors database management skills that facilitate the effective use of Customer Relationship Management (CRM) technology. In particular, we focus on:

- Information Modeling
- Querying and Analyzing Organization Data
- Understanding the role of database technology in CRM technology
- Basics in the use of CRM technology
- Exposure to CRM customization

Microsoft Visio, Excel, SQL Server, and Dynamics CRM products are used.

Independent Study in Nonprofit Data Management

Baylor University, Fall 2007 to 2015

This independent study involves students in the development, enhancement, and maintenance of a tool to support local nonprofits in managing constituent data. Students learn about the data management needs of nonprofits, and real-world systems development issues. Students also contribute to research efforts in this area.

Introduction to Information Technology and Processing

Baylor University, Fall 2008 to present (online and classroom)

A required computer course for all business students, covering business management tools for using the personal computer in the modern business workplace. Emphasis on using the computer as a problem-solving tool using software such as spreadsheets and database development/manipulation. Other topics include the use of the Internet as a research tool, issues of security, privacy and ethics in networks, and development of web pages.

Systems Analysis and Design

Baylor University, Fall 1999 to Spring 2001

University of South Florida, Spring and Summer Semesters, 1997

This course teaches organizational, social, and technical issues in systems development, as well as methods of systems development commonly used in organizations. Concepts and techniques taught include Project Estimation and Planning, Data Gathering, Entity-Relationship Diagramming, Data Flow Diagramming, Function Point Analysis, etc. In addition to assignments and exams, a 3-phase team project is assigned in order for students to demonstrate proficiency in the concepts taught.

Introduction to Management Information Systems

Baylor University, Fall 1998 to Spring 1999, Summer 2004 to Fall 2004, Summer 2007

This course is the second required IS course for all business majors. It introduces students to:

- * Organizational Foundations of IS
- * Technical Foundations of IS
- * Building Information Systems
- * Management and Organizational Support Systems
- * Issues in Managing and Controlling IS

Individual assignments involve analyzing Web sites, programming concepts, creating database queries, working with business intelligence applications, and analyzing organizations for IS-related improvements. Team assignments include the analysis and development of a website, and the presentation of a case study.

WORK EXPERIENCE 10/90-05/94

Manager, Order Processing/Registration Development
IBM INFORMATION NETWORK, TAMPA, FL

Responsible for business, technical, and personnel management of fourteen application programmers. Technical activities include review/approval of requirement sizings, designs, test plans, and installation plans for all department projects. Also responsible for driving technical strategy of internal order fulfillment applications. Applications were CICS/PLI/VSAM/DB2-based, with customers located in the US, Japan, and Brazil.

Business activities include prioritization of requirements, workflow management, budget management, quality measurements and tracking, and resolution of project issues.

Personnel activities include development of salary plans, professional development plans, technical education plans, performance plans, and assessing employee performance.

08/88-09/90

Staff Programmer, Database Administration and Info Center
IBM INFORMATION NETWORK, TAMPA, FL

Responsible for defining data element requirements, developing database designs, and implementing DB2 tables/databases required to support IIN order entry and network configuration applications. Led major international project to design and develop new applications and databases to manage network resource names.

Technical activities included coordinating and conducting Joint Application Design sessions, developing external and internal application and database designs, moderating all project code reviews, developing and coordinating unit and integration test plans, and developing installation procedures.

Project management activities included devising and tracking high-level and detailed project plans, and coordinating all project activities for team of eight application developers. Regularly presented project status to management.

01/86-07/88

Account Systems Engineer
IBM SOUTHWEST MARKETING DIVISION, PHOENIX, AZ

Responsible for DB2 and AD/Cycle technical support to the American Express account. Activities included conducting systems assurances, planning and conducting product demos and customer briefings on product directions, first-level problem determination for DB2-related problems, and recommendations on AD/Cycle tools and process improvements to increase programmer productivity.

05/83 - 08/83 Computer Science Intern
BELL LABORATORIES, HOLMDEL, NJ
Responsible for FORTRAN programming and testing to support the Operations Management department.

05/82 - 08/82 Computer Science Intern
IBM COMMUNICATIONS PRODUCTS DIVISION, AUSTIN, TX

Responsible of conversion of existing code to VM EXEC scripts. Provided documentation and testing of new code.

**REFEREED
JOURNAL
ARTICLES**

Koch, H., Mahid, Z., **Green, G.**, Garner, S., Hitchcock, J., Young, P. and George, C. "mHealth Collaboration for Social Good: Lessons on Adaptability" in *Impacts of Information Technology on Patient Care and Empowerment*, Roger W. McHaney, Iris Reyhav, Joseph Azuri, Mark E. McHaney, Rami Moshonov (eds.). Hershey, PA: IGI Global, 2020.

Chipidza, W., **Green, G.** and Riemenschneider, C. (2019) "Why do Students not Major in MIS? An Application of the Theory of Planned Behavior," *Journal of Information Systems Education*, 30(2), pp. 111 – 126.

Chipidza, W., **Green, G.** and Riemenschneider, C. (2019). "Choosing Technology Majors: What You Don't Know *Can* Influence You," *Journal of Computer Information Systems*, 59(1), pp 1-14.

Chipidza, W., **Green, G.** and Riemenschneider, C. (2016). "Salient Beliefs in Majoring in MIS: An Elicitation Study," *Information Systems Education Journal*, 14(4), pp. 69-80.

Green, G. and West, H. (2009). "Enhancing Constituent Data Management in Small Nonprofit Organizations." *Journal of Global Management Research*, 5(2).

Carter, P. and **Green, G.** (2009) "Networks of Contextualized Data: A Framework for Cyberinfrastructure Data Management." *Communications of the ACM*, 52(2), pp. 1-5.

Green, G., Hevner, A. and Collins, R. (2006). "Developer-Driven Quality: Guidelines for Implementing Software Process Improvements," *Measuring Quality Requirements in Information Systems*, E. Duggan and H. Reichgelt, Eds., Idea Group, Inc.

Green, G. (2005). "Greta's Gym: A Teaching Case for Term-Long Database Projects," *Journal of Information Systems Education*, 16(4).

Green, G., Hevner, A. and Collins, R. (2005). "The Impacts of Quality and Productivity Perceptions on the Use of SPIs," *Information and Software Technology Journal*, 47(8), pp 543-553.

Ilie, V., VanSlyke, C., **Green, G.**, and Lou, H. (2005). "Gender differences in perceptions and use of communications technologies: a diffusion of innovations approach," *Information Resources Management Journal*, 18(3), pp. 13-31.

Green, G., Day, J., Lou, H., and VanSlyke, C. (2005). "How User Perceptions Impact Groupware Use," *Encyclopedia of Information Science and Technology*.

Reprinted in *End User Computing: Concepts, Methodologies, Tools and Applications*, S. Clarke, Ed. IGI Global, 2008, pp 897-904.

Green, G. (2004). "The Impact of Cognitive Complexity on Project Leadership Performance," *Information and Software Technology Journal*, 46(3), pp 165-172.

Green, G., Collins, R. and Hevner, A. (2004). "Perceived Control and the Diffusion of Software Process Innovations," *Journal of High Technology Management Research* 15(1), pp. 123-144.

Green, G. and Hevner, A. (2000). "The Successful Diffusion of Innovations: Guidance for Software Development Organizations," *IEEE Software* 17(6), pp. 96-103.

Green, G., Hevner, A. and Collins, R. (1999). "Perceived Control of Software Developers and Its Impact on the Successful Diffusion of IT," *Software Engineering Institute Special Report CMU/SEI-98-SR-013*.

CONFERENCE PAPERS

Kulaba, P., **Green, G.**, Koch, H., & Health India Team Collaborators - Garner, S. (lead). (2019, accepted 10/23/19). "Collaborative Development of a Gaming-based ICT for Well-Being in India," *International Conference on Information Systems*, Munich, Germany, December 2019.

Garner, S.L., Hitchcock, J., Koch, H., George, C.E., Norman, G., Young, P., **Green, G.**, & Mahid, Z. (2018, accepted 2/15/19). An International and Multidisciplinary Team Collaboration to Design a Mobile Health Application to Improve Hypertension Health Outcomes in India. *International Council of Nursing Congress. Singapore*, June 2019.

Garner, S.L., Young, P., George, C.E., Koch, H., Hitchcock, J., Norman, G., **Green, G.**, & Mahid, Z. (2018, accepted 2/15/19). Effectiveness of an Innovative mHealth Application to Improve Hypertension Health Literacy among Disadvantaged Populations in India. *International Council of Nursing Congress. Singapore*, June 2019.

Koch, H; Mahid, Z; **Green, G**; Garner, S; Hitchcock, J; and Young, P. "Collaborating for the Good: Improving Health in India's Slums with Mobile Technology," *International Conference on Information Systems*, San Francisco, CA, December 13-16, 2018.

Mahid, Zd; **Green, G**; Koch, H; Garner, S; Hitchcock, Ja; Young, P. "Collaborating "Collaborating for Good: Building a Virtual Reality Simulation to Improve Health Outcomes in the Urban Slums of India," *Americas Conference on Information Systems*, New Orleans, LA, August 16-18, 2018.

Chipidza, W., **Green, G.** and Riemenschneider, C. (2015). "Salient Beliefs in Majoring in MIS: An Elicitation Study," *Conference on Information Systems and Computing Education*, Wilmington, NC, November 2015.

West, H. and **Green, G.** (2015). "Because Excel will Mind Me! The State of Constituent Data Management in Small Nonprofit Organizations," *Americas Conference on Information Systems Proceedings*, Toronto, CA, August 2008.

Green, G. (1997). "The Impact of Cognitive Complexity on the Project Integration Effectiveness of Project Leaders," *Association of Information Systems Conference*, August, 1997.

Green, G. and Hevner, A. (1997). "The Impact of Formal Methods and User Involvement on Perceived Control in Information Systems Development: A Research Model," *Conference on Information Systems and Technology*, May, 1997.

Green, G. and Collins, R. (1995). "An Interactionist Perspective of Complexity in Computer-Supported Knowledge Work," Association of Information Systems Americas Conference Proceedings, August, 1995.

**RESEARCH
IN PROGRESS**

Koch, H., **Green, G.**, Garner, S., Young, P. and Mahid, Z. "An International Multidisciplinary Research Study to Improve Health Outcomes in India through mHealth and Virtual Reality Simulation"

Green, G., and Kulaba, P. "Development and 'The Poor' in ICT4D Research: A Modified Livelihoods Framework."

Green, G. "Technology Support for Market-Oriented Activities in Small Nonprofit Organizations."

Green, G., Gonzalez, A. and Riemenschneider, C. "Non-Traditional Systems Implementation in Higher Education: A Case of CRM Implementation."

**ACADEMIC
SERVICE**
(Profession)

Big 12+ Research Symposium, Session Chair and Reviewer, 2016

ICIS Junior Faculty Consortium, Mentor and Monitor, 2015

Technical Editor, DATABASE for Advances in Information Systems, 2002 to 2005.

NSF Panel

Invited Speaker, CS Symposium, Southern University, Baton Rouge, LA. Spring, 2007

Invited Panelist, African-American Researchers in Computing Sciences (AARCS) Conference, Auburn University, Auburn, AL, July 2007

Big 12 MIS Research Symposium, Room Coordinator and Registration Asst., Spring 2006

Invited Panelist, KPMG PhD Project Conference, 1999, 2005.

Session Moderator and Planning Committee, KPMG PhD Project Conference, 2002, 2003

Discussant, International Conference on Information Systems (ICIS), 2001.

Invited Panelist, Software Engineering Institute's Interactive Roundtable Discussion on Software Process Improvement, 1999

Invited Presentation, Software Engineering Institute, "The Impacts of Developer Involvement and IT Diffusion Environment on the Diffusion of Software Development Techniques, 1998

Session Chair, Association for Information Systems Conference (AIS), 1997.

(Reviewer)

IGI Global, 2019

Communications of the Association for Information Systems (CAIS), 2018, 2017

European Journal of Information Systems (EJIS), 2015

Conference on Information Systems and Computing Education (EDSIG), 2015

Americas Conference on Information Systems (AMCIS) 2019, 2018, 2009, 2008, 2007, 1997

Louisiana Board of Regents, Grant Proposals, 2009, 2008

International Journal of Information Systems and Social Change 2009

International Conference on Information Systems (ICIS), 2008, 2007, 2001, 1999.

Journal of Information and Software Technology (JIST), 2005, 2003, 2002

DATABASE Journal, 2004

Journal of Information Technology Management, (JITM), 2004, 2001

Journal of Information Technology and People (JITP), 2003

Journal of High Technology Management Research (JHTMR), 2003, 2002.

Journal of Strategic Information Systems (JSIS), 1999.

Hawaiian International Conference on Computer Systems (HICCS), 1998, 1997.

Decision Sciences Institute Conference (DSI), 1997

(University)

Faculty Mentor, Xavier University Exchange Program, Fall 2018

Career Management Advisory Council, 2016 - present

Diversity Implementation Task Group, 2015
 Alpha Kappa Alpha Sorority, Inc., Faculty Advisor Assistant, 2015
 University Civil Rights Issues Resolution Committee, 2011
 University Faculty Awards Initiative, Summer 2010
 University Tenure Committee, Fall 2006 – Spring 2009
 University Faculty Athletic Council, Fall 2001 to 2010.
 University Commencement Usher & Faculty participant, Spring 2001 to present
 SACS Reaffirmation of Accreditation, University Leadership Team and Faculty
 Qualifications Coordinator, 2004 – 2007.
 Thesis Committee Member, Economics, Spring 2019.
 Thesis Committee Member, Computer Science, Fall 2005.
 University Task Force on Student Athlete Services, Summer 2005 – Fall 2006
 University Task Force on Student-Athlete Recruiting, Spring, 2004
 University Provost Search Committee, Fall 2002.

(College) Business School Graduate Program Commencement Participant, 2017 - present
 Hankamer School of Business Researcher Awards Committee, 2009
 Hankamer School of Business Diversity Committee, 2002 to 2005.
 Hankamer School of Business Academic Reputation Committee, 1999-2001
 Hankamer School of Business Working Paper Series Administrator, 1999-2001

(Department) MSIS Graduate Program Director, 2017 to present
 Thesis (Co-)Chair, 2017-present
 PhD Dissertation Committees, 2018, 2014
 Baylor University / Waco Foundation Non-Profit Internship Program, 2011 - 2016
 Conoco Phillips Professor Leader Forum 2010

(Community) Co-Coordinator, Nonprofit Technology Collaboration, Fall 2011 - 2015
 Instructor, Excel for Nonprofits, Baylor University, December 2014
 Invited Speaker, Next Young Phenom Foundation, Waco, TX, August 2011
 Coordinator, GEARUP/TAGS Business Technology Camp 2008
 Invited Speaker, "MIS Careers", Lorena High School BCIS Classes, Spring 2007

**COMMUNITY
 SERVICE**

Non-Profit Data Management Technology Volunteer, 2008 - 2016
 Christian Women's Job Corp of McLennan County, Board Member, 2009 - 2016
 National Charity League, 2009-2015
 Rapoport Academy GEO Secretary, 2010 – 2011
 Lorena High School Senior Job Shadowing Host, 2011
 Waco Chapter of Jack and Jill of America, Inc., Treasurer, 2007 – 2009; Recording
 Secretary, 2002 – 2006; Mother of the Year, 2006
 Lorena ISD Project Graduation Committee, 2014-15, 2008-09, 2006-07
 Lorena ISD Education Improvement Committee, 2004
 Robinson Church of Christ, Benevolence Committee

**HONORS and
 AWARDS:**

University Teaching Development Grant (2019, 2018, 2008, 2007)
 Hankamer School of Business Summer Research Sabbatical (2014)
 Richard Couey Award for Teaching Excellence, Phi Kappa Chi fraternity (2008)
 Dell Foundation Gift Award for Business Technology Camp (2008)
 McLane Company Gift Award for Business Technology Camp (2008)
 University Research Council Grant co-recipient (2004)
 BU Football Faculty Co-Captain of the Week (2004)
 Who's Who in Business Higher Education (2003)

PROFESSIONAL AFFILIATIONS: Association for Computing Machinery (incl. SIGMIS)
Association for Information Systems
KPMG PhD Project and IS Faculty Association
Association of Business Technology Professionals