Robin L. Wakefield

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Information Systems & Business Analytics
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Education

Ph.D.	University of Mississippi - Accountancy
	Information Systems & Economic Statistics
	Dissertation Title: "A Determination of the Antecedents of Online Trust and an Evaluation of the Current Web Assurance Seals."
Master of Taxation	University of Mississippi, E.H. Patterson School of Accountancy
B.S.	Southwest Baptist University - Biology, Medical Technology

Professional Experience

Professor of Information Systems & Business Analytics: Baylor University, 2017 - present
Associate Professor of MIS: Baylor University, 2008 - 2017
Assistant Professor of MIS: Baylor University, 2002 - 2008
Visiting Professor of MIS: University of Mississippi, 2000 - 2002
Graduate Instructor: University of Mississippi, 1997 - 2000
CPA: Aune CPAs (Oxford, MS), 1996-1997

Research Activities – Publications

Wakefield, R., and Wakefield, K. 2023. The Antecedents and Consequences of Intergroup Affective Polarization on Social Media. *Information Systems Journal, forthcoming.*

Wakefield, R., and Wakefield, L. 2023. How do Job Seekers Respond to Cybervetting? An Exploration of Threats, Fear, and Access Control. *The DATA BASE for Advances in Information Systems, forthcoming.*

Illuzada, C., Wakefield, R., and Alford, A. 2021. Personal Technology in the Classroom: Evaluating Student Learning, Attention & Satisfaction. *Journal of Effective Teaching in Higher Education.*

Zhang, S., Wakefield R., Huang, J., and Li, X. 2020. Exploring Determinants of Consumers' Attitudes toward Real-Time Bidding (RTB) Advertising. *Information Technology & People.* (34-2), 496-525.

Hwang, I., Wakefield, R., Kim, S., and Kim, T. 2019. Security Awareness: The Critical First Step in Information Security Compliance Behavior. *Journal of Computer Information Systems.* 345-356.

Moquin, R., Riemenschneider, C., and Wakefield, R. 2019. Psychological Contract and Turnover Intention in the Information Technology Profession. *Information Systems Management.* (36:2), 111-125.

Wakefield, L. and Wakefield, R. 2018. Anxiety and Ephemeral Social Media Use in eWOM creation. *Journal of Interactive Marketing,* 41, 44-59.

Zhang, S., Yan, J., Huang, J-S., Wakefield, R., and Xiong, J. 2018. Real-time Bidding Advertising: Surprising or Irritating. *The International Journal of Technology, Knowledge, and Society.* 14(4), 19-28.

Yan, K., and Wakefield, R. 2018. Converting the Free-Trial User to a Paid Subscriber: Two Stages of Technology Acceptance and Use. *Journal of Information Technology Management.* 29(1), 47-61.

Wang, L., Baker, J., Wakefield, K. and Wakefield, R. 2017. Is Background Music Effective on Retail Websites? *Journal of Promotion Management,* 23(1), 1-23.

Wakefield, R., Wakefield, K. 2016. Social Media Network Behavior: A Study of User Passion and Affect. *Journal of Strategic Information Systems,* 25(2), 140-156.

Zhang, S., Liang, Y., Wakefield, R., and Leidner, D. 2016. Friend or Foe: Cyberbullying in Social Network Sites. *DATA BASE for Advances in Information Systems,* 47(1), 51-71.

Moquin, R., and Wakefield, R. 2016. The Roles of Awareness, Sanctions and Ethics in Software Compliance. *Journal of Computer Information Systems,* 56(3), 261-270.

Wakefield, R. 2015. The Use of Innovative Technology: Do Positive and Negative Feelings Matter? *DATA BASE for Advances in Information Systems,* 46 (4), 48-67.

Garrison, G., Wakefield, R., and Kim, S. 2015. The Effects of IT Capabilities and Delivery Model on Cloud Computing Success and Firm Performance for Cloud Supported Processes and Operations. *International Journal of Information Management,* 35(4), 377-393.

Wakefield, R. 2013. The Influence of User Affect in Online Information Disclosure. *Journal of Strategic Information Systems*, 22(2), 157-174.

Roback, D., and Wakefield, R. 2013. Security versus Socialness in the Decision to Use Mobile Location-Based Applications. *DATA BASE for Advances in Information Systems,* 44(2), 19-38.

Garrison, G., Kim, S., and Wakefield, R. 2012. Factors Leading to the Successful Deployment of Cloud Computing. *Communications of the ACM,* 55(9), 62-68.

Wakefield, R., Wakefield, K., and Baker, J. 2011. How Website Socialness Leads to Website Use. *European Journal of Information Systems, 20*, 118-132.

Garrison, G., Xu., X, Kim, S. and Wakefield, R. 2010. Globally Distributed Teams: The Effect of Diversity on Trust, Cohesion and Individual Performance. *DATA BASE for Advances in Information Systems*, 41(3), 27-48.

Whitten, D., Chakrabarty, S., and Wakefield, R. 2010. An Examination of Switching Costs among Organizations that Outsource IT. *Information & Management*, 47, 167-175.

Garrison, G., Harvey, M., Kim, S. and Wakefield, R. 2010. Exploring Perceptions of 'Foreignness' in Virtual Teams: Its Impact on Team Member Satisfaction and Turnover Intention. *Asia Pacific Journal of Information Systems*, 20(1), 101-125.

Wakefield, R. 2008. Networks of Accounting Research: A Citation-Based Structural and Network Analysis. *The British Accounting Review,* 40, 228-244.

Wakefield, R., Leidner, D., and Garrison G. 2008. A Model of Conflict, Leadership and Performance in Virtual Teams. *Information Systems Research,* 19(4), 434-455.

Wakefield, R. 2008. Accounting and Machiavellianism. *Behavioral Research in Accounting,* 20 (1), 115-129.

Wakefield, R., and Whitten, D. 2008. Examining User Perceptions of Third-Party Organization Credibility and Trust in an E-Retailer. in *Information Security and Ethics: Concepts, Methodologies, Tools and Applications*, H. Nemati (ed) Information Science Reference, Hershey, PA. 2814-2829.

Wakefield, R., and Whitten, D. 2006. Mobile Computing: A User Study of Hedonic/Utilitarian Mobile Device Usage. *European Journal of Information System*s, 15, 292-300.

Wakefield, R., and Whitten D. 2006. Examining User Perceptions of Third Party Organization Credibility and Trust in an E-Retailer. *Journal of Organizational and End User Computing,* 18(2), 1-19.

Whitten, D., and Wakefield, R. 2006. Measuring Switching Costs in IT Outsourcing Services. *Journal of Strategic Information Systems,* 15(3), 219-248. Top Ten Most Downloaded Article – Fall 2006

Wakefield, R. 2005. Identifying Knowledge Agents in a KM Strategy: The Use of the Structural Influence Index. *Information & Management,* 42(7), 935-945.

Wakefield, R., Stocks, M., and Wilder, M. 2004. The Role of Web Site Characteristics in Initial Trust Formation. *The Journal of Computer Information Systems,* 45(1), 94-103.

Wakefield, R. 2004. Computer Monitoring and Surveillance: Balancing Privacy with Security. *The CPA Journal,* 74(7), 52-55.

Wakefield, R. 2004. Employee Monitoring and Surveillance: The Growing Trend. *Information Systems Control Journal,* 1, 47-49.

Wakefield, R. 2004. Network Security and Password Policies. *The CPA Journal,* 74(7), 6-8.

Wakefield, R. 2002. IT Security Issues. *The CPA Journal,* 72(11), 55.

Wakefield, R. 2002. Auditor Due Care in E-Commerce. *Information Systems Control Journal,* 5, 41-42.

Wakefield, R., 2002. Using the Internet to Enhance CPA Service Quality. *The Ohio CPA Journal,* 61(3), 56-57.

Wakefield, R. 2001. Service Quality for the CPA Firm. *The CPA Journal,* 71(8), 58-60.

Peer Reviewed Conference Proceedings

Nash, K., and Wakefield, R. 2022. Examining GRI Sustainability Reports through the Lens of Stakeholder Theory. *Proceedings* of America's Conference on Information Systems (**AMCIS**), August 8-14, Minneapolis, Minnesota.

Bina, S., Wakefield, R., Jie, K., and Hadavi, Y. 2022. Social Capital and Sharing Economy Success: The Moderating Role of Technology Affordance. America's Conference on Information Systems (**AMCIS**), August 8-14, Minneapolis, Minnesota.

Nash, K., and Wakefield, R. 2019. Dare to Be Green: The Role of Environmental Passion and Green IT Identity on Sustainability Practices. *Proceedings* of America's Conference on Information Systems (**AMCIS**), August 15-17, Cancun.

Illuzada, C., Alford, A., and Wakefield, R., 2018. Getting Their Attention: Student Perceptions of Prohibitive Technology Policies as Related to Sustained Attention, Cognitive Learning, and Course Satisfaction. *Proceedings* of the National Communication Association (**NCA**), November 9.

Yan, K., and Wakefield, R. Cloud Storage Services: Converting the Free-Trial User to a Paid Subscriber. 2015. *Proceedings* of the International Conference on Information Systems (**ICIS**), Dec 13-16, Fort Worth, TX.

Wakefield, R., Garrison, G., and Kim, S. The Impact of Trust and IT Capability on Cloud Deployment Success, Firm Performance, and Vendor Satisfaction: A Global Study of Vendor and Adopter Relations. 2012. *Proceedings* of the American Accounting Association (**AAA**) Annual Conference, August 4-7, Washington, D.C.

Korkpoe, C., and Wakefield, R. ICT Pervasiveness and Corruption: A Study of African Nations. 2011. *Proceedings* of the American Accounting Association (**AAA**) Annual Conference, August 10-13, Denver, CO.

Wakefield, R., Whitten, D., and Kayworth, T. Information Security Dimensions: Identification and Measurement. 2009. *Proceedings* of the American Accounting Association (**AAA)** Annual Conference, August 4-7, New York, NY.

Garrison, G., Wakefield, R., and Kim, S. An Empirical Study of the Effects of Intra-National Diversity in Korean Virtual Teams. 2007. *Proceedings* of the Decision Sciences Institute (**DSI)** Conference, November, Phoenix.

Wakefield, R. The Use of Digital Interfaces to Convey Social Presence in Online Exchanges. 2007. *Proceedings* of the American Accounting Association (**AAA)** Annual Conference, August 5-8, Chicago.

Garrison, G., and Wakefield R. Implications of 'Foreignness' in Global Virtual Teams. 2006. *Proceedings* of the Decision Sciences Institute (**DSI**) 37th Annual Meeting, San Antonio, November 3-5.

Wakefield, R., and Leidner, D. Conflict and Conflict Composition in the Virtual Team. 2006. *Proceedings* of the American Accounting Association (**AAA**) Annual Conference, August 6-9 Washington, D.C.

Wakefield, R., Affect as Information in the Decision to Use Technology. 2006. *Proceedings* of America's Conference on Information Systems (**AMCIS**), August 4-6 Acapulco. **Best Paper Nomination.**

Wakefield, R., Leider, D., Pan, S. The Nature and Influence of Conflict in the Virtual Team. 2006. *Proceedings* of America's Conference on Information Systems (**AMCIS**), August 4-6 Acapulco, Mexico.

Wakefield, R. The Role of Switching Costs as a Higher-Order Factor. 2005. *Proceedings* of the American Accounting Association (**AAA)***,* August 7-10, San Francisco, CA.

Whitten, D., and Wakefield, R. Measuring Switching Costs in IT Outsourcing Services. 2005. IS Section of the American Accounting Association (**AAA)** Mid-Year Conference, January 8-10, New Orleans, LA.

Wakefield, R. Accounting and Machiavellianism. 2004. *Proceedings* of the Southwest Regional Conference of the American Accounting Association (**AAA),** March 26-28, Austin, Texas.

Wakefield, R. The AIS Expectation Gap. 2004. *Proceedings* of the 2004 America's Conference on Information Systems (**AMCIS),** August, New York City.

Wakefield, R. Virtual Team Leader Effectiveness: Conflict, Roles, and Technology. 2004. *Big XII MIS Research Symposium*, April 2-4, Iowa State University.

Wakefield, R. Experiencing Technology: Emerging Concepts of Hedonic Technology Use. 2004. *Cognitive Research Workshop* (**ICIS**) December 12-15, Washington, D.C.

Wakefield, R., and Whitten, D. The Role of Third-Party Organizations in E-Commerce. 2004. *Research Forum of the IS Section* of the American Accounting Association (**AAA**), January 6-8, Clearwater, FL.

Wakefield, R., Stocks, M., and Wilder, M. Assessing the Value of Web Assurance Seals. 2002. *Proceedings* of the American Accounting Association (**AAA)** Annual Meeting. August, San Antonio, TX.

Wakefield, R., Stocks, M., and Wilder, M. The Value of Web Assurance Seals. 2002. *Proceedings* of the American Accounting Association (**AAA)** Southeast Regional Meeting.

Wakefield, R., and Wakefield, K. The Effects of Organizational Structure on User Influence and User Participation. 2002. *Proceedings* of the Fifth Annual Conference of the Southern Association for Information Systems (**SAIS**), March, Savannah.

Conference Workshop Chair

- American Accounting Association Annual Conference (**AAA**). Accounting Research using PLS-SEM. NY, NY - August 7, 2016

- America's Conference on Information Systems (**AMCIS**). The Application and Use of PLS-SEM in IS Research. Savannah, GA – August 2014

- American Accounting Association Annual Conference (**AAA)**. Behavioral Research using PLS-SEM. Atlanta, GA – August 2, 2014

Awards and Honors

- Summer Sabbatical Award, Baylor University, 2002-2019

- Social Media Network Behavior: A Study of User Passion and Affect. *Journal of Strategic Information Systems*. 2nd Most Downloaded Article: Aug-Oct 2016.

- Measuring Switching Costs in IT Outsourcing Services, *Journal of Strategic Information Systems*. Top Ten Most Downloaded Articles**,** 2006.

- Affect as Information in the Decision to Use Technology, Best Paper Nomination, *America's Conference on Information Systems,* 2006

- Outstanding Graduate Instructor Award, 2000

- Fred T. Neely *Gold Medal Award* (1st Place - CPA Exam, May 1996 MS)

Professional Activities

- Senior Editor: *DATA BASE for Advances in Information Systems* (2017 - present)
- Editorial Board Member:
    - *Journal of Strategic Information Systems* (2015 - present)
    - *Information & Management* (2009 - present)
- Referee Activities: *MIS Quarterly, Information Systems Research, DATA BASE, European Journal of Information Systems, Information & Management, Journal of Strategic Information Systems, Decision Science, Journal of Business Ethics, Journal of Business Research, Behavioral Research in Accounting, Psychological Reports, Decision Support Systems, Information Systems Frontiers, Journal of Information Technology, Theory and Application, Journal of End-user Computing, Asia-Pacific Management Review,* ICIS, AAA, AMCIS, HICCS.