Emmanuel W. Ayaburi
Baylor University
Department of Information Systems & Business Analytics
Email: emmanuel_ayaburi@baylor.edu

Education

PhD, University of Texas at San Antonio, 2017.
  Major: Business Administration (Information Technology)

MBA, Colorado Heights University
  Major: Business Administration

BSc, Kwame Nkrumah University of Science and Technology, 2006.
  Major: Electrical/Electronic Engineering

Professional Employment History

Academic

Assistant Professor, Department of Information Systems, Baylor University. (August 2024 – present).

Assistant Professor, Department of Information Systems, Cleveland State University. (August 2022 – May 2024).

Assistant Professor, Department of Information Systems, The University of Texas Rio Grande Valley. (September 2017 – August 2022).

Instructor, Department of Information Systems, The University of Texas at San Antonio. (September 1, 2014 – August 31, 2017).

Teaching

Cleveland State University, Cleveland, Ohio
  IST 636 Managing Network/Security Risk, 4 courses.
  IST 614, Project Management and Scheduling, 4 courses.
  IST 800, Research Design & Measurements, 1 course.

The University of Texas Rio Grande Valley, Edinburg, Texas (selected classes)
  INFS 2300, Data Modeling Management Tools, 5 courses.
  INFS 3336, Systems Analysis, 4 courses.
  INFS 4308, Project Management, 4 courses.
  INFS 8318, Theory of Manager & Org IS Rsc, 2 courses.
Research

Published Intellectual Contributions

Journal Article, Academic Journal

1) Frimpong, B., Ayaburi, E. W., Andoh-Baidoo, F., (forthcoming), Harambee as a Decolonial Digital Fundraising Approach. *Information Systems Journal (ISJ)*

2) Hagan C., Andoh-Baidoo F., *Ayaburi, E. W.*, & Nwankpa J. (forthcoming). A moderated model of Open Innovation: An Integration of Theories of Constraint and Dynamic Capabilities. *IEEE Transactions on Engineering Management*

3) Andoh-Baidoo F., *Ayaburi, E. W.*, Yoon V. (forthcoming). Integrated Model to Enhance Quality Contributions in Q&A Forums. *Journal of Computers Information Systems (JCIS)*

4) *Ayaburi, E. W.*, Andoh-Baidoo, F., Lee, F., Siponen, M., (forthcoming), Investigating the use of protective technologies after data breach: the roles of psychological distance, technological service type and organizational justice. *Computer & Security (C&S)*

5) Andoh-Baidoo, F., Offei, M., Siponen. M., *Ayaburi, E. W.*, (forthcoming), How Do Real Cybercrime Syndicates Operates? The Case of Online Romance Fraud Syndicate. *IEEE Security and Privacy.*

6) Rubin, E., Iriberri, A., & *Ayaburi, E.* (2024). Speculation in investment in technology firms: a trust-based perspective. *International Journal of Bank Marketing.*

7) Frimpong, B., *Ayaburi, E.*, Andoh-Baidoo, F., Wang, X., Xiao, N., (2024), Impact of Campaign Bundling on the Success of Donation-Based Crowdfunding. *International Journal of Electronic Commerce (IJEC)*

8) *Ayaburi, E. W.*, Andoh-Baidoo, F. K. (2023), How do Technology Use Patterns influence Phishing Susceptibility? A Two-wave Study of the Role of Reformulated Locus of Control. *European Journal of Information System (EJIS)*

9) *Ayaburi, E. W.* (2023). Understanding online information disclosure: examination of data breach victimization experience effect. *Information Technology & People. 95-114*

10) Bao, D., Lee, J. U, Jin, S., *Ayaburi, E.* (2021), Trust and Its Impact on The Self-Disclosure Intentions of Users of Mobile-Based Online Dating Apps. *The Journal of the Southern Association for Information Systems.* 8, 1-23.
11) Asamoah D., Agyei-Owusu B., Andoh-Baidoo, F. K., Ayaburi, E. (2021), Inter-organizational systems use and supply chain performance: Mediating role of supply chain management capabilities. *International Journal of Information Management*. 58, 102195

12) Offei M., Andoh-Baidoo, F. K., Ayaburi, E., Asamoah D. (2020), How Do Individuals Justify and Rationalize their Criminal Behaviors in Online Romance Fraud? *Information Systems Frontiers*.

13) Ayaburi, E., Maasberg, M., Lee, J. U. (2020), Decision Framework for Engaging Cloud-Based Big Data Analytics Vendors: Engaging Cloud-Based Big Data Analytics Vendors. *Journal of Cases on Information Technology* 22(4), 60-74.

14) Jozani, M., Ayaburi, E., Ko, M., & Choo, K. K. R. (2020). Privacy Concerns and Benefits of Engagement with Social Media-enabled Apps: A Privacy Calculus Perspective. *Computers in Human Behavior*, 106260.

15) Ayaburi, E., Treku, D. (2020). Effect of Penitential Accounts on Social Media and Privacy Concerns: The Case of Facebook. *International Journal of Information Management*, 50, 171-181.

16) Ayaburi, E. W., Wairimu, J., & Andoh-Baidoo, F. K. (2019). Antecedents and outcome of deficient self-regulation in unknown wireless networks use context: An exploratory study. *Information Systems Frontiers*, 21(6), 1213-1229.

17) Ayaburi, E. W., Lee, J., & Maasberg, M. (2019). Understanding Crowdsourcing Contest Fitness Strategic Decision Factors and Performance: An Expectation-Confirmation Theory Perspective. *Information Systems Frontiers*, 1-14.

18) Ayaburi, E. (2018). Understanding Characteristics of High Performers in Two-sided Competitive Crowdsourcing. *International Journal of Innovation and Technology Management*, 15(5), 1-16. 10.1142/S0219877018500414

**Selected Conference Proceeding**

1) Frimpong, B, Ayaburi, E., Andoh-Baidoo, F. K., Wang, X., Enhancing Project Success by minimizing Information Asymmetry in Donation Crowdfunding: The Role of Community Pot Mechanism and Third-Party Endorsements. Proceedings of 57th Hawaii
International Conference on System Sciences (HICSS), Maui, Hawaii, January 05-8, 2023.

2) Guduru, R, Andoh-Baidoo, F. K., Ayaburi, E., Hughes, J., How Does the Authenticity in an Online Review Affect Its Helpfulness? A Decision Tree Induction Theory Development Approach. Proceedings of 57th Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, January 05-8, 2023.

3) Manga, J. A, Andoh-Baidoo, F. K. Ayaburi, E., Escobari, D., Examining User Efficacy Behaviors Dynamics in Online Health Communities: An Empirical Study: Proceedings of 43rd International Conference on Information Systems, Copenhagen, Denmark, December 12-15, 2022.

4) Manga, J. A, Ayaburi, E., Andoh-Baidoo, F. K., Is First Impression Relevant in Online Health Support Communities? Preliminary Investigation of the Effects of Social Presence. Proceedings of 54th Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, January 05-8, 2021.

5) Ayaburi, E., Andoh-Baidoo, F. K., Lee, J. U., Post Data Breach Use of Protective Technologies: An Examination of Users’ Dilemma. Proceedings of 53rd Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, January 07-11, 2020.

6) Ayaburi, E., Andoh-Baidoo, F. K. Understanding Phishing Susceptibility: An Examination of Cue utilization theory and Habits.: Proceedings of 40th International Conference on Information Systems, Munich, Germany, December 15-18, 2019.

7) Jozani, M., Ayaburi, E., Myung, K., Choo, R. K. (2018). A Conceptual Model to Understand Privacy Concerns in a Social P2P Payment App. Proceedings of 24th Americas Conference on Information Systems (AMCIS), New Orleans, Louisiana, August 16-18, 2018.

8) Maasberg, M., Ayaburi, E., Liu, C., Au, Y. (2018). Exploring the Propagation of Fake Cyber News: An Experimental Approach. Proceedings of 51st Hawaii International Conference on System Sciences (HICSS), Waikoloa, Hawaii, January 03-06, 2018.

9) Wairimu, J., Ayaburi, E., Andoh-Baidoo, F. K. (2018). Individual's Security and Privacy Behavior on the use of Unfamiliar Wireless Networks: Habituation Theory Perspective. San Francisco, CA: Thirty ninth International Conference on Information Systems.
10) Ayaburi, E., Talebi, N. (2017). Software Development Team Dynamics: Control, Coordination, and Secure Software. Proceedings of 23rd Americas Conference on Information Systems (AMCIS), Boston, Massachusetts, August 10-12, 2017.

**Selected Research in Progress**

- When I say I’m sorry what do the audience think? Understanding apologies on social media
- MUM Effect in ISP Violation Reporting: Impact of Fear, Communication and Solidarity
- Investigation Of Sociotechnical Triggers, Stage-Dependent and Stage-Independent Factors of Online Romance Fraud.
- What do anxious consumers do after a data breach announcement? The role of different response strategies.
- Which Framing Values Influence Reward-based Crowdfunding Campaign Participation? An Examination of Strategic Value Framing Congruence.
- An Empirical Study of the Effect of Corporate Reputation and Coopetitive Branding on Digital Video Games Sales: A Signaling Theory Perspective.

**Service**

**Cleveland State University**

**College Service, Committee Member**, Assessment Committee (August 22, 2022 – Present)

**Department Service, Committee Member**, Curriculum Committee (August 22, 2022 – Present)

**Dissertation Committee, Member**: Tang, D., Cleveland State University

**University of Texas Rio Grande Valley**

**College Service, Committee Member**, VCOBE PhD Program Committee (September 1, 2020 – August 2022)

**Committee Member**, Research and Engagement Committee. (September 1, 2018 - 2020).

**Committee Member**, Research Sub-committee. (September 1, 2018 - 2020).

Department Service
MIS Ph.D. Program Department Coordinator, Department of Information Curriculum Committee (September 2020 – Present)

Committee Member, Department of Information Curriculum Committee (September 2020 – Present)

Brownbag Coordinator, Department of Information Systems (September 1, 2018 – 2019)

External Examiner, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. (since 2021)

External Examiner, North-West University, Potchefstroom, South Africa. (Since 2021)

Reviewer, Ad Hoc Reviewer, European Journal of Information Systems. (2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Strategic Information Systems. (2023 - Present).

Reviewer, Ad Hoc Reviewer, Information Systems Journal. (May 1, 2019 - Present).

Reviewer, Ad Hoc Reviewer, Information and Management. (2019 - Present).

Reviewer, Ad Hoc Reviewer, International Journal of Information Management. (2019 - present).

Reviewer, Ad Hoc Reviewer, Information Systems Frontiers. (October 1, 2017 - Present).

Other

Program Organizing Committee, 3rd African IS Paper Development Workshop, Online - June 28, 2024.

Program Organizing Committee, 2nd Pre - ECIS African IS Paper Development Workshop, Kristiansand, Norway - June 12, 2023.

Best Reviewer, The 2020 Dewald Roode Workshop on Information Systems Security Research, Ames, Iowa (online), October 2, 2020 - October 3, 2020.

Program Organizing Committee, 1st Pre - ECIS African IS Paper Development Workshop & Inaugural Community Meeting, Marrakesh, Morocco (online) - June 13, 2020.

Program Organizing Committee, IFIP WG 8.6 Diffusion and Transfer of IT, Accra, Ghana, June 21 – 22, 2019