

## **Russell Haines**

Department of IT and Decision Sciences  
Old Dominion University  
Norfolk, VA 23529  
Phone: 757-683-5841  
Email: rhaines@odu.edu

### **Educational Background**

Ph.D., 2002, University of Houston

Major Field: Business Administration - MIS

Supporting Field: Sociology

Dissertation Title: The Impact of Information Technology on the Structuring Processes of Task-Oriented Groups.

Dissertation Chair: Dr. Richard Scamell

Master of Accountancy, 1991, Marriott School of Management, Brigham Young University

Bachelor of Science, Accounting, 1991, Brigham Young University

### **Academic Experience**

Associate Professor, Department of Information Technology and Decision Sciences, Old Dominion University, 2010 – Present

- Member of MBA admissions committee.
- Member of Experiential Learning committee
- Member of Scholarship committee

Assistant Professor, Department of Information Technology and Decision Sciences, Old Dominion University, 2004 – 2010

Assistant Professor, Department of MIS, University of Tulsa, 2000 – 2004

- Co-developed a summer technology camp for high-school age girls.
- Served on committee for academic misconduct.
- Developed and taught a course at the Institute for Business Education in Zelenograd, Russia.

Teaching Fellow, Department of Decision and Information Sciences, University of Houston, 1997 – 2000

### **Research**

My central research interest is the impact of information technology on group interaction. This has grown from my study of sociology as a supporting field and my use of a computer-based group experiment for my dissertation. I have leveraged my experience with computer-supported experimentation and teamed with others to study group interaction, group behavior, and other phenomena involving multiple participating individuals.

I conduct my research in an interdisciplinary manner, applying theories, methods, and concepts from other fields, primarily Sociology and Organizational Psychology. I have a working

knowledge of univariate and multivariate statistics and structural equation modeling (AMOS and PLS), and experience with ethnography and case study research as qualitative methods. At a more technical level, I am interested in communication technology, database design, and human-computer interaction.

Since completing my dissertation, I have developed several computer-based group experiments as a result of discussions with other scholars about their research. I anticipate that much of my future research will involve similar collaborations.

### ***Research Projects in Progress***

With Kai Riemer, Malte Kramer, and Nadine Vehring. “An experimental study of the development and effects of awareness via computer-mediated communication.” Participants in this experiment complete medical diagnoses as a team. Each participant is assigned a job in a prototypical medical team (e.g., Nurse, Doctor, Lab Tech). Teams meet for a short period of time in a chat room, and then complete the diagnosis task using email to communicate. After the diagnosis period ends, the participants are assigned to new groups, but perform the same job. A medical task was developed because it is more realistic than the task I used for prior experiments, while the new design enables the study of awareness in quick starting teams where members are experts at their job but are working with new people. We are examining the building and effects of awareness after the chat meeting and after working via email.

With Ivan Ash (Cognitive Psychology researcher). “An experimental examination of the effect of hindsight bias on inventory management decision making.” Participants in this experiment complete an inventory management task in which they attempt to maximize total sales while minimizing holding costs for their firm. The task environment is more generalizable than the beer game environment I used in prior studies because participants only see information about their own sales, orders, and deliveries. Our experimental treatment is designed to decrease hindsight bias by recalling of prior predictions of inventory levels. Based on the results of prior studies in which I was involved, decreasing hindsight bias should increase information gathering and lead the participants to learn to make better ordering decisions.

### ***Papers in Pipeline***

Haines, Russell, Jill Hough, and Douglas Haines. “Human Behavior in Supply Chain Decision Making: Sense-Making and Information Use.” The results of a supply chain experiment show that reported information use at different levels of a supply chain affect overall performance. Reported information use is linked in turn with perceived understanding of cause and effect relationships of upstream, downstream, and own behavior on success.

Haines, Russell, Jill Hough, Lan Cao, and Douglas Haines. “Anonymity in Computer-Mediated Communication: More Contrarian Ideas with Less Influence.” The results of an ethical decision making experiment suggest that anonymity during a discussion leads participants to express more support for an ethically questionable action. However, arguments expressed during an anonymous discussion had less impact on intent to engage in a similar action.

Haines, Russell, and Kai Riemer. "Dynamic Awareness Theory: Awareness in Mediated Communication as Pools Fed by Streams of Practice" A pure theory paper that focuses on the process by which encounters via computer-mediated communication create awareness of other people. We use a metaphor of awareness as being held in pools within interacting individuals that is fed by drawing from the stream of interactions that flow between individuals. We offer propositions about why and how awareness is created in CMC contexts, and the role of technology in facilitating or inhibiting awareness creation.

### ***Refereed Publications***

Haines, Russell and Joan Mann. 2011. "A New Perspective on De-Individuation via Computer-Mediated Communication." *European Journal of Information Systems*, 20(2), 156-167.

Haines, Russell, Jill Hough, and Douglas Haines. 2010. "Individual and Environmental Impacts on Supply Chain Inventory Management: An Experimental Investigation of Information Availability and Procedural Rationality." *Journal of Business Logistics*, 31(2), 111-128.

Cooper, Randy, and Russell Haines. 2008. "The Influence of Workspace Awareness on Group Intellectual Decision Effectiveness." *European Journal of Information Systems*, 17(6), 631-648.

Haines, Russell, Marc Street, and Douglas Haines. 2008. "The Influence of Perceived Importance of an Ethical Issue on Moral Judgment, Moral Obligation, and Moral Intent." *Journal of Business Ethics*, 81(2), 387-399.

Hough, Jill R., Russell Haines, and Shannon Giacomo. 2007. "Contextual Factors Affecting the Integration of Enterprise Systems in Post-Merger Oil and Gas Companies." *Enterprise Information Systems*, 1(4), 421-441.

Haines, Russell and Lori Leonard. 2007a. "Situational Influences on Ethical Decision-Making in an IT Context." *Information and Management*, 44(3), 313-320.

Leonard, Lori and Russell Haines. 2007. "Computer-Mediated Group Influence on Ethical Behavior." *Computers in Human Behavior*, 23(5), 2302-2320.

Haines, Russell and Lori Leonard. 2007b. "Individual Characteristics and Ethical Decision-Making in an IT Context." *Industrial Management & Data Systems*, 107(1), 5-20. Featured as one of ten noteworthy journal articles for January 2007 by Emerald Publishing.

Haines, Russell, Jill Hough, Douglas Haines and Scott Metlen. 2005. "Using A Web-Based Supply Chain Management Simulation as an Experiential Learning Tool Across the Business Curriculum." *Journal of College Teaching & Learning*, 2(12), 71-77.

Bradley, Wray, Russell Haines, and George Vozikis. 2002 "Trust in Virtual Teams: The Use of a Directive Sentence in the Script of the Thinklet." *Recent Advances in Computers, Computing and Communications*, N. Mastroakis and V. Mladenov, Eds. (WSEAS Press), 122-127.

Haines, Russell and Randy Cooper. 1998. "The Negotiation of Structure in Software Development Project Teams." *Journal of Information Technology Management*, 9(4), 1-11.

### ***Refereed Conference Proceedings***

Riemer, Kai and Russell Haines. 2008. "Pools and Streams: A Theory of Dynamic, Practice-Based Awareness Creation in Mediated-Communication." *Proceedings of the JAIS Theory Development Workshop*.

Haines, Russell and Douglas Haines. 2007. "Fairness, Guilt, and Perceived Importance as Antecedents of Intellectual Property Piracy Intentions." *Proceedings of the 28<sup>th</sup> International Conference on Information Systems*.

Haines, Russell, Lan Cao, and Douglas Haines. 2006. "Participation and Persuasion via Computer-Mediated Communication: Anonymous versus Identified Comments." *Proceedings of the 27<sup>th</sup> International Conference on Information Systems*.

Haines, Russell, Jill Hough, and Douglas Haines. 2004. "Decision Style and Information Availability: Predicting Individual Performance in a Supply Chain Simulation." *Proceedings of the 2004 Annual Decision Sciences Institute Meeting*. Awarded distinguished paper in the Supply Chain Management track.

Haines, Russell and Lori Leonard. 2004. "Influences of Different Ethical Issues on Ethical Decision-Making in an IT Context." *Proceedings of the 37<sup>th</sup> Hawaii International Conference on System Sciences*. Nominated for the best paper award.

Leonard, Lori and Russell Haines. 2003. "Ego Strength: Group Influences on IT Ethical Behavior." *Proceedings of the 2003 Annual Decision Sciences Institute Meeting*.

Haines, Russell and Richard Scamell. 2003. "The Development of Trust in Virtual Teams." *Proceedings of the Ninth Americas Conference on Information Systems*. Nominated for the best paper award.

Bradley, Wray, Russell Haines, and George Vozikis. 2002. "Trust in Virtual Teams: The Use of a Directive Sentence in the Script of the Thinklet." *6<sup>th</sup> CSCC International Conference*.

### **Teaching**

My basic assumptions about teaching are guided by my view that, after graduation, MIS students will inevitably be faced with new situations and different technology. Therefore, I try to enable my students to learn concepts of design, programming, and networking while using current technology as an example. Furthermore, I feel that MIS students need to learn how to approach and solve real-world problems in the ways that professionals do rather than just replicating solutions that I give them. Therefore, when solving problems in upper level courses, I point students to the areas of MIS where a professional might look and encourage them to find their own solution. When I teach at the introductory level, I focus primarily on teaching the students to solve problems using the content and concepts of that subject area.

### ***Courses Taught***

Telecommunications: an overview of concepts and technology involved in data and voice telecommunications and local and wide-area networking. Emphasis is placed on securing sites and resources against penetration, and securing transmission over wired and wireless networks against eavesdropping. The course includes hands-on exercises where students work with common network technologies: twisted pair wiring, Ethernet networking, TCP/IP internetworking, etc.

Information Systems in Organizations (MBA): a discussion of the different uses of computer-based information systems by organizations, and what factors influence organizations as they attempt to implement systems. The students discuss case studies of strategic information systems implementation. The discussions are facilitated by lectures on various social theories of organization and individual behavior. Emphasis is on organizational and user factors that affect the successful implementation of information systems, with some discussion of social implications.

Network Administration: issues faced by system and network administrators using an almost entirely hands-on approach. Students learn twisted-pair wiring, Ethernet switching concepts, IP routing and subnetting, DHCP configuration, and other network services.

Introduction to Information Systems: an introduction to computing and information systems development targeted at first year MIS majors. Students are taught organizational uses of information technology to support business processes, and complete hands-on mini projects where they progress from a paper-based system to a database-linked computerized information system.

Database Design and Applications: This course covers two related topics: database design and database application development. Database design involves database analysis using a business event based approach, database modeling using entity-relationship diagrams, and table design and normalization. Application design and development involves user view design, client-server database programming using Visual Basic, and SQL commands. The integration of design and development is emphasized through the use of a business-derived project.

Internet Development Project: issues faced when implementing client-server applications using a web-based architecture. The course itself consists of each student implementing a web-based system. A typical class meeting consists of a short lecture on web application concepts followed by a walk-through of a student project. Then the students are divided into small groups to work on problems and/or new features that were pointed out.

Introduction to Computers and MIS: how to compare different features of computers and peripherals, how to use the Microsoft Windows Operating System, how to use Microsoft Office (Word, Excel, PowerPoint and Access), and how to create web pages.

Information Systems in Organizations (Undergraduate): different uses of computer-based information systems by organizations. Emphasis is given to how the structure of an organization affects the choice of systems and how technology might change the structure of the organization. Additional topics for discussion are why users accept or resist new technology and broader social issues of technology use including privacy and social control.

Interactive Systems: how to develop systems with graphical interfaces in Visual Basic. Emphasis is placed on the collection and use of data by an interactive system.

## **Professional Experience**

Sam Houston Race Park: Houston, Texas. Systems Consultant, 1994 – 2003

Responsible for purchasing hardware and software and information systems development.

Blimpie Subs and Salads: Houston, Texas. Franchise Owner, 1992 - 1993

Managed all operations of a quick service food store that sold submarine sandwiches.

Wal-Mart: Albuquerque, New Mexico. Assistant Manager, 1991 - 1992

Participated in merchandising, employee management, and employee scheduling.

## **Grants, Awards, and Honors**

Summer Experience Enhancing Collaborative Research (SEECR), \$17,000, Old Dominion University, 2007 (with Ivan Ash from ODU Psychology Department)

Supply Chain Summer Research Grant, \$7,500, Old Dominion University College of Business and Public Administration, 2006

Design of an Internet-Based Accounting Reporting System. \$2,500, Sam Houston Race Park, Ltd. 2002

Dean's Innovation in Teaching Award (for the Network Administration course), University of Tulsa College of Business Administration, 2000-2001

Dean's Award for Academic Excellence, University of Houston C. T. Bauer College of Business, 2002

Melcher Award for Excellence in Teaching by a Doctoral Candidate, University of Houston College of Business Administration, 1998

Mr. and Mrs. Harry B. Gordon Scholarship, University of Houston College of Business Administration, 1998

## **References**

Dr. Richard Scamell

Professor

Department of Decision and Information Sciences

C. T. Bauer College of Business Administration

University of Houston

4800 Calhoun

Houston, TX 77204

E-mail: rscamell@uh.edu

Phone: (713) 743-4733

Dr. Wynne Chin  
Professor  
Department of Decision and Information Sciences  
C. T. Bauer College of Business Administration  
University of Houston  
4800 Calhoun  
Houston, TX 77204  
E-mail: [wchin@uh.edu](mailto:wchin@uh.edu)  
Phone: (713) 743-4728

Dr. Saeed Samiee  
Collins Professor of Marketing and International Business  
Department of Marketing  
College of Business Administration  
University of Tulsa  
600 South College Avenue  
Tulsa, OK 74104  
E-mail: [samiee@utulsa.edu](mailto:samiee@utulsa.edu)  
Phone: (918) 631-2019